

HEINL RADIO BUSINESS LETTER

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FRANK E. HULLER

INDEX TO ISSUE OF MARCH 7, 1945.

Allocations Up To Secret Session; FM Groups Fight On.....	1
Reinsch Of WSB Succeeds Feltis As NAB Director-At-Large.....	3
George Henry Payne Dies; Reappointment Mystery Unsolved.....	4
Believe John L. Lewis Will Back Down On Petrillo Royalty.....	6
Dr. Jolliffe Climbs Another Step Higher At RCA.....	7
On-The-Job Signal Corps Training Proves Success.....	7
Petrillo In New Platter Attack; Will Appeal To Courts.....	8
"Now Paul Stands When Broadcasters Come In", Quips Phil.....	8
Richard F. Frohlich Now Heads ASCAP Public Relations.....	9
Sounds Warning Against Postwar Over-Confidence.....	9
Dinner To Paul Porter By 4th District Broadcasters.....	10
S.W. Broadcasts To Armed Forces Increased More Than 50%.....	10
New York-Brussels Service Resumed by RCA Communications.....	11
Indiana Considers State FM Educational Broadcast Net.....	11
Scissors and Paste.....	12
Trade Notes.....	14

No. 1672

March 7, 1945

ALLOCATIONS UP TO SECRET SESSION; FM GROUPS FIGHT ON

Completed in three and a half days where it was expected a week or more would be required for the hearings, the next important step in considering the FCC reallocation recommendations will be a secret session of the Communications Commission with Army and Navy officers next Monday, March 12th. A member of the FCC ventured the opinion that the Commission's report would be made early in April.

With the main battle waging over the location of the FM band and the outcome of the television allocation depending upon this, both those who desire FM to remain where it is and those supporting the FCC in changing seem confident of victory. The former expressed themselves as especially elated over the testimony of Maj. Edwin H. Armstrong, FM inventor, who in the opinion of one observer "put the ball right in the Commission's lap". He declared that the anti-FCC forces had unquestionably won the first round and that Dr. J. H. Dellinger of the Bureau of Standards, who is to testify at the secret session, would be another strong factor in their favor.

"Dr. Dellinger had previously written to the Commission urging that they let FM stay right where it is", he continued. "FM Broadcasters and the Radio Technical Planning Board made a splendid presentation and I feel very confident as to the outcome."

Sharp exception was taken to this by a prominent member of the industry who supported the Commission's recommendations, and who said:

"Major Armstrong really hurt himself and his cause by his testimony. He was too emotional. There was no use in his endeavoring to sell the Commission on a basis of perfection and then tearing that perfection down on allocation.

"I have talked to several of the Commissioners and I am confident that FM will be moved up regardless of the pleas to allow it to remain as is. How far it will go and if it will go as high as the Commission has recommended, remains to be seen. It may result in a compromise but I can assure you that FM will not remain where it is."

The FM controversy in last week's hearings centered around the calculations made by Dr. K. A. Norton, former FCC engineer, now on duty with Army Signal Corps, upon which the FCC made their recommendations. C. M. Jansky, Jr., of Panel 5, RTPB, told the Commission they must believe Dr. Norton "and the errors he has made" or Dr. Dellinger or Major Armstrong. Dr. Ray H. Manson of Stromberg-Carlson said that at least six months' more time would be required to manu-

facture FM receivers for the proposed band and the cost to the consumer would be from \$4 to \$32 per set. W. R. David, of General Electric, said about the same thing.

Major Armstrong said, regarding Dr. Norton's calculations as compared with those who have had experience that they "were so different it seems something must be left out, some errors must have been made".

"With FM starting at some point within its present band (43 to 50 megacycles) and expanding upward into a prospective 30 megacycles, it seems to me that from a propagation stand-point alone a more satisfactory service can be established than is promised for the upper end of the band", Major Armstrong said. "This can be done without encountering the risks inherent in moving bodily into another part of the spectrum about which information is admittedly incomplete

Cyrus T. Read of Hallicrafter's, Chicago, went to the bat for the FCC and said it would only cost \$10 to \$15 to convert present FM sets to the higher frequencies.

John Shepard, 3rd, said, "Our conclusion is that if present assignments proposed by the FCC are put into effect, FM will be put back to where it was in 1936 and it will be very sick and probably on its deathbed for many years."

In supporting the FCC, Commander T.A.M. Craven, himself recently a member of the Commission, now Vice-President of the Cowles Broadcasting Company, declared that Dr. Norton was one of the world's greatest propagation experts.

Supporting his contention that FM should be moved upward, Commander Craven said the FCC must protect the outer regions of service areas to afford service to those living outside of cities. "I think it's the duty of the Commission to take any step whatsoever to protect service in all areas", declared Mr. Craven. On the predicted delay, if FM is moved up, the Cowles executive said he thought manufacturers are ready now to turn out 50 KW equipment for the higher frequencies. "If we manufacture with the speed of war, it won't take very long", he said. "If television transmission in sound can be produced in the 108-mc band, so can FM. There's no mystery about it. . . I've been impressed that the attitude of industry is negative. If industry took that attitude in war we wouldn't get anywhere. We must take positive attitude."

John D. Reid, Manager of Research, Crosley Corporation, Cincinnati, testifying on cost of building new receivers, said Crosley plans to turn out an FM set for higher frequencies which would cost the consumer an additional \$3 or \$4. Mr. Reid said the biggest factor in redesigning would be expansion of the band rather than position in the spectrum.

Mr. Reid declared that Crosley feels the FCC proposed allocations are sound and it is desirable to shift the FM band to 84-102 mc.

David B. Smith, of Philco, endorsed the FCC FM and television proposals and said that the Commission "had done a magnificent job in reconciling the claims of the various services."

William B. Lodge of the Columbia Broadcasting System said he had studied Dr. Norton's figures and had failed to find any discrepancies. C. R. Miner of General Electric also was of the opinion that the cost of manufacturing sets in the higher frequencies would be \$24 to \$30 more per set to the consumer.

Leopold L. Asch, of WBCA, Schenectady, who has the distinction of operating the only independent FM station in the United States, said if the FCC recommendations were adopted they would put him out of business.

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REINSCH OF WSB SUCCEEDS FELTIS AS NAB DIRECTOR-AT-LARGE

J. Leonard Reinsch, Managing Director of WSB, Atlanta, Ga., WHIO, Dayton, Ohio, and WIOD, Miami, Florida, has been elected to serve out the term of Hugh M. Feltis as Director-at-Large of the National Association of Broadcasters. Mr. Feltis was formerly General Manager of KFAB, of Lincoln, Nebr., but resigned to accept the presidency of the new Broadcast Measurement Bureau. Mr. Reinsch has also been nominated as one of the Directors-at-Large for the coming year to represent the large stations of the National Association of Broadcasters. These directors are to be elected by mail ballot and will assume their offices July 1st.

In the presidential campaign, Mr. Reinsch was selected by Paul A. Porter, now Chairman of the Federal Communications Commission, then Director of Public Relations for the Democratic National Committee, to be the Radio Director of the Committee. Mr. Reinsch secured a leave of absence from his chief, former Governor James M. Cox of Ohio, and with headquarters in New York City, made a great success of the job.

A native of Illinois, Mr. Reinsch has lived in Atlanta since 1940. He is a graduate of Northwestern and began in radio in 1928 as an announcer at WLS, Chicago. He joined the Cox stations in 1934 at WHIO, where he served as Manager. When Governor Cox acquired WSB, he became Managing Director of the three Cox-owned stations. He was born in Streator, Ill., on June 28, 1908. He is married and has two children.

Governor Cox was the Democratic nominee for the presidency in 1920. Franklin D. Roosevelt was the vice-presidential nominee in that campaign.

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GEORGE HENRY PAYNE DIES; REAPPOINTMENT MYSTERY UNSOLVED

George Henry Payne, storm center of so many battles on the Federal Communications Commission and who served as a member of that body from 1934 to 1943, died at the home of his daughter, Mrs. Virginia Payne Ahrens, in Hollis, Queens Borough, New York, last Saturday. Mr. Payne was 68 years old and after leaving the Commission became Vice-President and Director of the Finch Telecommunications Company of New York. Mr. Payne, who was succeeded at the FCC by Commissioner E. K. Jett, made his last formal appearance at the Communications Commission at the Allocations Hearings several months ago when he testified in behalf of the Finch Company advocating adequate space in the spectrum for facsimile.

With the death of Mr. Payne the mystery of why President Roosevelt recalled the nomination of the reappointment of Mr. Payne for an additional seven years may be cleared up. The President sent Mr. Payne's nomination to the Senate July 1, 1943, and withdrew it without explanation the next day, a very unusual procedure.

There were several versions of why the President might have changed his mind. One was that Speaker Sam Rayburn and Democratic Leader John McCormack had suggested to Mr. Roosevelt that it was a slap in the face to the Cox Committee to send up the renomination of Mr. Payne as a member of the Commission while the FCC investigation was still going on. Another was that Mr. Payne was anti-Semitic which Mr. Payne answered by pointing to the fact that he had had a Jewish secretary for the past nine years.

Still another reason was that Mr. Payne had sided with the Dies Committee in voting to oust FCC employees Dodd and Watson.

Mr. Fly told a press conference at the time he had not recommended the canceling of the nomination, although he did visit the White House a few mornings before. It was an "off-the-record" visit, he said.

"I did not know that day why the nomination had been withdrawn. I have since learned something about it. I do not undertake to assign any reasons for the withdrawal of the name. I know I do not know the reasons. I knew nothing about it until I arrived at the White House that morning and the action had been taken."

Chairman Fly, answering a question, said that it was hardly appropriate to say much about it, but added that it was a matter of public record that Mr. Payne had voted "with me and a majority here consecutively, and he had supported most of the policies I had supported."

When Mr. Payne himself was asked if he could aid in clearing up the mystery, he said:

"I don't know a thing - honestly I don't - I am just as much in the dark as you are."

Born in New York, the son of George Cooley Payne and Katharine Milligan Payne, Mr. Payne attended City College for three years and then studied at the College of Pharmacy. Later he was a special student at the New York Law University.

His first adventure in journalism was as proprietor and publishers of The Long Branch (N.J.) Summer Season in 1893 while he was still a student.

In 1903 Mr. Payne began a four-year term as drama and music critic of The Evening Telegram and, in 1909, he joined the staff of The Evening Post as a political reporter, remaining until 1912. He left The Post after writing his best known book, "The Birth of the New Party", a study of the origins of the Progressive movement of that period.

His active connection with politics began in 1906. In that and the next year Mr. Payne was a member of the New York County Republican Committee and two years later he unsuccessfully sought a post in the Assembly. In 1910 he managed the literary bureau of Henry L. Stimson's Gubernatorial campaign, and in 1912 he was one of the New York managers for Theodore Roosevelt's presidential campaign. He also managed the campaign of George McAneny, President of the Board of Aldermen, in 1913, and he was floor manager for Leonard Wood at the Republican National Convention in Chicago in 1920

In that same year Mr. Payne opposed James W. Wadsworth for the Republican nomination for United States Senator, polling 46,039 votes. Between 1916 and 1933 he was City Tax Commissioner.

Mr. Payne's funeral was held Tuesday in the St. James Chapel of the Cathedral of St. John the Divine in New York City. The serviced was conducted by the Rev. James Green, Canon of the Cathedral. A choir of 48 boys, including Mr. Payne's grandson, Richard Ahrens, sang.

Among those at the service were former Postmaster General James A. Farley; James Cromwell, Arthur Batcheller, representing the Federal Communications Commission; Dr. James L. Bradford, President of the Finch Telecommunications Company; George LeBrun, Secretary of the Chief Medical Examiner's Office when Mr. Payne was Tax Commissioner; William A. Orr, who was secretary to former Governor Charles S. Whitman; Archibald R. Watson, New York County Clerk, and Paul Bailey, publisher of the Long Island Forum.

Burial took place in Oakwood Cemetery, Islip, Long Island.

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The Joint Army-Navy Termination Regulation is the "Bible" for war contractors to be used in the rapid settlement of war contracts. A recent survey discloses that less than 40% of the war contractors circularized had availed themselves of this publication. A Joint Army-Navy Distribution Center has been established at 90 Church Street, New York, New York, to distribute this publication together with other printed material pertaining to contract settlement.

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BELIEVE JOHN L. LEWIS WILL BACK DOWN ON PETRILLO ROYALTY

The prediction that other labor leaders would follow in the steps of James C. Petrillo in demanding "employment fund" royalties came true with the demand of John L. Lewis and the United Mine Workers for a \$60,000,000 a year "rainy day" fund. It was the belief in Washington, however, that Mr. Lewis might withdraw this stipulation in the strike threat show-down. The reason for this was said to be that Petrillo, in making more and more exacting demands, was believed to "be riding for a fall" and that Mr. Lewis had no desire to be mixed up in it.

The coal producers' spokesman, who claimed Lewis' "private tax" was an opening wedge for similar demands by other unions, did not, however, regard musicians' boss James C. Petrillo's royalties in the same light.

Petrillo now gets royalties ranging from one-half cent to five cents per record from recording companies. The spokesman said Petrillo's collections were on a luxury, whereas every American was dependent on coal.

Talburt, cartoonist of Scripps-Howard, had a cartoon in the New York World-Telegram, Washington News and other papers, captioned "Swelling the Chorus". It showed an old phonograph playing a tune, "Petrillo's Royalty Racket". John L. Lewis was standing in front of the phonograph with a sheet of music marked "Demand of 10¢ a ton royalty for Miner's Union". Mr. Lewis was singing "Brother Can You Spare A Dime?"

The Washington Star commented upon the coal miner's demands as follows:

"There is doubt in the minds of some that John L. Lewis is wholly serious in his attempt to levy what is in effect a private tax of ten cents on each ton of coal mined, the proceeds to be paid into a union fund which unquestionably would be controlled by him. Mr. Lewis seems to be serious enough. He has served notice that the coal operators must "accede" the miners the "right to live" - which in his estimation means yielding to his demands. "If you don't accede it", he says, "we will take it anyhow." Furthermore, Mr. Lewis has a perfectly valid precedent in the Government's weak surrender to James C. Petrillo, head of the American Federation of Musicians, who demanded and secured the right to levy a union tax on the manufacture of phonograph records. If the consuming public can be taxed for the benefit of the musicians, Mr. Lewis might ask, why cannot the consumers be taxed for the benefit of the miners?"

"Events will show whether the mind union head intends to make a fight on this point. But the fact that he has made the demand, coupled with Mr. Petrillo's earlier success in the same field, should be sufficient to impress any one with the seriousness of the issue which has been raised."

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DR. JOLLIFFE CLIMBS ANOTHER STEP HIGHER AT RCA

Dr. C. B. Jolliffe, Chief Engineer of the RCA Victor Division, has been elected Vice President of Radio Corporation of America in Charge of RCA Laboratories. Dr. Jolliffe will succeed Otto S. Schairer, who was elected Staff Vice President of RCA at a meeting of the Board of Directors. Mr. Schairer will be consultant and advisor on matters pertaining to research, development, patents, trademarks and licenses.

The Board also authorized Ewen C. Anderson, Commercial Manager of RCA Laboratories, to execute license agreements under domestic patent rights and to coordinate the commercial activities of RCA Laboratories with those of the RCA Victor Division.

From 1922 to 1930, Dr. Jolliffe served as physicist in the Radio Section of the Bureau of Standards, resigning to become Chief Engineer of the Federal Radio Commission. He remained for five years with the FRC and its successor, the Federal Communications Commission, and then joined the Radio Corporation of America as engineer-in-charge of the RCA Frequency Bureau. In 1941, he was appointed Chief Engineer of RCA Laboratories, and early in 1942 he was made Assistant to the President of RCA. In September, 1942, he was appointed Chief Engineer of the RCA Victor Division, Camden, New Jersey.

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ON-THE-JOB SIGNAL CORPS TRAINING PROVES SUCCESS

Practical on-the-job training of Signal Corps teams and units in depot operation and maintenance of Signal Corps equipment is being carried on in various signal depots and in signal sections of Army Service Forces depots.

"Learn while you work; work while you learn." There is a strong stimulus in this fundamental idea of on-the-job training. Signal Corps trainees do the work which they will be required to do as soldiers in actual combat theatres, and they gain experience with authentic equipment. The academic approach, with simulated conditions and equipment, is a thing of the past in this signal training. The men have access to modern communications equipment of every sort - radio, radar, telephone, photography - and they learn about Depot operations by direct participation in the work of receiving, storing and issuing material. In some of the installations, such as Holabird, damaged Signal Corps equipment used by all types of Army units is received for repair, and here the trainees have the widest opportunity to learn practical repair work, again by "working while they learn". They set up their mobile work shops and make repairs in the same working groups and with the same tools they will have when they move to a combat zone. Their repair trucks are equipped to repair and test almost every type of Signal Corps equipment being used today.

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PETRILLO IN NEW PLATTER ATTACK; WILL APPEAL TO COURTS

If the National Labor Relations Board acts adversely in the jurisdictional fight over "radio platter turners", James C. Petrillo has served notice that he will go over their heads in an appeal to the higher courts. In the meantime Mr. Petrillo has filed Federation of Musicians charges with the NLRB that the rival, independent union, the National Association of Broadcast Engineers and Technicians, is "company dominated".

The Board is investigating the charges. The case affects the National Broadcasting Company and the Blue Network.

NABET was certified last November as the collective bargaining agent for the platter turners - those employees who turn over the transcription records during broadcast programs.

The Blue Network and NBC said they could not bargain with NABET, because of Mr. Petrillo's threat of "economic pressure". The companies said Mr. Petrillo had threatened to stop the presentation of a Jack Benny show in December over the issue.

Joseph C. Padway, AFL counsel who asked that a decision be withheld, said that if the Board decision went against Mr. Petrillo the musicians' boss would take the case to court in "an endeavor to overrun the certification".

Martin F. O'Donohue, attorney for NABET, said there was "no issue" in the hearing, requested by Mr. Petrillo, because NABET had been certified and the companies had refused to bargain.

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"NOW PAUL STANDS WHEN BROADCASTERS COME IN", QUIPS PHIL

Noting the changed and informal atmosphere with the new Chairman of the Federal Communications Commission, Paul Porter, presiding at the Allocations hearings, and recalling the frosty attitude of former Chairman James L. Fly, who required the broadcasters to rise a la the Supreme Court when the Commissioners filed in, a late arrival asked Phil Loucks, counsel for FM Broadcasters, if Chairman Porter had made them stand at attention when he came in.

"No - it's different now", Phil replied, a large smile spreading across his face. "We make Paul stand while the broadcasters come in."

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RICHARD F. FROHLICH NOW HEADS ASCAP PUBLIC RELATIONS

Richard F. Frohlich, who for the past two years has served as assistant to the late Robert L. Murray, will carry on the work of the latter as Director of the Public and Customer Relations Department of the American Society of Composers.

Mr. Frohlich is a native New Yorker, educated in New York public schools, graduate of Collegiate School, and he obtained has B.A. degree from Columbia College in 1936, and Masters degree from Pulitzer Graduate School of Journalism at Columbia in 1937. In 1938-39 he was employed as reporter on New York Daily News. Mr. Frohlich went to the American Society of Composers, Authors and Publishers in 1939 as contact man with radio stations throughout the country.

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For Release After 1 P.M.
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SOUNDS WARNING AGAINST POSTWAR OVER-CONFIDENCE

Warning against indifference and over-confidence with respect to postwar economic problems, Charles B. Brown, Advertising Director of RCA Victor, today (March 8) predicted that American business after the war will face "the toughest selling job it has ever known."

Addressing a luncheon of the Rotary Club in El Paso, Texas, Mr. Brown will assert that the full production program recognized as vital to a sound and prosperous peace can only be achieved through "an efficient, productive advertising and sales program which will move billions of dollars in merchandise at a reasonable profit to all concerned, from worker to investor."

"When we review the great strides of science during the past few years", he will say, "we are tempted to feel slightly heady about the triumphant postwar world they seem to guarantee. But we must ever be conscious of the distinction between scientific development for the specialized tasks of war and the reality of peacetime reconversion and production.

"Never before in our history has the economic problem been as complex and the burden on management as heavy as it will become in the postwar days ahead. American industry must produce and salesmen must sell continuously a volume of goods beyond anything that has ever been produced and sold before in America's peacetime history.

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DINNER TO PAUL PORTER BY 4TH DISTRICT BROADCASTERS

Climaxing their meeting in Washington next week, the Fourth District of the National Association of Broadcasters (Virginia, West Virginia and District of Columbia Section) will give a dinner at the Hotel Statler Monday, March 12th, honoring Paul A. Porter, Chairman of the Federal Communications Commission. Mr. Porter will speak on "Broadcasting - Today and Tomorrow".

Prior to the dinner, there will be a cocktail party in the same hotel sponsored by the six Washington stations - WWDC, WINX, WMAL, WOL, WRC and WTOP.

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S.W. BROADCASTS TO ARMED FORCES INCREASED MORE THAN 50%

Shortwave news and entertainment broadcasts to men and women of the Armed Forces overseas have been increased by fifty per cent. Shortwave transmitters on the East and West Coast now transmit more than 960 hours of Armed Forces Radio Service programs per week. Total weekly operation period at the end of 1944 was somewhat over 600 hours.

The additional broadcasts have been made possible by increased time allotments and the activation of new transmitters by the Office of War Information. Armed Forces Radio Service, a section of the Army Information Branch, Information and Education Division, ASF, writes and produces all of the shortwave programs except news, which is prepared by Army News Service.

Because of their popularity, news broadcasts predominate in these shortwave operations and account for the greater part of the enlarged service. Three other dominant classifications of these broadcasts are Sports and Special Events, Special Features and the "Re-creation of American Home Radio Schedules" overseas, via shortwave.

Currently, there are 1,529 newscasts per week, totalling 267 hours and 30 minutes - slightly more than 26% of the entire operation. News is broadcast every hour on the hour, 24 hours a day. In addition, there are also "slow" news periods of 30 minutes each, during which news is broadcast at "dictation" speed of 40 words per minute, to enable soldier and sailor operators of American Expeditionary Radio Stations overseas to pick up news items for local re-broadcast.

Col. Thomas H. A. Lewis, Commanding Office of AFRS, pointed out that frequently time differences cause peculiar situations. Snows scheduled to reach men on the other side of the International Dateline on Sunday have to be shortwaved from this country on Saturday, the day before.

The increase is made possible by the use of 17 transmitters, located on both the East and West Coasts, and covering 12 different beam areas, encompassing virtually the entire world and reaching men and women overseas of the Army, Navy, Marine Corps and Coast Guard.

The Armed Forces Radio Service itself is a combined operation with men and women of Army, Navy and Marine Corps on duty at the headquarters in Los Angeles.

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NEW YORK-BRUSSELS SERVICE RESUMED BY RCA COMMUNICATIONS

Direct radiotelegraph service between New York and Brussels was reopened Sunday by R.C.A. Communications, Inc., 66 Broad Street, New York City, it was announced by Lieut. Col. Thompson H. Mitchell, Vice-President and General Manager. He said that the circuit, now available for government and press messages for the first time since German occupation, will serve later as a means of contact and inquiry for persons in this country with friends, relatives and business associates in Belgium.

The restored circuit, operated at the Brussels terminus by the Belgian Telegraph Administration, is the third to be completed by R.C.A. Communications with liberated European capitals in eight months. Direct radio connection with Rome was resumed last June 13th, and the New York-Paris circuit returned to operation on September 16th.

"This is a visible outside demonstration of the liberation of Belgium - for a country is free only when it can communicate freely and quickly with the rest of the world", said Henri Fast, of the Belgian Information Center in New York.

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INDIANA CONSIDERS STATE FM EDUCATIONAL BROADCAST NET

Indiana's school system may be augmented by an eight-station chain of educational radio outlets, Dr. Clement T. Malan, State Superintendent of Public Instruction, said in Indianapolis.

Dr. Malan said the post-war project was contemplated by the State Department of Public Instruction and the United States Office of Education.

He said radio engineers suggested four low-power stations for each side of Indiana, all linked by cable. Schools equipped with frequency modulation receivers would tune in daily educational broadcasts.

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 ::: SCISSORS AND PASTE :::
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Or Why John L. Lewis Shouldn't Do A Petrillo In Cool
 ("Terre Haute Star")

The royalties, says Mr. Petrillo, will go to musicians who are not employed. (The War Labor Board found that "no present, important unemployment of musicians exists.")

What royalty actually means is that the companies are taxed by the union for the privilege of staying in business. Mr. Petrillo earlier had succeeded in taxing radio stations by forcing them to hire unneeded musicians. The government seems powerless to halt this private taxation.

Under the same laws there is no apparent reason why the garment and hosiery workers' unions, if they wished, could not collect royalties from makers of runless stockings, shineless pants and long-wearing fabrics. There is no reason why cleaning and pressing unions could not collect from the wrinkle-proof suit manufacturers for the same reason.

Mr. Petrillo wasn't around early enough to help the buggy makers collect royalties from the auto manufacturers, or aid the barbers' union in assessing the safety razor makers. But he has shown a later generation a successful pattern for penalizing scientific advancement in industry.

He Ain't Kiddin'!
 ("Variety")

FCC Chairman Paul A. Porter has given radio a new definition. During the hearings on the anti-Petrillo bill last week, he was asked by a member of the House Interstate Commerce Committee for a definition of a cultural program on the air.

"One that is seldom heard", cracked Porter.

The New Signal Medium And Short-Wave Set
 ("Army and Navy Journal")

The Signal Corps has completed development of a new radio receiver to be used for morale and recreational purposes and its distribution to troops overseas has started. The receiver, known as the R-100/URR, provides reception of medium and short wave broadcasts and operates from self-contained batteries or from alternating or direct current power sources. It will not be issued for use in continental United States except as specifically prescribed by the War Department.

The President's Yalta Broadcast
 (John O'Donnell in "N. Y. Daily News")

In the press gallery F.D.R.'s voice was thin. Friends hoped that the radio engineers would strengthen its volume for the all-important audience of the air.

Would Make Permanent Use Of U. S. World-Wide Military Radio
 ("Editor and Publisher")

While Canada inaugurated a shortwave broadcast of news and entertainment to the Dominion's troops overseas on a government-built station and Mexico disclosed plans for a 1,000,000-watt station to cover the entire country and most of Central America, the attention of Congress was focused this week on the \$250,000,000 system of communications which the U. S. armed forces have set up around the world.

This vast system, said Senator Burton K. Wheeler, Montana, Chairman of the Interstate Commerce Committee, "ought to be used to bring about reductions in transmission rates, particularly for the press. He put forward the idea in endorsing the Washington Birthday remarks of Senator Ernest W. McFarland, Arizona, whom he has recently named as Chairman of a sub-committee considering post-war international communications.

Broadcasters' Code Easy to Understand
 (Edgar L. Bill of WMBD, Peoria, Ill., in "National Association of Broadcasters Bulletin")

After all, our NAB Code is a very simple document. Here is what it says in short. On news be truthful and unbiased. On controversial issues give, not sell, equally to both sides. On religion promote spiritual harmony and do not allow one race or creed to attack another. Limit commercial copy, be honest and use good taste. Remember radio is a great educational institution and make use of it for that purpose. On children's programs remember you are dealing with young impressionable minds so reflect respect for law and order, clean living, high morals, fair play, and honorable behavior.

And under the accepted standards of good taste, our Code tells us to cut out advertising of hard liquor, of any product that defies law, fortune telling and mind reading, matrimonial agencies, "dopester", tip-sheets, speculative finance, unfair attacks on competitors, and misleading statements.

In fact, all of these things are simple rules of good programming. We couldn't expect the public to be for us if we didn't practice these rules, could we? If we did not practice these rules, we could expect greater public regulations, couldn't we?

Chile Grants Radio Concessions
 ("Foreign Commerce Weekly")

The Soc. Chilena Radiodifusora S.A. was granted a concession by the Chilean Government to establish a short-wave-radio station in Santiago with two transmitters of 5,000 watts each.

The Soc. Radiodifusora "La Mercantil" S.A., has been granted a 30-year concession for a short-wave station, also to have two transmitters of 5,000 watts each. The Corporacion de Radio de Chile, S.A., also has been granted a 30-year concession to build and operate a short-wave station in Santiago with two transmitters of 5,000 watts each. Approval has been made of plans which contemplates the installation of a radio-telegraph transmitter in La Granja.

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:::: TRADE NOTES ::::
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Gardner Cowles, Jr., President of the Cowles Broadcasting Corporation of Des Moines, Iowa, has been chosen as Chairman of the Planning Committee for a National Willkie Memorial Fund.

The first educational institution to become affiliated with the Television Broadcasters' Association, Inc., since the Association amended its By-Laws establishing educational memberships, is the Yale University Department of Drama.

The Blue Network and its affiliated stations will broadcast the ceremonies accompanying the Alfred I. du Pont Annual Radio Station and Radio Commentator Awards on Saturday, March 10, at 10:30 P.M., EWT. The awards, carrying cash prizes of \$1,000, hold approximately the same place in radio that the Pulitzer Prize awards hold in the newspaper field.

Radio broadcasters failed to win the right to active membership in the National Press Club in a referendum.

Decision for Shapiro, Bernstein & Co., Inc., by Judge John P. Hartigan in Federal Court was upheld by the Circuit Court of Appeals, 1st District, last week. Infringement suit of the ASCAP music firm against Stephen Widenski, owner of Stephen's Cafe, Pawtucket, R. I., was tried in July, 1943.

Legislation to require the registering of radio service men is increasing. The Radio Manufacturers' Association has been informed that a bill has been introduced in the Oregon Legislature to require the licensing of radio repairmen.

The Associated Press is now sending its news to papers and radio stations in India.

Invaluable service which an allied controlled station can perform in wartime is set forth in an article about Radio Luxembourg in Life of March 5th. In charge of Radio Luxembourg is Lieut. Col. S. R. Rosenbaum, of Station WFIL, Philadelphia.

Farnsworth Television and Radio Corporation - Nine months to Jan. 31: Net profit \$474,185 compared with \$681,834 for corresponding period of previous year.

The following has been sent out about Maurice B. Mitchell ("Mitch") recently appointed WTOP Sales Promotion and Press Information Director, successor to Howard Stanley who was promoted to CBS in New York:

"Honorably discharged from the Army, in which he served since late in 1943, 'Mitch' joins WTOP with a background of ten years in advertising, promotion, and publicity. 'Mitch' is married and has a two-year old son (who learned to walk while pop was learning to hike!). That's all . . . except - know where we can find an apartment?"

A newspaper cannot be compelled to accept advertising which it thinks discriminatory, Justice William H. Murray of the Supreme Court ruled.

Dismissing the action brought by Camp of the Pines, Inc., against The New York Times, Justice Murray held that the press had a right to edit or reject in good faith advertising copy submitted for publication.

The Institute of Radio engineers is asking that the radio industry contribute \$500,000 to its building fund. Plans are to spend \$200,000 to purchase the new IRE building to be located in New York City, plus \$100,000 to remodel and furnish it, and then invest the remaining \$200,000 for the building's maintenance.

Representative Sikes (D), of Florida discussing "Then and Now in Florida in 1845 and 1945" pointed to the fact that in 1845 the State had no telegraph office, no telephones and no radios but that in 1945 they had 115 telegraph offices, 271,960 telephones and 500,000 radios.

Elder Solomon Lightfoot Michaux, colored evangelist speaking over WTOP, Washington, asked his flock to "lift your eyes to the top of the dial to WTOP and then on and on up to heaven."

Robert Saudek, returning to the Blue after a leave of absence for overseas duty with the OWI, has been appointed Manager of the Sales Service Department.

Prior to his OWI assignment, Saudek was Assistant Eastern Sales Manager of the Blue, coming to the network from NBC when the Blue was separated.

Chen Kuo Fu, Director of Government radio stations, said to the United Press in Chungking that eggs can be stood on end in China once a year and disclosed he had written a letter on the subject to Dr. Albert Einstein, a scientific scoffer.

This phenomenon occurs, Chen told Einstein, on the day spring begins in the Chinese lunar calendar. On that day, the surface of the sun toward the earth is largest, thus attracting eggs to stand on end.

Chen also believes the sun is not round. He said he had urged the scientist to "look into the matter and not consider it merely a Chinese joke."

Large-scale television in color is included in a 10-year technical development plan for the British film industry, as outlined to the British Kinematograph Society recently, according to the British Press. Full development of the color film is expected at the end of the first 4 years, and in two more years the practical realization of commercial high-definition large-screen television, together with the means of providing and distributing television programs of special events will be reached. A further two years is needed, the report states, for the provision of large-screen television in color, with the final two years of the 10 bringing a practical solution of stereoscopic projection.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

RECEIVED
MAR 1 1945
FRANK E. MULLEN

INDEX TO ISSUE OF MARCH 14, 1945

Crosley Sales Up From 80 To 98 Million In 1944.....1

Radio Program Managers Seek To Speed Up War Effort.....2

"Looks Like A Busy Spring Ahead" - Porter Tells Industry.....3

Great Lakes Radiobeacon Characteristics Standardized.....6

Porter For Larger FCC Appropriations; Senate Cuts Slight.....7

The Broadcasters Still Goose-Step; Force Of Habit.....8

Harkness, New Radio Correspondents' Head, Practiced On FDR.....9

Radio Tube Situation Still Tight.....10

Don Lee Executives Come East For MBS Directors' Meeting.....11

Sylvania Electric \$2,053,235 In The Clear.....11

Admiral Hooper Wins Franklin Institute Gold Medal.....12

Mississippi Senator Thumps Chest Denouncing Pearson.....13

Charles R. Denny, Jr., Named As Commissioner Of FCC.....14

Scissors And Paste.....15

Trade Notes.....17

No. 1673

March 14, 1945

CROSLEY SALES UP FROM 80 TO 98 MILLION IN 1944

Based on total sales of \$98,168,438, net profit of The Crosley Corporation for 1944, after all changes including taxes, amounted to \$3,299,541, according to the company's annual financial statement which has just been submitted to its stockholders. This compares with total sales of \$80,447,762 and net profit of \$2,694,159 in 1943.

Net profit on the 545,800 shares of common stock outstanding was \$6.04 a share in 1944, compared with \$4.93 a share in 1943. These figures are before renegotiation.

While more than \$17,000,000 more business was done in 1944 than in 1943, the actual increase in production in 1944 was much in excess of \$17,000,000 because the company made substantial reduction in costs and consequent reduction in price to the armed services in 1944, the statement pointed out.

While sales of the company's broadcasting division increased somewhat, the major increase in business was in war production by the manufacturing division, the statement said.

A total of \$10,914,729 was provided in 1944 for payment of Federal income and excess profits taxes, as compared with \$8,436,562 in 1943.

Earned surplus on December 31, 1944, amounted to \$9,063,153 while the figure on December 31, 1943, was \$6,303,621.

Orders on the company's books for future production of war materials amount at this time to more than \$80,000,000 which are, of course, subject to cancellation at any time, depending upon the course of the war, the statement said. Future war operations and the termination of the company's war contracts can be adequately financed through the \$30,000,000 "V-loan" negotiated in 1943, and of which \$11,100,000 is now in use, it is stated.

"The business of the company's Manufacturing Division has been entirely for war purposes, with the exception of some parts and service on pre-war sales of civilian products for use both in this country and abroad, plus the sale of a very limited number of refrigerators for Government purposes out of the frozen stock-pile", the company states. "The total of the Manufacturing Division's business for purposes other than war amounted to less than one percent.

"War products manufactured by the company are, to a large extent, highly critical and include bow turrets for bombing planes; gyroscopic gunsights for the Navy; radio and radar units for the ground and air forces, and other special material for the Navy.

"An interesting development has been the small motor-driven vehicles of various categories which were undertaken by the company and which have been developed experimentally.

"A new light-weight engine, which has been developed, shows promise for use in a post-war automobile and for other applications, such as engine generator sets, air-compressors, and the like. During the past year, an order for 2,000 engine generator sets, using this engine, was obtained from the Navy.

Employed personnel in the Manufacturing Division has remained at a reasonably steady level of about 9,000 persons throughout the year, it was said.

Crosley's peace-time distributing organization, made up of radio and appliance distributors and retailers throughout this country and abroad, has been maintained and enlarged throughout the past year.

"While the personnel handling this part of the company's business is now very small, it has made an excellent contribution to this part of the business and we are prepared to resume peace-time activities on an effective level, when the time comes", the statement pointed out.

"The Broadcasting Division is maintaining its policy of keeping abreast of technical developments and proper steps have been taken to protect its position in the fields of frequency modulation and television", the statement says.

Crosley Corporation employees during 1944 purchased more than \$2,500,000 worth of War Bonds, it was stated.

Officers of The Crosley Corporation are: Powel Crosley, Jr. President; Lewis M. Crosley, Executive Vice-President and Secretary; Charles Sawyer, Vice-President and General Counsel; R. C. Cosgrove, Vice-President and General Manager, Manufacturing Division; James D. Shouse, Vice-President and General Manager Broadcasting Division; George E. Smith, Vice-President, Treasurer, and Assistant General Manager, Manufacturing Division; Lewis M. Clement, Vice-President and Director of Research and Engineering, Manufacturing Division; Robert E. Dunville, Vice-President and General Sales Manager, Broadcasting Division; and E. J. Ellig, Assistant Secretary and Assistant Treasurer.

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RADIO PROGRAM MANAGERS SEEK TO SPEED UP WAR EFFORT

The Program Managers Executive Committee of the National Association of Broadcasters and all 17 District Program Chairmen are meeting in Washington March 14, 15, 16 to discuss radio's war programming job, especially the Seventh War Loan Drive.

From 5:30 to 7:00 P.M., Thursday, March 15th, the NAB are to have a cocktail party at the Statler for the program men, Treasury, OWI and other Government officials.

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"LOOKS LIKE A BUSY SPRING AHEAD" - PORTER TELLS INDUSTRY

In a frank and lengthy address (13 typewritten pages - single space), Paul A. Porter, Chairman of the Federal Communications Commission, discussed many of the problems the Commission is facing. This address was presented last Monday night at a dinner given at the Hotel Statler by the West Virginia and District of Columbia Section of the 4th District of the National Association of Broadcasters. Campbell Arnoux of Station WTAR presided.

Among those at the guest table were Speaker of the House Sam Rayburn, Senator Tunnell of Delaware, Senator Clyde Reed of Kansas, Representative Lea of California and FCC Commissioners Jett, Case, Walker and Durr.

Preceding the dinner was a cocktail party given by the Washington broadcasting stations. Carleton D. Smith acted as host for WRC, Earl Gammons for WTOP, Merle Jones for WOL, and Wayne Coy for WINX.

Chairman Porter was introduced by J. Harold Ryan, President of the NAB, and spoke in part as follows:

"I have never thought there was any back-door to this Commission. But if there ever was I want to assert that as far as I am concerned that door is locked and the key thrown away. The front door is wide open to all who have business before the agency and your views and advise are solicited and welcomed in assisting us in the discharge of our duties.

"I consented tonight to talk about 'Broadcasting of Tomorrow'. The topic is not a limited one even if I felt competent to discuss it. It involves prophecy of the sort that I would not like to undertake. It's dangerous business as well. There is the stern voice of experience to prove just how far wrong can be those who essay to stake out the future. For example, not too many years ago, as time is measured, one oracle spoke thus about the future of broadcasting:

'It is inconceivable that we should allow so great a possibility for service, for news, for entertainment, for education and for vital commercial purposes to be drowned in advertising chatter. . . .

"These were not the words of an irresponsible crack-pot or reckless reformer. This was an utterance of Herbert Hoover at the first radio conference in 1922. Two years later at the conference in 1924, the distinguished Secretary of Commerce and future President had another try at predicting the future of this dynamic industry when he said:

'I believe that the quickest way to kill broadcasting would be to use it for direct advertising.

"Please don't misunderstand me. The only point I am trying to make is that prophecy is really a dangerous undertaking. But Mr. Hoover, as is well known, is a very persistent individual. Again in 1925 he made a final fling at this pastime of prophecy when he said:

'.....Advertising in the intrusive sense will dull the interest of the listener and will thus defeat the industry. Furthermore it can bring disaster to the very purpose of advertising if it creates resentment to the advertiser.

And this particular prophecy was made, you understand, before the days of the singing commercial.

"Now I hope I do not subject myself to the charge that I have made an attack on advertising, free enterprise or private initiative, because I have quoted Herbert Hoover. His early forecasts on the future pattern of broadcasting as he saw it 20 years ago have not come to pass."

"We have under consideration at the present time, however, a procedure whereby promises will be compared with performances. I think the industry is entitled to know of our concern in this matter and should be informed that there is pending before the Commission staff proposals which are designed to strengthen renewal procedures and give the Commission a more definite picture of the station's overall operation when licenses come up for renewal."

"It is my personal position that it is far better for broadcasters themselves to take whatever actions may be necessary to eliminate the causes of general public dissatisfaction. I would view with great reluctance attempts to legislate more detailed standards in the field of the public service obligations of broadcasting. I have grave doubts not only as to the propriety but as to the practicability of spelling out by mathematical formula or some other device the general methods which broadcasters should follow in discharging their public service functions."

"I do not believe that there is a broadcaster in the sound of my voice who does not agree with me that if public clamor against certain practices continues, there is a very real danger that the solutions which might be proposed would be more severe than the realities of the situation require. Broadcasting of the past has been a great and growing force in America; broadcasting of today is making notable contributions to public welfare; broadcasting of tomorrow - my formal subject this evening - will be what you as individual broadcasters make it."

"Sound public policy would, in my judgment, oppose large sums of Wall Street money or any other funds coming into broadcasting as a purely speculative venture. A new empire of the ether - the spectrum space for FM and Television - is about to open up. The way applicants are lining up at the barrier waiting to go is somewhat reminiscent of the Oklahoma Territory at noon April 12, 1889. I do

not know when the signal gun will be fired. It will be soon, I hope. But for the proper development of this valuable new empire, I think we want to exclude the speculators, the high pressure promoters and others who are looking merely for a quick turnover. A sound licensing policy will welcome the true homesteader and should offer grants only to those who want to take up permanent residence in this new empire, cultivate it and improve it and generally operate it in the public interest. And as far as I am concerned, I am looking to broadcasters - the proven pioneers - as the ones who will take the lead in the great developments that lie ahead. And I conceive it to be the duty of the Commission to provide every encouragement to that end."

"What I am asking is full and complete cooperation of all interested elements in building a record from which sound conclusions can be drawn. The allocation hearings just closed were a magnificent example of the way in which industry and government can pull together in reaching an agreement at least on the facts upon which conclusions must be based. There were, of course, some exceptions in the allocations hearings - a few problems too tough to achieve agreement even on the facts. But, in reviewing the spectrum from 10 kilocycles to 30,000,000 kilocycles, the amount of agreement reached is astonishing - thanks principally to industry cooperation in building the record. NBC and CBS both applauded the television allocation, for example. So the day of miracles is not past. I am hopeful that similar cooperative efforts will characterize the clear-channel hearings and from the way we are started, I think that will be the case."

"I've been asked why there was no FM issue written into our clear-channel order. The answer, in part at least, is that it's still too early to determine the effect of FM on AM broadcasting. In the highly unlikely event that FM supplants AM altogether in the next few years, the problem solves itself. No one, of course, seriously believes that's what will happen - certainly not the people who have been buying standard broadcast stations lately. In the somewhat more likely event that after a period of years enough city broadcasters have established themselves so firmly in FM that they just don't see renewal of their standard broadcast licenses, it may be possible to solve the clear-channel problem by creating some more clear channels in the holes that are thus left open. But even that solution is conjectural and lies in the indefinite future. It's little comfort to the underserved millions today to tell them that some day FM may solve all the problems of standard broadcasting. That's why we're opening the clear-channel problem now, and leaving the effect of FM on clear channels for the future. I need not remind this group that, under the legislation which Congress enacted in 1927 and re-enacted in 1934, a radio channel is public domain, not private property. Congress could hardly have stated that fact more explicitly when it provided - and I quote the Congressional language - for 'the use of channels, but not the ownership thereof, by persons for limited periods of time, under licenses granted by Federal authority, and no such license shall be construed to create any right beyond the terms, conditions, and periods of the license.' The Commission, in setting the terms and conditions, must under the law seek to establish a satisfactory service for the entire country, and that is our basic aim in the clear-channel hearing."

"There are other important fields of non-technical research that could be explored. Questions of social and economic policy are too often based upon the predilections of the individual rather than upon facts. But back in 1938, Senator Wheeler introduced a bill to establish a Director of Research within the Commission. However, I am of the firm opinion that every dollar spent upon the proper kind of research in communications will be returned many times in terms of better service to the public, a more informed attitude by the regulatory authority and perhaps result in a more stable foundation for the industries involved.

"Finally, an increased appropriation is only one phase of getting us ready to do our job properly and promptly; finding the right men to fill the jobs is another. Today, of course, all the money in the world wouldn't get the engineering talent we need. Radio engineers are largely in the armed forces or engaged in vital war communications work. But as these men are released the Commission will want and need the services of some of them. I am hopeful, indeed, that the Commission at the proper time can sit down with the Army Signal Corps and the Office of Naval Communications and work out an arrangement whereby our employment needs will be geared into their demobilization policies. In that way a qualified veteran could walk into the Commission the day he was discharged from the armed forces and find a desk ready and his work laid out.

"Time does not permit discussion or exploration of other problems which lie ahead. I can only say that we have our work cut out for us. In addition to winding up the frequency allocations above 25,000 kilocycles and bringing out a proposed allocation below 25,000 kilocycles, and devising rules and standards of good engineering practice for the new services involved, we also have the clear channel hearing in prospect. Moreover there is the complex question of international communications and the proposals for a consolidation or merger of these carriers. If that completed the agenda for the immediate future, it would be enough. But there's the question of what to do about international broadcasting when OWI is no longer in the field and we must consider that. Added to that is the question of what new communications legislation should be recommended to Congress. And, of course, meantime, we must help prepare for the Inter-American Radio Conference at Rio de Janeiro in June and perhaps a world telecommunications conference thereafter. And always right ahead of us are the hundreds - and perhaps thousands - of broadcast applications staring us in the eye demanding attention when the freeze is thawed."

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GREAT LAKES RADIOBEACON CHARACTERISTICS STANDARDIZED

Operating characteristics of the marker radiobeasons in service upon the Great Lakes are now being standardized, as a means of simplifying their use by mariners, the necessary changes being scheduled to be made before the Spring opening of navigation and the concurrent publication of new editions of the Coast Guard's radiobeacon charts. Marker radiobeasons in this area will, in the future, broadcast a series of $\frac{1}{2}$ -second dashes separated by $\frac{1}{2}$ -second silent periods, for 15.5 seconds, followed by a silent interval of 14.5 seconds.

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PORTER FOR LARGER FCC APPROPRIATIONS; SENATE CUTS SLIGHT

Coincident with the news that the Senate Appropriations Committee had cut the Federal Communications Commission only \$4,000 for the 1946 fiscal year, Paul Porter told the broadcasters Monday night that he intended to apply for a supplemental appropriation. The FCC asked for \$2,554,400 for 1946 and the Senate Committee cut this to \$2,550,000. Also they cut out an item "for the purchase, not to exceed, of five autos."

"The opportunity presented by presence of members of Congress here tonight is too tempting to refrain from a little lobbying. I want to lobby quite frankly and openly for a bigger and better FCC appropriation. And I am optimistic enough to hope that the broadcasting industry, which is alleged to have had some experience in this activity, might offer some assistance. Because I think I can prove to you that it is to our mutual advantage that the regulatory and licensing facilities of the Commission be expanded and improved."

"My purposes in seeking a larger appropriation for regular activities -- not just a slightly larger but a much larger appropriation - do not arise from the pride of a bureaucrat who wants a bigger staff or more luxurious assistance, but stems from an honest conviction that the better the job the Commission does, the better not only the public but the industries which the Commission regulates will be served. Let's take a few examples.

"The Commission urgently needs more personnel to process broadcasting applications. On the very day the War Production Board gives the green light for civilian station construction, the Commission will be besieged for prompt action on some 500 applications for new FM stations (more than 350 of which are now on file), almost 100 television applications now on file and many more to come in these and other services. We estimate that when manpower and materials become available, our licensing work will be increased at least ten-fold over the rate that prevailed before the war."

"Many of you broadcasters have applications pending and there are many others in the industry who have been waiting for a termination of the war in order to improve existing facilities or build new stations. Considerable sums have been invested in preliminary engineering and legal work, money has been expended on sites and other preparatory and development expenses have been incurred. After months of waiting and planning you and other broadcasters will want and expect and deserve prompt service from the Commission.

"Frankly, you are not going to get it unless the Commission has the opportunity to expand its facilities and personnel to give this service. All of you are familiar with the amount of work necessary to bring even an uncontested application to final decision. This is not the place to debate whether all the procedures in effect are essential but I think there will be agreement at least upon the necessity of the Commission making an adequate review of the pro-

posals it receives. Then consider the 350 FM and 100 television applications, with many more to come when the green light flashes. Then I will ask you to make a mental estimate of the number of engineers we now have on hand to process them. The Non-Standard Broadcast Section of our Engineering Department is responsible for processing these applications. But, in addition to television and FM, this section also has responsibility for international broadcasting, facsimile, studio-transmitter link and some miscellaneous categories. And the section which has all these duties is composed at present of precisely three engineers."

"It is a source of embarrassment to those of us at the Commission to have to explain to members of Congress and applicants why the matters in which they are interested have been pending for months without action. Frankly, we all have gotten a little weary of having to apologize. We are now going to estimate our work as accurately as we can and submit a plan to the Budget Bureau and Congress which will be designed to achieve the goals we have set for ourselves. And I have every confidence that Congress will view our requirements sympathetically."

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THE BROADCASTERS STILL GOOSE-STEP; FORCE OF HABIT

When FCC Chairman Porter was introduced to the broadcasters in Washington Monday night by NAB President Ryan, they quickly arose to their feet as they applauded. Waving them down and referring to former Chairman Fly's mandate that broadcasters stand when the Commissioners entered the hearing room, Mr. Porter exclaimed:

"I thought the rule making you stand had been abolished!"

Chairman Porter got quite a laugh when he complained:

"When your Committee invited me to address this meeting, they told me it was to be held down at Hot Springs. When I heard they had changed to Washington, I tried to get out of it but they held me to my contract."

There was another laugh when Mr. Arnoux of WTAR, presiding, said:

"As at all radio parties, the public address system is not working."

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In the Coast Guard's program for the training of enlisted personnel, the emphasis, at the present time, is on radiomen, radio technicians, and aerographer's mates.

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HARKNESS, NEW RADIO CORRESPONDENTS' HEAD, PRACTICED ON FDR

Earl Godwin, Blue commentator, probably established a world's record as the first man too busy to introduce the President of the United States when, at the recent Radio Correspondents' Dinner, he turned the job over to Richard Harkness, NBC commentator, Vice-President of the Association. Earl, President of the Correspondents, had to make two broadcasts that night, one at 8 o'clock, and the other at 10 o'clock, which necessitated his having to leave the President high and dry (not so dry as might be expected, however).

This was quite a break for Vice-President Harkness as it gave him a fine chance to try himself out as President on a President - a President who could really give him some pointers. And maybe President Roosevelt did, because Earl only served one term. Harkness has ascended to the presidency of the Correspondents' Association and it remains to be seen, having so recently consorted with Mr. Roosevelt, how many terms he will serve.

Other officers chosen for the Radio Correspondents, whose dinners are now in the same class as the Gridiron and the White House Correspondents, were:

Rex Goad, of Trans Radio, Vice-President; William Costello, Columbia Broadcasting System, secretary, and Walter Compton, Mutual Broadcasting Co., Treasurer.

It is said of Mr. Harkness that he works from ten to twelve hours a day on his nightly fifteen minute program. In contrast to his suave colleague, Carleton D. Smith, often mistaken for a Philadelphian but who really hails from Iowa, Harkness, formerly with the Philadelphia Inquirer, was born in Artesian (spelling correct), South Dakota. He is 38 years old and a graduate of the University of Kansas. He began with the United Press, worked for the Washington Bureau of the Philadelphia Inquirer and then joined NBC in April, 1942.

One of his outstanding broadcasts was when on Tuesday night, July 18th - 24 hours before the opening of the Democratic National Convention, Harkness said:

"The word here in Chicago is that Senator Harry S. Truman - the United States Senator from Missouri - is the odds on the choice for the Democratic Vice-Presidential nomination. . It is even likely that President Roosevelt will endorse Senator Truman when the time comes."

Mr. Harkness is a member of the Gridiron, Overseas Writers and the National Press Club.

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RADIO TUBE SITUATION STILL TIGHT

In view of the continued shortage of radio receiving tubes, the War Production Board is making every effort to get all existing tubes into service and obtain the maximum volume of new tube production, WPB Radio and Radar Division officials told members of the Electronics Distributors Industry Advisory Committee at a recent meeting.

To this end, WPB with the cooperation of other bureaus of the Government, is seeing to it that information as to surplus radio receiving tubes is made available to the manufacturers and distributors, so that any actual surplus supplies may reach dealers and service men for civilian supply.

There is no immediate prospect, however, it was pointed out, that the civilian tube supply situation will improve materially. Rather, it is expected to remain about the same as in late 1944, approximately one and a half million tubes a month.

Regarding the availability of tubes and electronic equipment following the end of the European War, it was said that although certain military requirements may fall off, much of the electronic equipment used in Europe would either have to be tropicalized - made moisture and fungus proof - or replaced by new equipment for use in the Pacific theater. In either event, it would appear a continued burden will remain upon the manufacturers of military equipment.

Distributors were advised that lists of available excess or surplus electronic materials may be obtained at all WPB regional offices immediately upon publication each month. WPB, through its Component Recovery Section, desires to aid dealers and distributors in need of parts to fill rated orders. Materials in inventory after the expiration of a 45 day period become available for civilian supply, it was stated. Any distributor may request release of excess material, and if not taken on rated orders in the 45 day period, release is usually approved.

As transformers were reported as becoming critical again, due largely to increasing military demands, closer control by WPB is anticipated, although available production capacity is believed greater than military needs.

Most applications submitted to WPB for the scheduling of transformers for civilian use have been approved, giving the delivery a fixed date. Methods were discussed for simplifying this scheduling procedure, such as a small order exemption on rated orders.

Aluminum phonograph records are "out" except for high rated orders, it was reported, remaining supplies being available only to broadcasting stations making master records, and then only when filling such orders as would not interfere with military and OWI requirements.

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DON LEE EXECUTIVES COME EAST FOR MBS DIRECTORS' MEETING

Lewis Allen Weiss, General Manager and Vice President of the Don Lee Broadcasting System, and Willet H. Brown, Assistant General Manager and Vice-President of the network, left Los Angeles last Friday for a two weeks' trip to the East Coast. They will attend a Board of Directors meeting of the Mutual Broadcasting System in New York. The meeting will be the first conclave of West Coast executives with the Mutual New York executives since Edgar Kobak, President of Mutual, and Phillips Carlin, Vice President in charge of Mutual programs, visited Los Angeles and the Don Lee headquarters earlier this year.

Mr. Brown will return to Hollywood directly after the Board meeting about March 20, while Mr. Weiss will make two stop-over visits en route home. The first will be a one-day visit to Tacoma, Washington, for a meeting of Northwest affiliates of the Don Lee Broadcasting System. Pat Campbell, Executive Vice President to the office of Vice President at Don Lee, will join Mr. Weiss in Tacoma for the regional meet. The two network executives will return to Hollywood March 26th.

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SYLVANIA ELECTRIC \$2,053,235 IN THE CLEAR

Sylvania Electric Products, Inc., reported yesterday for 1944 a consolidated net income of \$2,053,235 after all charges, taxes and provisions for contingencies. The company also disclosed plans for expanding its production this year to meet increased Army and Navy requirements.

Representatives of the concern, according to the New York Times, revealed at a luncheon in the Bankers Club that less than 12 percent of its record sales volume of \$101,527,015 in 1944 was for civilian consumption. Sales, including those of the Colonial Radio Corporation, a wholly owned subsidiary acquired last May, were 67 percent above 1943.

The net profit was equal to \$2.04 each on 1,005,000 shares of common stock outstanding at the end of the year. This compared with \$1,567,936, or \$1.79 each on 854,474 shares in 1943. Federal income taxes, excess profits taxes and surtaxes for 1944, less post-war refund, were estimated at \$8,059,334, or 72.9 percent of the \$11,052,570 net income before taxes and other provisions.

Radar equipment and other electronic tubes formed a large part of critical war supplies turned out by Sylvania last year. Walter E. Poor, the President, disclosed, Colonial Radio was a leader in production of receiving and transmitting apparatus for military aircraft, he said.

Some 90 percent of Sylvania's employees are women, and post-war plans anticipate a total employment of 4,500 men and 8,500 women, if times are prosperous, it was announced.

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ADMIRAL HOOPER WINS FRANKLIN INSTITUTE GOLD MEDAL

Selection of Standord Caldwell Hooper, Rear Admiral, USN (retired), and Lewis F. Moody, of Princeton University, as winners of the Elliott Cresson Gold Medals in 1945 was announced Monday by Dr. Henry Butler Allen, Secretary and Director of The Franklin Institute, Philadelphia.

Since the founding of the Cresson Medal in 1848, it has been awarded by the Institute "for discovery or original research, adding to the sum of human knowledge, irrespective of commercial value" to such scientists as Professor and Madame Curie, Rudolf Diesel, Tolbert E. Lanston, Nikola Tesla, Tinius Olsen and Roger Adams.

Admiral Hooper receives the award this year "in consideration of his pioneering leadership and practical utilization of discovery in the field of radio for the U. S. Navy." He was born at Colton, California, in 1884, and showed an interest in communications at a very early age. He is credited with being on the rolls of the Southern Pacific Railway as relief ticket agent at the age of nine with the responsibility of receiving train orders by telegraph.

Following his graduation from Annapolis in 1905, he spent five years on sea duty. He then obtained an appointment as instructor at Annapolis so that he could keep in touch with the infant art of "Wireless" by working at the Laboratory of the Bureau of Standards on weekends, where he worked all day and almost all night, sleeping on a table under a borrowed blanket for a few hours before he began work again early next morning.

Admiral Hooper's long career in Navy radio really dates from 1912 when he was appointed Fleet Radio Officer, a post he himself had suggested as necessary for the proper administration of this new method of communication. With his accession to this position he began the building up of the radio system of the U.S. Navy and was so successful that, in 1915, at the completion of his tour of duty, he was made head of the Radio Division of the Bureau of Ships. He commanded a destroyer for a few months in 1918 but was soon returned to a second tour as head of the Radio Division which lasted until 1923, followed by a third tour from 1926 to 1928 - a reappointment without precedent in naval annals. Between 1915 and 1928, Admiral Hooper was the guiding spirit in developing naval radio from little more than a toy to the essential communications medium it had become by that latter ate.

In 1925, between his second and third tours as head of the Radio Division, he again served as Fleet Radio Officer on the cruise to Australia and carried out the Navy's pioneer tests of what were then very high frequency waves.

In 1927-1928, he was Chief Engineer of the Federal Radio Commission, (Now F.C.C.).

In 1928 he became Director of Naval Communications and in 1934 Chairman, Naval Research Committee and Director, Technical Division, Naval Operations. Since 1940 and until his recent retirement he has been Director of the Radio Liaison Division.

He is credited with being one of the Navy leaders who suggested to the General Electric Company at the close of World War I the formation of the Radio Corporation of America.

The medals will be presented on April 18, at the annual Medal Day ceremonies of The Franklin Institute.

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MISSISSIPPI SENATOR THUMPS CHEST DENOUNCING PEARSON

Senator Bilbo (D), of Mississippi, worked himself into a rage attacking Drew Pearson, Blue Network commentator, and newspaper columnist, on Monday.

"It is not only generally known, but it is universally admitted, that Drew Pearson is the biggest and most notorious liar in America today", the Mississippi Senator declared. "Not only is Pearson recognized as being the biggest liar, but he is also recognized as being the most perfect smear artist of the press and radio. He will go down in history as Drew Pearson the sponge (laughter), because he gathers slime, mud, and slander from all parts of the earth and lets them ooze out through his radio broadcasts, and through his daily contributions to a few newspapers which have not yet found him out.

"In his radio broadcasts he includes a feature of predictions of things to come. I wish to add one prediction, namely, that he will go down in history as Drew Pearson the sponge. He is so great a liar and so vicious that it becomes necessary for the President of the United States to denounce him as a chronic liar. The Secretary of State, that grand old man, Cordell Hull, found it necessary to denounce him as an infamous and pusillanimous liar. The Senator from Georgia (Mr. George), the Senator from Tennessee (Mr. McKellar), the Senator from Maryland (Mr. Tydings), and the Senator from Louisiana (Mr. Overton), all outstanding Members of this body, have found it necessary from time to time to denounce him and call him what he really is - a liar."

Here Senator McKellar (D), of Tennessee, broke in with:

"The Senator from Mississippi will recall that what I had to say about him was exceedingly and excessively mild."

"Yes", Senator Bilbo replied, "in comparison to what I proposed to do to this gentleman a little later on the Senator is correct."

"Mr. President, it now becomes my duty, by request, to call the attention of the Senate and the country to a Drew Pearson article in the Washington Post in which he denounces and slanders the Walter Reed General Hospital.

"On two or three occasions recently, while we have had under consideration the Aubrey Williams case, Mr. Pearson has stated in his broadcasts that there is a religious issue involved in the Williams case. Any newspaper man or radio broadcaster who wanted to know the truth could find out the truth because here is a copy of the hearings which is available to him and was at the time he made the statement. In justice to the Committee, to the Senate, and to the Congress, I say to you that not one member of the Committee and no visiting Member of the Senate asked Mr. Williams one word on earth about his religious views or convictions. We are all aware of the Constitution. But, instead of telling the truth, Pearson is trying to make a false issue which is not involved in the Williams case."

A full account of Senator Bilbo's remarks appears in the Congressional Record of March 12th.

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B U L L E T I N

CHARLES R. DENNY, JR., NAMED AS COMMISSIONER OF FCC

President Roosevelt today (Wednesday) named Charles R. Denny, Jr., General Counsel of the Federal Communications Commission, to serve out the term of former Commissioner Tam Craven, as FCC Commissioner. Mr. Craven's term expired July 1, 1944. Mr. Denny's term is for seven years ending in 1951, and the salary is \$10,000 a year.

Mr. Denny is a Democrat and was born in Baltimore, Maryland, in 1912. He attended Washington, D.C. Public Schools and later graduated from Amherst and the Harvard Law School.

He served as an Assistant Attorney General in the Justice Department from 1938 to 1942, at which time he went to the Federal Communications Commission as Assistant General Counsel, and became General Counsel in October, 1942.

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A new book, "International Telecommunications" , by Brig. Gen. Sir Osborne Mance, Assisted by J. E. Wheeler, has been published by the Oxford University Press, 114 Fifth Avenue, New York, N. Y. It consists of 90 pages, and the price is \$1.00.

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::: SCISSORS AND PASTE :::
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Says John L. Will Not Get Away With A "Petrillo" But -
(Frank Kent in "Baltimore Sun")

John L. Lewis will not get his plan of a 10-cent royalty on production for his union though Mr. Petrillo did defy the Government and get exactly that.

If this plan should become established, labor unions could usurp the Government field of taxation. They would become competitive taxing agencies and industry would be crushed by double taxation. It is the shortest road to Communism yet discovered.

Congress, of course, should enact a law prohibiting unions from levying taxes on the output of any industry. But Congress will not do this for the same reason Congress has not passed any effective bill regulating labor abuses since the war began. This is because it cannot get the support of Mr. Roosevelt. Instead, he has opposed every effort in that direction.

Early Sylvania Results Foreshadow Unparalleled Business
("Sylvania News")

As mentioned briefly in the last issue of your News, Sylvania is engaged in a nationwide survey of both consumer and retailer in an effort to better calculate post-war production.

Some of the questions are how much will the average person spend for television. Do they want it? Does the public want F.M. in its post-war radio, and how much extra will they spend for this feature? Do radio set owners buy the same brand of radio the second time? Does the average prospective buyer shop around before buying a radio? What is the leading point in selling a new radio; reception, tone, quality, attractiveness of set, economy?

To the dealer these questions are typical. What type of tube is preferred - glass or metal? Do you think there are too many types of tubes? How many are thought adequate? What are the main reasons for set failures? Will midget and shortwave sets enjoy greater popularity after the war?

The results of the survey to date are gratifying and portend a future unparalleled in the electronic industry.

One Way To Keep 'Em On The Farm!
(Carolyn Bell in Washington Post)

After an unsuccessful househunting expedition, Mrs. Homer Capehart, wife of the Indiana Senator and juke box manufacturer, has returned to her home town.

What If Everybody Tries To Do The Public That Way!
 ("Editor and Publisher")

Hardly a publication in the land refrained from pointing with alarm to the dangerous precedent established when James Caesar Petrillo forced on the music industry his royalty plan for payment into that union treasury of two cents a record manufactured. The demand by John L. Lewis for royalty payments of 10 cents per ton of coal mined is justification for this alarm. If Lewis is successful the future defies speculation as to what other unions will demand, and probably get.

What, for instance, will the telegraphers' union or the telephone operators demand?* * *

Take the unions in the newspaper industry. The ITU is admittedly one of the best operated unions financially in the country. Will this new idea influence the ITU to ask for royalties on every thousand ems of type that are set, or on every column of type that is printed whether it be text or advertising?

Will the newspaper guild demand a royalty on every story produced? How about the photo-engravers, the pressmen and the stereotypers? * * *

Petrillo's union is merely an example of one powerful group exacting tribute from the rest of the people through a disguised tax. The power to tax belongs only in the hands of government and should remain there.

Puts Walter In The \$10,000 A Week Class
 (Leonard Lyons In "Washington Post")

The Eversharp Company this week offered Walter Winchell, who certainly can use it, \$10,000 per weekly broadcast, for five years.

Petrillo Seeks \$6,000,000 Yearly; John L. \$60,000,000
 (Westbrook Pegler in "Washington Times-Herald")

Petrillo expects to reap \$4,000,000 a year to start, but hopes, by extending his sales tax to movie admissions, to run it up to \$6,000,000 a year, at least.

He says it is his intention to hold the money until the fund reaches \$100,000,000 and then begin unemployment payments to musicians thrown out of work by the mechanization and repetition of music. Assuming that this would take 15 years, many of the distressed musicians will be dead before their unemployment benefits are released and granting Petrillo's argument that most of them will be thrown out of jobs very soon, it follows that most of them will take up other work and drop out of Jimmy's union.

Thus, by the time the \$100,000,000 is ready for distribution, the membership might be down to no more than, say, 25,000, a possibility that surely has not eluded men so shrewd and far-sighted as Petrillo and his counsel, Joe Padway, honored friends, both, and devoted followers of Mr. Roosevelt.

It is just a momentary idea, subject to change at his own discretion, under the close and curious structure of his union. So is the "intention" of John L. Lewis to use his sales tax of \$60,000,000 a year for "modern medical and surgical service, hospitalization, insurance, rehabilitation and economic protection."

::: TRADE NOTES :::

Hundreds of radio broadcasters from coast to coast are being called upon today to lend their support - in an unusual manner to the campaign now being conducted by the Institute of Radio Engineers, to raise \$500,000 for the erection of a new building to carry on its engineering activities in radio and electronics.

In letters to every broadcaster of stations ranging from 100 to 50,000 watts, J. R. Poppele of WOR, Chairman of the Broadcast Division of the Fund, outlined how they can contribute to the erection of the new engineering center.

"Here is 'watt' you can do", Mr. Poppele wrote.

Phil Hoffman, General Manager of KRNT, and Orville Lawson, Promotion Manager, left this week for Chicago and New York. They will stop off for a luncheon to be held at the Palmer House in Chicago for advertising executives who will view the WNAX motion picture of the Mid-West Farmer Day, built around the WNAX September 4 promotions. From there they will go to New York to attend meetings of the Blue Network, and where Mr. Hoffman will take part in the Cowles Broadcasting Group executive meetings.

Don Inman, Station Manager of WNAX, with studios in Yankton, S. D., and Sioux City, Ia., will also be present.

"RCA Shout", a new work by Phil Moore, salutes the sponsors of "Music America Loves Best", Sunday, March 18 (NBC, 4:30 P.M., EWT).

A new line of 2 1/2-inch hermetically sealed panel instruments, housed in steel cases and immune from the effects of humidity, moisture, chemical fumes, and other harmful agents, has been announced by the General Electric Company. These new instruments, for direct-current voltmeters and ammeters and for a-c radio-frequency ammeters, can be furnished in all standard ratings mentioned in, and conform to the performance requirements of, American War Standard ASA Specification C-39.2-1944.

A subscriber writes:

"I note in your Trade Notes on Page 15 of your February 28 issue, that you speak of AT&T playing with micro-waves. Of course, you know that AT&T have had television included in all their franchises with the various cities throughout the country.

"Also, I was told the other day that one type of coaxial cable will be down to a cent a foot. Both of the above bring closer my thoughts of television coming into the home over the telephone wire."

Radiophoto transmission between the European battle area and America over one of its 400-watt mobile transmitters was announced by Press Wireless, Inc. According to J. W. Chaplin, Director of Communications, the picture circuit is being operated in cooperation with the Army Signal Corps.

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

INDEX TO ISSUE OF MARCH 21, 1945.

New Senate Daily Radio Hour Might Be Network Headache.....	1
New WPB Electronic Tube Ruling.....	2
Senate Bill Would Ban Royalties To Petrillo And John L.....	3
NBC Runs Out Red Carpet For Brooks; CBS For Mitchell.....	4
RCA Demonstrates Advanced Television Development Model.....	5
Army-Navy Contract Settlement Training Teams.....	6
Navy's International Communications Plan Raises Storm.....	7
Operadio Sues IBEW For Libel.....	8
Survey Indicates Demand For 100,000,000 Postwar Radios.....	9
Crosley Blossoms Out With An Office On The West Coast.....	9
A. T. & T. Reveals Microwave Relay Plan.....	10
Capehart Given Clean Bill In Senate Election Probe.....	10
National Press Club Takes Second Radio Referendum.....	11
U. S. Freighters Use Latest In Radio.....	11
Scissors And Paste.....	12
Trade Notes.....	14

March 21, 1945

NEW SENATE DAILY RADIO HOUR MIGHT BE NETWORK HEADACHE

Although the proposal of Senator Sherman Downey (D), of California, that there be a daily mid-morning, non-political, two-hour broadcast direct from the Senate floor seemed to go over big with his colleagues, it was a question as to how enthusiastically the idea might be received by the networks. Apparently the nets would be glad to carry the morning hours but the fear was voiced that once Congress got its foot in the door in the mornings, it would be only a question of time until the gentlemen on the Hill would be demanding the more desirable evening hours and trying to break into sponsored time.

Senator Downey sprang his new broadcasting plan while testifying before a joint Senate and House Committee working on a plan for a reorganization of Congress. It was Senator Downey's thought that instead of the Senate meeting at noon, as it usually does, it could convene at 10 A.M. and devote two hours to making speeches, presumably of country-wide interest. Apparently this would be an effort to put over on the general public such addresses as are now embalmed each day in the Appendix of the Congressional Record.

Senator Downey explained that his was a two-purpose plan: (1) To give Senators ample opportunity to let off excess oratorical steam, and thus save important legislation from such delaying action during regular sessions, and (2) to allow the Nation to get the benefit of what Senators are thinking, without relying on the "loose" interpretations he said are attached to their views by some radio commentators.

The Senator from California declared that "Senators speak on too many extraneous matters on the Senate floor.

"When a bill gets on the floor", he said, "there is no sense of security that there will not be an interruption that will last for hours, or days. It's a very poor policy, I know, to limit free speech on the Senate floor, but business must be expedited.

"When a bill - an appropriation bill, for instance, is up, some Senator begins a discussion of the cattle problem, or the nylon problem, or the Japanese situation. All these are extraneous matters. Senators fade away from the chamber and everybody loses the tempo of the real business before the Senate."

Senate business not only would be expedited, he said, but the networks would have a new and novel radio show, with all the advertising ballyhoo cut out.

Senator Robert M. LaFollette (P., Wisconsin) said the plan sounded all right to him, but he asked:

"What's going to happen to the soap operas on the networks?"

"Maybe the Government will build a station", responded Senator Claude Pepper (D), of Florida, who has for months been trying to sell Congress the idea of broadcasting its activities direct from the scene.

At the same session of the Congressional reorganization Committee at which Senator Downey made his proposal, Representative Estes Kefauver (D), of Tennessee, advanced the idea of a weekly broadcast of a joint session of the Senate and the House. Mr. Kefauver said that a coast-to-coast broadcast of a session of both branches would have great educational value, to both Congress and the country. He visualized Cabinet officers and heads of important Government agencies in discussion face to face with Congress while the Nation listens in, current national and international issues.

Senator Pepper and Representative John M. Coffee (D), of Washington, had previously introduced identical bills to provide for the broadcasting of the proceedings of the House and the Senate.

There still remains the question as to whether the public would be interested in these specially staged Capitol Hill sessions - putting on the air the equivalent of what is now the driest part of the Congressional Record. According to a WOR-Crossley survey of radio listening in the New York area, it was said that broadcasts of Congress were favored by almost half the persons interviewed. Men favored the proposition slightly more than the women, with 52.3% of the 789 men interviewed voting "yes", while only 46.7% of the 2,706 men polled voted affirmatively. Likewise remains the question as to whether Congress would be content with a daytime audience and, as before said, how long it would be before the statesmen on Capitol Hill would demand time on the more desirable evening hours.

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NEW WPB ELECTRONIC TUBE RULING

A producer of electronic tubes, including radio receiving tubes, may not use assigned preference ratings to secure electronic tubes from any other tube producer to round out his own line of tubes available for sale, the War Production Board ruled March 20th.

Direction 7 to Controlled Materials Plan Regulation 3, issued on Monday (March 19), provides that notwithstanding the provisions of the regulation, which permits the use of preference ratings to acquire production materials, no producer of electronic tubes may use the preference rating assigned to him for his authorized production schedule to obtain electronic tubes from any other producer for resale to round out his line.

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SENATE BILL WOULD BAN ROYALTIES TO PETRILLO AND JOHN L.

Charging that John L. Lewis' demanding royalty payments of 10 cents per ton of coal for a union health and rehabilitation fund had been inspired by the success of James C. Petrillo, head of the American Federation of Musicians, Senator Josiah W. Bailey (D), of North Carolina, introduced a bill (S. 754) last week to outlaw such payments.

"If we don't stop this practice", Senator Bailey declared, "other big labor leaders will be holding up every industry in America and every store for the same thing.

"We let Petrillo hold up the manufacturers of recordings for 5 cents a record", said the North Carolina Democrat, who recently challenged the Political Action Committee to "meet me at Philippi." John Lewis saw Petrillo getting away with it, so he asks 10 cents on every ton of coal. I want to stop it now, before it becomes a general tax on consumers."

Senator Bailey said he would ask Chairman Pat McCarran of the Senate Judiciary Committee for a hearing immediately. He said he intends to follow up with the Hobbs "anti-racketeering" bill, which passed the House last session but failed in the Senate.

The new Bailey bill is the first full legislative attack on the so-called labor royalty practice. The Senate recently passed a limited Vandenberg bill, merely prohibiting musicians union restrictions on cultural radio programs of the non-commercial type formerly broadcast from Interlochen, Michigan.

Neither Petrillo or Lewis are mentioned by name in the new bill, which would ban payments by employers to representatives of any employees' group, except for dues "check-off" or like practices in the normal operation of a labor union.

With this exception, Section 1 (b) of the bill provides:

"It shall be unlawful for any representative or agent of any such employees who are engaged in commerce or in the production of goods for commerce to demand, receive, or accept, or to agree to receive or accept, from the employer of such employees any money or other thing of value, for the use of such representative or in trust or otherwise."

Penalties for willful violation of the act would be \$10,000, imprisonment up to six months, or both.

Senator Bailey denied his proposed labor-royalty ban is "anti-labor", but said he expected organized labor opposition.

"What these royalties really amount to is a tax on consumers", he said. "The greatest complaint in ancient times was that the Government farmed out the taxes. We are now in the same process of farming out taxes to the big labor leaders.

"What's to prevent a labor leader from coming to a store and saying, 'I want 3 per cent of your sales or you won't get any workers', or going to the railroads and saying, 'I want 3 percent of your fares'?"

Representative Monroney (D), of Oklahoma, last February introduced an anti-"make work" bill which would put a stop to two things which Mr. Petrillo champions - the hiring of musicians as platter-turners and the forced hiring of standby-musicians.

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NBC RUNS OUT RED CARPET FOR BROOKS; CBS FOR MITCHELL

Special attention was paid in the Capital to two network officials recently. The National Broadcasting Company gave a luncheon in honor of William F. Brooks, its Director of News and Special Events, recently returned from a five week tour of the Western Front. The Columbia Broadcasting System had a cocktail party to introduce Maurice B. Mitchell, newly appointed Sales Promotion Manager and Director of Press Information for CBS in Washington, and also to bid farewell to Howard Stanley, predecessor to Mr. Mitchell, who has recently moved up in CBS to a post in the Sales Promotion offices in New York.

The hosts at Mr. Mitchell's party at the Mayflower were Earl H. Gammons, Director of CBS Washington office, and Carl J. Burkland, General Manager of WTOP.

The luncheon to Mr. Brooks at the Statler was given by Frank M. Russell, NBC Vice-President, and Carleton D. Smith, WRC General Manager.

Though he did not go into detail on post-war plans, Mr. Brooks told how radio would cover the fall of Berlin. He said a 60,000 watt transmitter, mounted in sections on 17 Army trucks, is prepared to travel with American troops into the German capital and it is expected that the first on-the-spot broadcasts from Berlin will be transmitted over this facility. This moving "Radio City" is expected to be operating within a few hours after the city's fall.

Making stops in both London and Paris, Mr. Brooks also spent considerable time at the front with Army chiefs. He discussed radio problems with various leaders, including Generals Omar N. Bradley, George Patton, Carl Spaatz, Jacob M. Dever, Tristram Tuper and Frank U. Allen.

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At a recent meeting of the Institution of Electrical Engineers in Edinburgh, a member predicted that within a few years after the war at least two television transmitters would be working in Scotland. The prediction was made that 10 years after the war television would be as popular in Scotland as radio is now.

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RCA DEMONSTRATES ADVANCED TELEVISION DEVELOPMENT MODEL

An advanced development model television receiver reproducing pictures that are brighter, clearer and five times larger than were obtainable on pre-war sets was demonstrated last week in Radio City by the RCA Victor Division of the Radio Corporation of America, with the cooperation of the National Broadcasting Company.

A special program of live talent and films presented for the demonstration by NBC was viewed on the receiver model, which features a new type of screen, 16 x 21 1/3 inches, made of surface-treated plastic. Technical details of the receiver were explained by Dr. C. B. Jolliffe, Vice President in Charge of the RCA Laboratories, who was introduced by Orrin E. Dunlap, Jr., Director of Advertising and Publicity.

According to Frank M. Folsom, Vice President in Charge of the RCA Victor Division, television sets of the type demonstrated will not go into production until wartime restrictions on manpower and materials are removed. He said that the company expects to make large-screen receivers available within about one year after civilian production is resumed.

Console models, containing projection-type television, FM and standard broadcast receiving facilities, Mr. Folsom added, will cost approximately \$395. RCA Victor will also have several models equipped with direct viewing picture tubes, and at least one table model priced at about \$150.

The large screen television receiver, Dr. Jolliffe said, was made possible by four pre-war technical developments by RCA scientists and engineers. These include an improved high voltage projection tube; a unique optical system of high efficiency; a new type of plastic viewing screen and an automatic frequency control circuit.

Large-size reproduction of the images on a screen built into the receiver cabinet is made possible primarily by a special optical system. This system, Dr. Jolliffe said, consists of a bowl-shaped mirror and molded plastic lens of special design which delivers to the back of the viewing screen about six times as much light as could be obtained with a conventional F:2 movie projection lens. The vertical mounting makes it possible to install the entire receiver and optical system in a cabinet not much larger than a standard radio console.

The second RCA development which contributes to the exceptional brightness, clarity, and high definition of the large-screen pictures is a special high-voltage type of cathode ray tube. This tube produces a much brighter original image on its face than could be obtained with the lower voltages used for the purpose before the war.

The third advance which enhances the quality of the pictures is an automatic frequency control developed by RCA Victor engineers, which eliminates picture distortion caused by "noise" interference.

Augmenting these improvements, the fourth advance introduced in the demonstration was RCA Victor's new translucent plastic viewing screen. Special features incorporated in the design of the screen provide even distribution of light over the image area and proper distribution of transmitted light within the normal viewing angle. The screen thus assures a picture of maximum brightness and natural light contrasts.

"I want to emphasize", said Dr. Jolliffe, "that these receivers are development models, and at this time merely afford a glimpse into the future. Until Victory is won, our resources and facilities will be devoted completely to the war effort. In looking forward to peace, we look forward to conversion of our research and manufacturing facilities to the production of radio and electronic equipment, which, of course, includes television, to give new and improved services to the American public."

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ARMY-NAVY CONTRACT SETTLEMENT TRAINING TEAMS

War contractors and their representatives throughout the country can now receive free instruction in definite contract settlement procedures, the Public Relations Branch of the War Department advises. The War and Navy Departments have organized 18 teams of experts for conducting settlement courses in major manufacturing and industrial areas. Each team consists of 4 members composed of officers of both Army and Navy. One man acts as an advance secretary.

This intensive course of training will consist of a 4-hour settlement work session dealing entirely with the filling out of settlement proposal and inventory forms. The war contractors will be given a complete representative termination case with all necessary facts and figures. Forms pertinent to the case will be filled out by the contractor in the class-room under the supervision of the instructors.

Teams will operate in the following areas: New York, Boston, Philadelphia, Springfield, Cleveland, Buffalo-Rochester, Cincinnati-Dayton-Columbus, Pittsburgh, Chicago, Detroit, Minneapolis-St. Paul, St. Louis, San Francisco, Los Angeles, Seattle, Dallas-Ft. Worth, Atlanta-Birmingham, and Kansas City.

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NAVY'S INTERNATIONAL COMMUNICATIONS PLAN RAISES STORM

Hearings on the proposed merger of this country's international communications facilities which began last Monday hit the front page when Secretary of the Navy Forrestal, backed by Rear Admiral Joseph R. Redman, Director of Naval Communications, proposed the establishment of a unified privately owned system of overseas communications under Government supervision. Senator Burton K. Wheeler (D), of Montana, Chairman of the Interstate Commerce Committee, whose Committee is holding the hearings, went so far as to say that Secretary Forrestal's proposal was a threat to the freedom of the press.

Admiral Redman argued that the proposed amalgamation would give the press better service at a lower rate.

"What assurance have we of that?" Senator Wheeler snapped back. "With even the minority Government representation on the directorate which you suggest, isn't it obvious that the unofficial majority would be at the mercy of the official minority members, who could under such a system exercise controls amounting to censorship, which would be the worst possible thing that could happen?"

"That is what the press fears and why they oppose inclusion of press services in such a consolidation. And I don't blame them. If I were a newspaper publisher I'd hate to have a Government-controlled monopoly in a position to say: 'This can't go over the wire.'"

Secretary Forrestal said that cables, telegraph, radio and press wireless should be included in the proposed unified organization. The consolidation should not be voluntary, but mandatory, and its terms should be laid down by Congress. His specific recommendations included:

1. The consolidation should be vested in one new corporate body, established as a national enterprise, exclusive in the field, owning and operating all American-international communication facilities and services, and representing the national interest in international communication negotiations.
2. The new corporation should be privately owned to give it the advantages of private management and operation, with no Government participation in its daily affairs, but with full Government support and guidance to the extent required for protection of Government interests, especially military and diplomatic communications.
3. Participation in the corporation by alien interests must be prohibited. The new corporation should not participate in any business or activities in foreign countries other than those immediately incidental to operation of its communications.

4. Provision must be made, as was done by Congress in the case of the domestic telegraph merger, to safeguard the interests of labor in any reorganization incident to consolidation.

Indicative of the cool reception the Government control idea received, Arthur Krock wrote in the New York Times:

"Members of the press gallery and Government colleagues of the Secretary of the Navy, James V. Forrestal, rubbed their eyes today when they read the Secretary's support of a Navy proposal that the thirteen American companies in the business of international communications be merged into one privately operated company under Government supervision. The proposal was so obviously of 'brass hat' origin, and runs so counter to the political philosophy Mr. Forrestal has constantly espoused and expressed, that his endorsement was the surprise of the moment in Washington.

"The questions addressed by members to Mr. Forrestal, and to Rear Admiral J. R. Redman, the Navy's Communications Chief, seemed to imply that the recommendation of one private company might find merit in Congress, but that the addition of Government controls would meet overwhelming opposition.

"When Mr. Forrestal was challenged on this point he retired somewhat from the Navy's plan by saying: 'It is a question whether you can separate the (press and radio information) segment from the whole.' This confirmed the belief of some, who, like this correspondent, today investigated the source of the plan, that the Secretary's sponsorship of the entire proposal was even more 'reluctant' than he asserted.

"But there was another interesting disclosure, which confirms the impression that civilians who put on uniforms acquire the military mind very thoroughly. The Navy officers who talked Mr. Forrestal into his 'reluctant' approval number reservists who have spent most of their years in private business and flourished in the atmosphere of free exchanges of information. It seems that these are even more intent on the Government supervision idea than some of the Annapolis-bred admirals."

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OPERADIO SUES IBEW FOR LIBEL

The Operadio Manufacturing Company, which makes radio parts for war use, instituted a \$250,000 libel and slander suit at St. Charles, Ill., against the International Brotherhood of Electrical Workers (AFL) and its local B-1031.

The suit charges the company was libeled and slandered by statements made in union pamphlets and by union officials at and after a meeting on March 6, when the members approved a 30-day strike notice as the result of a dispute over a War Labor Board wage directive.

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SURVEY INDICATES DEMAND FOR 100,000,000 POSTWAR RADIOS

A survey just completed by Sylvania Electric Products, Inc. implies that in the first five or six years after the war there will be a demand for 100,000,000 radios.

Frank Mansfield, Director of Sales Research for Sylvania, said that the study showed that 84 percent of radio buyers bought a different brand than they owned. Of the families which owned three sets, he said, 63 percent reported that all three were different brands. Mr. Mansfield emphasized, however, that the low ratio of "brand loyalty" was not to be confused with "brand consciousness", which is the subject of one of the company's current surveys.

In addition to indicating a market for 100,000,000 sets in the six-year period following victory, the survey showed that two-thirds of the current population will order the first new sets on the market - with a definite preference for combination radio-phonograph models, he said. More people reported that they will pay an additional \$75 for television than will spend \$10 extra for frequency modulation sets. However, he added, almost all would pay \$5 extra for FM.

While the survey was conducted as a guide for Sylvania's post-war sales and employment planning, it was understood the figures will have important bearing on production plans of the tube company's radio manufacturing subsidiary, Colonial Radio Corporation, which Sylvania acquired last May. The subsidiary, one official stated, while not making any "brand" name sets, aims to make a majority of the sets marketed by Sears Roebuck & Co., and the automobile sets of General Motors and Chrysler Corporation.

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CROSLY BLOSSOMS OUT WITH AN OFFICE ON THE WEST COAST

Announcement of the opening of a new West Coast sales office by the Broadcasting Division of The Crosley Corporation has just been made by Robert E. Dunville, General Manager of WLW and Vice-President of Crosley.

The new office will be located in Hollywood's First National Building and will be in charge of Tracy Moore, Pacific Coast sales executive, who will take over his new duties March 24th. Mr. Moore will simultaneously represent Station KGIR, Butte, Montana, and the Bar-Z network, in addition to Station WLW.

Mr. Moore for three years was Western Sales Manager for the American Broadcasting Co. (Blue Network), prior to which he was a sales representative for the National Broadcasting Company in San Francisco and Hollywood. He also served as Sales Manager for Station KEX, Portland, Oregon, of which city and state he is a native.

Other sales offices operated by WLW are located in New York, Chicago and Atlanta.

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A. T & T. REVEALS MICROWAVE RELAY PLAN

The American Telephone & Telegraph Co. filed application yesterday (March 20) with the Federal Communications Commission for authority to build seven radio relay stations between New York and Boston - a further step in its trial of microwave radio transmission of telephone messages.

A. T. & T. said the experiment would "determine in practical operation the relative efficiency and economy of radio relay for transmission of long distance telephone messages and of sound and television programs."

Results will be compared with "transmission over the familiar wires and cables and the recently developed coaxial cable", the company said.

"Bell system scientists view radio relay as a promising means of attaining very broad bands of transmission which can be carved up into different channels for telephone and telegraph messages and for sound broadcast and television programs", the announcement added.

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CAPEHART GIVEN CLEAN BILL IN SENATE ELECTION PROBE

The resolution of Majority Leader Barkley, (D), of Kentucky, under which Senator Capehart (R), of Indiana, former radio manufacturer, was sworn in last January "without prejudice to himself or the Senate" was withdrawn by the Kentucky Senator last week who said, "It was a formal resolution made frequently in this body. But I would not wish by reason of that for any cloud to be hanging over Senator Capehart. As far as I am concerned the reservation is lifted."

Senator Green (D), of Rhode Island, Chairman of the Campaign Expenditures Committee, in reply to a question from Senator Barkley said:

"Senator Capehart may have benefitted by the fraud that your subcommittee discovered in the Indiana election, but nothing was found to indicate that he was connected with it. The investigation revealed nothing that would cast any doubt upon his election."

The Committee's final report said a limited inquiry into Senator Capehart's campaign expenditures "was not productive of any evidence tending to show that the statutory limitations of such expenditures had been exceeded."

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NATIONAL PRESS CLUB TAKES SECOND RADIO REFERENDUM

The National Press Club of Washington is taking a second referendum on the question of admitting radio correspondents to active membership in the Club. A previous referendum failed because an insufficient number of ballots were cast.

Under the constitution of the club, 51 percent of the active membership must ballot to make a referendum effective.

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U.S. FREIGHTERS USE LATEST IN RADIO

American merchant ships are today better equipped with radio facilities than they were before the war. Not only radio transmitters, receivers and direction finders, but elaborate inter-communication facilities have been installed on all American cargo ships.

By the ready adoption of the many war-time safety-at-sea developments, American shipping has maintained its leadership in safety over all other maritime nations, according to the American Merchant Marine Institute.

Through the most recently developed inter-communications equipment, orders from the ship's bridge and all necessary emergency signals can be brought to telephone stations in deep and remote sections of the ships.

Every vessel has a radio compass, installed to take the ship's bearing in relation to shore transmitters. Auto alarms for picking up international distress signals are likewise provided on all American merchant vessels.

Because individual radio sets are taboo in war-time, a single radio broadcast high frequency receiver with limited radiation is provided with loud-speakers located in each mess room.

Post-war American merchant ships will be equipped with all these devices and many more, including ship-to-shore radio telephones, television and other electronic developments.

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Ohio State University's broadcasting station, WOSU, celebrates its silver anniversary March 23rd, and most of this week will be devoted to special programs appropriate to the occasion.

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::: SCISSORS AND PASTE :::
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State Dept. Telecommunications Chief Can Be Hard Boiled
(Drew Pearson)

The usually meek State Department actually got tough last month when members of the French cabinet complained that the quality of United States films being shown in France was inferior. Real fact is that United States films going into France are selected by the Office of War Information, and are the cream of the Hollywood production.

Francis DeWolf, head of the State Department's Telecommunications Section, which includes motion pictures and radio, was not impressed by the French complaint. He sent back word that complaints about the quality of United States films might be better received if the French were willing to grant visas to representatives of United States film industry so they might get in and study the reaction of the French to the pictures and carry on normal business relations.

Radio Business Seen That Will Tax All Efforts
(O. H. Caldwell, Editor, "Electronic Industries")

Even admitting all the criticisms, - in its main outlines, the new FCC platform for radio expansion is adequate. Undoubtedly it seems to be the best that human effort and engineering knowledge can presently achieve.

And it all adds up to a future of unparalleled opportunity for every radio man and radio engineer who plans to have a part in postwar radio. Every radio man will find that under the new allocations the way has been blazed for business that will tax all efforts to supply a waiting public with its expanding radio needs.

Was It - Or Wasn't It?
(Leonard Lyons in the "Washington Post")

On New Year's Eve in Washington, weeks before he left for Yalta, Jimmy Byrnes had some friends and relatives at his house for the holiday dinner. At 7 o'clock Walter Brown, one of Byrnes' aides, turned on the radio to listen to Drew Pearson. The commentator discussed Byrnes' ban on horse racing, and then followed it with a "Prediction of a Thing to Come:" That Jimmy Byrnes next would proceed after the night clubs, and was planning to clamp down on them with a curfew The dinner guests turned to their host, who seemed surprised at this. Then Byrnes lit a cigar and puffed, "Y'know", said Jimmy Byrnes, "that's not a bad idea."

Rosenbaum Makes It Hot For Nazis - They Imitate His Voice
("Variety")

Lt. Col. Samuel R. Rosenbaum, former prexy of WFIL, and now officer-in-charge of Radio Luxembourg for the U. S. Army, was recently taken off the air because the Naxis had found a voice like his and were using it on a German radio broadcasting on the same beam as the Allied station.

Col. Rosenbaum told about this in a letter to his wife, the former Edna Phillips, harpist with the Philadelphia orchestra.

The Nazi station was using a stooge, giving the Germans and the persons in liberated countries fake information and instructions. Because Col. Rosenbaum's voice was so well known, the Germans had aped the voice to give it authority. Col. Rosenbaum broadcast in French, German and Italian, besides directing the station - one of the most powerful on the European continent.

Col. Rosenbaum, besides heading WFIL before entering the Army, was Chairman of Independent Radio Network Affiliates (IRNA), head of Robin Hood Dell Concerts and v.p. of the Philadelphia Orchestra. He was one of the mediators in the disputes between the Musicians Union and radio and recording companies.

TBA Plan Would Provide 398 Tele Stations
("Television Broadcasters Assn. News Letter")

Establishment of a widespread and satisfactory television service on the 12 six-megacycle channels proposed for commercial television under 300 megacycles is possible when wartime restrictions on manpower and materials are relaxed, the Federal Communications Commission was advised by the Television Broadcasters' Association, Inc., at oral arguments heard last week in Washington on the proposed allocation of frequencies for post-war broadcasting services.

Col. William A. Roberts, counsel for TBA at the allocations hearings, presented to the Commission a possible plan of assignment of the 12 channels proposed for commercial video operation, indicating that as many as 398 stations can be established in the nation's first 140 markets.

Another Bouquet For Paul Porter
(Drew Pearson)

In less than three months, Chairman Paul Porter has won the respect of his entire staff at the Federal Communications Commission plus that of his fellow Commissioners. The other day one Commissioner remarked that "Porter has the virtues of Larry Fly (his predecessor) and none of his faults."

AM's Billion-Dollar Backlog
("Radio Retailing")

Amplitude Modulation Broadcasting will long continue to furnish the bulk of listening service, with a replacement backlog already approaching billion-dollar magnitude.

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: : : TRADE NOTES : : :
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When the Quiz Kids faced a group of Senators in a contest for the benefit of the Red Cross in Washington, Senator Hart (R), of Connecticut, former Allied Asiatic Fleet Commander, correctly identified the old war song "Smile" when others had failed and then went on to identify a war device used for the first time during this war which is spelled the same way backward as - "radar".

The Radio Division of the WPB has been moved to the 4th floor of the Railroad Retirement Building adjoining the building where the Division was formerly located. The office of L. J. Chatten, Director, is in Room 4006 Railroad Retirement Building.

Decca Records, Inc., and Subsidiaries - For 1944: Net sales, \$13,416,933, and net income \$1,000,905, equal to \$2.58 a share, compared with net sales of \$11,278,345, and net income of \$1,036,361, or \$2.66 a share, in 1943. Taxes in 1944 were \$923,808 after post-war refund of \$32,815, and in 1943, \$1,142,000 after post-war refund of \$38,000.

National Television News Syndicate is trying out the idea of selling a column of television news to weekly newspapers. Later the syndicate will endeavor to sell to dailies. William C. Hyatt is President. Offices are at 122 East 42nd Street, New York, N. Y.

Press and radio freedom was voted at Mexico City when the Inter-American Conference recommended:

"That the American republics, having accepted the principle of free access to all forms of information, will do everything possible to assure that when a judicial order in the world is guaranteed, there be established the principle of free emission and reception of news and information, oral and written, published in books or broadcast by radio or disseminated by any other means, under proper responsibility and without need of previous censorship, the same to apply equally to private correspondence, letters, telegrams or communications in any other form in time of peace."

Lewis Allen Weiss, General Manager and Vice-President of the Don Lee Broadcasting System, and Willet H. Brown, Assistant General Manager and Vice-President of the network, have again been elected members of the Board of Directors of the Mutual Broadcasting System.

Other members of the Mutual Board of Directors chosen at the eastern meeting last week are: E. M. Antrim, Chesser Campbell, H. K. Carpenter, Benedict Gimbel, Jr., J. E. Campeau, Alfred McCosker, John Shepard III, T. C. Streibert and Edgar Kobak.

Tests conducted by RCA Victor have shown that separate shielding of proper design for electronic power generators, work assemblies, and transmission lines will reduce the field strength of radiations which might interfere with home radio reception and other electronic services by a factor of 45,000 to 1.

Results of the recently completed tests, which were conducted at a distance of one mile from the generator, were described in a paper presented by G. H. Williams, RCA Victor development engineer, at a meeting of the Philadelphia Section of the American Institute of Electrical Engineers at the Engineers Club.

A group associated with Station WPAT, Paterson, N. J., has filed an application for an FM station in Washington on 45,900 kc. Listed as officers were T. V. Cosman, President, owner of 49 per cent of the stock; E. M. Cosman, Vice President, 1 percent, and B. H. Kaufman, Secretary, 1 percent. Owner of the remaining 49 per cent is Joel Kaufman, a Lieutenant Commander in the Navy. Mr. Kaufman is associated with the Kaufman Furniture Company of Reading, Pa., and the Rosenthal Jewelry Co. of Washington.

Dr. Lloyd Preston Smith, Professor of Physics at Cornell University and a leading authority in the field of fundamental electronics, has been appointed Associate Research Director of RCA Laboratories, Princeton, N. J. Dr. Smith's appointment fills a vacancy caused by the death last July of B. J. Thompson, who was killed in action during a flight in an Army airplane in the Mediterranean area while on a special mission for the Office of the Secretary of War.

D. F. Schmit has been made Director of Engineering of the RCA Victor Division of the Radio Corporation of America. Mr. Schmit, who was formerly Assistant Chief Engineer, will fill the post vacated by Dr. J. B. Jolliffe who recently was elected Vice President of the Radio Corporation of America in charge of RCA Laboratories. George L. Beers has been advanced to Assistant Director of Engineering in charge of Advance Development.

At the recent family life conference at Catholic University the Rev. Timothy J. Mulvey called upon the American radio industry "to recognize the place God deserves on the radio log of American broadcasting."

Father Mulvey proposed that radio executives provide time and talent for the dramatized religious programs to appeal to radio listeners. He further suggested that script writers of such commercial radio dramas as soap operas "contribute material designed positively for the social, moral and religious betterment of the family."

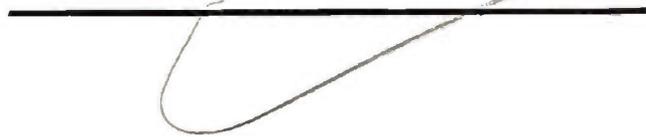
The first part of a cartoon in the Christian Science Monitor marked "Yesterday" shows Petrillo in a high silk hat carrying a large bag marked "Royalty of 2¢ on every musical disk made." John L. Lewis sees him and gets an idea. The next part marked "Today" shows Lewis going into the coal operator's office with a demand for 10¢ royalty on each ton of coal. The third part marked "Tomorrow" shows a dozen other labor leaders making the same demands. The cartoon is captioned: "Where Will It End?"

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.



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MAR 20 1945

INDEX TO ISSUE OF MARCH 28, 1945

FRANK E. MULLER

Gene McDonald Goes Over Heads Of FCC To Congress On FM.....1
1944 Time Sales Top 1943 By \$15,581,000.....3
WPB Sets Up New Broadcast Equipment Application Rules.....4
Jolliffe Says Tele Depends Upon Whether Public Wants It.....4
Radio Receiving Tube Production Schedules Adjusted.....6
CBS Offers Its Best At White House Scribes' Dinner.....7
I. T. & T. Form World-Wide Scientific Corporation.....8
NAB Reports On War Message Valuation.....10
Shawn Of WRC Boosted To N.Y.; Wheeler Succeeds Him.....10
Overseas Radio-Cable Merger Action This Session Doubted.....11
Kesten Assures Finer Television In Color.....13
Denny Confirmed By Senate As Member Of FCC.....14
Western Union Authorized To Experiment With Radio.....14
Will Try To Cover All Of Chile With One Station.....14
Scissors And Paste.....15
Trade Notes.....16

March 28, 1945

GENE MC DONALD GOES OVER HEADS OF FCC TO CONGRESS ON FM

Commander E. F. McDonald, Jr., President of the Zenith Radio Corporation ripped into the Federal Communications Commission's stand on FM reallocation by sending a hot telegram to members of the Congressional Committees concerned with radio. Then Commander McDonald followed through by sending the following wire to Paul Porter, Chairman of the FCC:

"The Washington Story carrying the date line March 14 reading Quote: The veil of secrecy shrouding the hearings before the Federal Communications Commission here on military data pertaining to propagation characteristics of ultra-short radio waves was drawn aside long enough to publicly demonstrate two converters used on Frequency Modulation receivers, obviously intended to offer concrete evidence that moving FM up in the spectrum would not entail the costs claimed by the industry, (Unquote) is unfortunate. If the veil of secrecy of the meetings of March 12 and 13 is to be partially raised, we believe it is only fair that the unclassified testimony of Dr. Dellinger, Dr. Beverage, Dr. Stetson, and Prof. Armstrong opposing the disturbing of FM as unnecessary and undesirable should also be revealed to the press as we understand that the decision is to be made purely on the technical evidence. We have, therefore, sent the following telegram to the members of the Senate Interstate Commerce Committee, the House Merchant Marine and Fisheries Committee and the House Committee on Interstate and Foreign Commerce.

"Quote: Federal Communications Commission have been holding hearings on the advisability of moving frequency modulation from its present wave bands up to the hundred megacycle area for technical reasons. FCC have given as the reason for these hearings that they feared interference if FM was permitted to remain on its present frequencies.

Paragraph:

None of the evidence submitted by the Commission or other experts to date indicates to me that this move is necessary or in the public interest.

Paragraph:

In these hearings 7 out of the 8 outstanding propagation experts of this country have appeared and testified that the moving of FM from its present position is unnecessary and undesirable. This record shows that Dr. Dellinger, head of the Inter-Service Propagation Laboratory of the Joint Chiefs of Staff; Dr. Burrows, Chairman of the Radio Wave Propagation Committee of the National Defense Research Council and Chairman of the Radio Wave Propagation Committee of the Institute of Radio Engineers; Dr. Beverage, outstanding practical

and theoretical authority, Vice President of R.C.A. Communications; Dr. Harland Stetson, Director of the Cosmic Terrestrial Research Laboratory of the Massachusetts Research Institute of Technology, an outstanding authority on this subject; Dr. Greenleaf W. Pickard and Mr. S. L. Bailey, recognized authorities in this field, and Professor Edwin H. Armstrong, inventor of FM, all testified that in their opinion interference of consequence would not occur and the moving of FM from its present position was unnecessary and undesirable.

Paragraph:

The only recognized propagation man who testified that frequency modulation should be moved was Mr. K.A. Norton, now attached to the Army, formerly employed by the Federal Communications Commission, and called in this case as a witness on behalf of the Commission. The weight of the evidence, therefore, is heavily in favor of keeping FM where it is.

Paragraph:

From a propagation standpoint, the issue is clear. Either the Commission discredits the great propagation experts named above and believes Norton in spite of the errors he has made and the unproved assumptions he has had to adopt to support his conclusions that FM should be moved upward in the spectrum, or they must believe Dellinger, Burrows, Stetson, Pickard, Bailey and Armstrong.

Paragraph:

At the request of the Federal Communications Commission the radio industry, including the Radio Manufacturers' Association, the Institute of Radio Engineers, the National Association of Broadcasters, the Frequency Modulation Broadcasters, Inc., and other interested groups organized the Radio Technical Planning Board. Panel 5 of this Board under the Chairmanship of Mr. C. M. Jansky, Jr., dealt with the problems of frequency modulation broadcasting. Membership in this panel consisted of the best technical brains of the industry, and this panel at its meetings considered the subject of frequency modulation wavelengths and voted 27 to 1 against moving FM from its present position.

Paragraph:

A secret hearing was held March 12 and 13 at which, I am told, these same propagation experts again testified all strongly supporting the positions they had taken previously. May I suggest that you get a transcript of this secret hearing and particularly note the testimony of Dr. Dellinger, Dr. Beverage and Dr. Stetson who are absolutely impartial and disinterested.

Paragraph:

It is proposed by the Commission to leave television in the very area from which they are suggesting that FM be moved because of interference. This is inconsistent as television is much more subject to interference than frequency modulation.

Paragraph:

Proposals which we consider frivolous have been made to salvage the seventy million dollars' worth of FM receivers in the hands of the public if frequency modulation is moved to the higher frequencies by equipping them with converters. The industry's wide experience over the years with converters shows that they are inefficient, impractical, and are not acceptable to the public.

Paragraph:

If frequency modulation is disturbed in its present band and raised to the hundred megacycle band as proposed, it will not only obsolete every FM receiver now in the hands of the public but also every manufacturer concedes that the production of receivers to function on this band will be more expensive and cost the public millions of additional and unnecessary dollars.

Paragraph:

I do not know who the special interests are who would benefit by this move but it seems eminently unfair to disturb a perfectly satisfactory commercial service that was established by the Federal Communications Commission in 1940 and in which the public invested millions believing that it was permanent and to cripple and handicap it by moving it up to the hundred megacycle area which is indicated as unfavorable and certainly is untried and unproved for broadcasting service. Why should we risk the future of FM on the word of one propagation expert? According to the best informed authorities this unwarranted move will delay FM as much as two to five years. Such a move will be in our opinion a disservice to the public and add to unemployment.

Paragraph:

Some interests may be in favor of this change because it will delay the establishing of a multitude of FM stations which will result in the dilution of the present monopoly now enjoyed by the broadcasting chains.

Paragraph:

I think the entire matter is so serious to the future of broadcasting that it deserves your attention."

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1944 TIME SALES TOP 1943 BY \$15,581,000

Net time sales for 1944 by 191 of the Nation's 225 standard broadcast stations (209 commercial and 16 non-commercial) operating with power of 5 to 20 kilowatts, totalled \$71,268,000, an increase of \$15,581,000 or 28 percent, over 1943, the Federal Communications Commission announced last week.

All of these stations reported increases in their net time sales; 20 reported increases of \$150,000 to \$374,700; 26 of \$100,000 to \$150,000; 39 of \$75,000 to \$100,000; 55 of \$50,000 to \$75,000; 40 of \$25,000 to \$50,000; and 11 of \$5,711 to \$25,000.

One hundred and eighty-one of the 209 commercial stations serve as outlets for the four major networks, as compared to 152 stations for the year 1943, or an increase of 16 percent, as follows: Blue, 37 stations; CBS, 61; Mutual, 24; NBC, 51; Blue and Columbia, 1; Blue and Mutual, 5; and Columbia and Mutual, 2.

Ten of the 225 stations in this category are owned or controlled by networks as follows: Blue Network (American Broadcasting Co., Inc.), 2 stations; CBS, 1; NBC, 1; Yankee Network, Inc., 4; and Don Lee Broadcasting System, 2.

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WPB SETS UP NEW BROADCAST EQUIPMENT APPLICATION RULES

Owing to the shortage of available radio broadcasting equipment, and the fact that any new production of such equipment can only be effected at the expense of military production, the Radio and Radar Division of WPB has set up the following general criteria to be used in passing on construction applications for new standard radio broadcasting stations:

1. Applications will be considered only for those locations which do not now receive primary service as defined by the Federal Communications Commission's "Standards of Good Engineering Practice" from existing broadcasting stations.

Exceptions to the installation in areas now receiving primary service will be made only upon receipt of a recommendation from the FCC that, in light of their standards, the applicant has shown that the service not only will serve public interest, necessity, and convenience but that the additional service which the applicant intends to provide will serve a public need of a very unusual nature not generally served by radio broadcasting stations.

2. Applications will be considered only where the applicant can show to the satisfaction of the Radio and Radar Division that he either has obtained or can obtain necessary radio equipment without placing any load on production facilities, whether it be for production of the equipment he wishes to use or to replace in inventory equipment which the applicant may purchase. New stations shall not be allowed to deplete any minimum normal reserves ordinarily maintained for maintenance, repair and operating requirements.

3. Exceptions to the general criteria will not be made upon the recommendations of military authorities stationed in the areas or having an interest in the area involved, unless they are supported by the Secretary of War or the Secretary of the Navy. This has a precedent established in 1942 in the case of Radio Station WSAP, Portsmouth, Virginia, which station was requested by the Secretary of the Navy as essential to the war effort.

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JOLLIFFE SAYS TELE DEPENDS UPON WHETHER PUBLIC WANTS IT

Dr. C. B. Jolliffe, Vice-President newly in charge of RCA Laboratories, in an address in Indianapolis before a joint meeting of the American Institute of Electrical Engineers and the Institute of Radio Engineers, declared that radio manufacturers are now able to build transmitters, receivers and antennas which "will give a very satisfactory television performance for the home", emphasized the necessity of having definite frequency assignments and a well-organized system of distribution of programs.

"With frequency allocations definitely set, with program sources organized, and with networks in operation - in other words, with a system organized - this one industry can completely revolu-

tionize our way of life", Dr. Jolliffe said. "It does not take much imagination to see this industry as a possible five or even ten billion dollar enterprise, employing thousands of men, either directly or indirectly."

Expressing a desire to avoid controversy as to the merits of whether television should be below 300 megacycles or above 500 megacycles, Dr. Jolliffe remarked that the question which needs to be answered is "whether we want television or not". He said that if the public wants it, technically it can be produced below 300 megacycles. He added that, on the other hand, if the belief prevails that the public does not want television "then let us honestly postpone its inauguration and not hide behind the probability of possible new developments."

Extensive field tests in several large metropolitan areas have established the fact that "very satisfactory entertainment" can be provided by television broadcasting service using six megacycle channels and carrier frequencies below 300 megacycles.

"Having obtained a television system with this degree of performance", Dr. Jolliffe continued, "the television engineer is faced with the problem of determining the extent to which television images must be improved before the public will be conscious of the improvement and be willing to pay a higher price for television receivers.

"What is the nature of the improvement which will be most acceptable to the television audience?" Dr. Jolliffe asked. "Should some new broadcast service be added, for example, the transmission of odors, good and bad? All of these additions may be desired by the public, but each improvement represents an increase in the cost of the receiving instrument and also requires an additional cost in terms of valuable space in the frequency spectrum."

Dr. Jolliffe emphasized that as the television industry develops, engineers have the obligation to see that the public gets better and better service and that the new developments which would be brought about by the stimulation of use are integrated into an over-all system.

"Engineers should not be satisfied that their television job is done", Dr. Jolliffe asserted, "until they have made it possible to project in the home pictures of adequate size in color, and also for anyone to attend - by television - all major happenings wherever they occur, in the United States or in any other part of the world. These objectives may be accomplished in a few years, or many years may be required."

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A special Easter service, to originate from United States Fifth Army Headquarters in the Appenine Mountains in Italy, will be broadcast over the Blue Network on Sunday, April, from 8 to 8:30 A.M., EWT.

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RADIO RECEIVING TUBE PRODUCTION SCHEDULES ADJUSTED

Adjustment of radio receiving tube production schedules, to meet military demands in the next six months, was effected recently after recommendations have been made by the Receiving Tube Scheduling Industry Advisory Committee, the War Production Board said Monday.

Over-all Army and Navy requirements, not including any overseas "must" or emergency orders, still exceed production by a small margin, WPB radio and radar officials reported. While the radio tube industry has done an excellent job in the war effort, WPB officials said, the present production of certain critical types is about 30 per cent below both the industry's own forecasts and military requirements. Representatives of seven receiving tube manufacturing companies, each of which is represented on the Advisory Committee, were told that all plants must maintain production schedules based on military requirements. Everything must be done to assure meeting the needs of vital Army and Navy projects, Government officials said.

Reports on recent conferences between Army, Navy and WPB officials, who met to speed up production of critical types of tubes, indicated renewed activities in branches of the Government interested in the problem, and announced a plan to enlist the cooperation of both the military and WPB field offices. Plans for more frequent reports from tube plants, designed to keep WPB and the services better informed on tube production by types, were announced, and industry members agreed to furnish the necessary data and information regularly.

As a means of speeding up tube production to a maximum, the recent WPB plan of expanding plant facilities was discussed. The plan provides a means of shifting plant facilities to areas where more labor of the type necessary is available. This is expected to meet demands and provide more efficient operation in all plants. It is believed the transfer of some facilities and activities will enable industry to keep all machines and production equipment in full operation, WPB said.

After discussion of over-all problems, the Committee reviewed the scheduling of all military orders among the seven manufacturing companies, recommending adjustments to assure that all orders for critical tubes be filled within the specified time limits, and leave some flexibility for the production of less critical tubes, even tubes for civilian use, after all military orders are filled, if materials are available. Until such demands are met, no prediction of availability of civilian tubes can be made, it was pointed out by WPB officials.

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Following the granting of licenses for that purpose, the Santa Fe Railway will proceed with experimentation of two-way radio in the operation of its trains. The Santa Fe also has a construction permit for two experimental radio stations in the territory between Chicago and Galveston and Chicago, Los Angeles and San Francisco.

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CBS OFFERS ITS BEST AT WHITE HOUSE SCRIBES' DINNER

Each year the National Broadcasting Company and the Columbia Broadcasting System alternate in furnishing the entertainment at the White House Correspondents' Association's Dinner. On the occasion of the twenty-second annual banquet of the Association last Thursday, it was Columbia's turn. Among the headliners they presented were Fanny Brice, the De Marcos, Danny Kay, Jimmy Durante and Mark Warnow and the Hit Parade Orchestra.

Paul W. Kesten, Executive Vice-President and Director of CBS, was introduced to the distinguished audience. Then for good measure Brig. Gen. Sarnoff was requested to rise. However, Mr. Sarnoff was prevented from attending and attention then centered on Frank E. Mullen, Vice-President and General Manager of NBC, who had been asked to take Mr. Sarnoff's place.

The United States Navy, accompanied by a chorus of Blue-jackets and Waves, were on hand. In fact the Statler was almost as rich in talent that night as in celebrities. Almost but not quite.

The President was there, of course, the Vice-President, the Speaker of the House, Secretary of Commerce Wallace and all the members of the Cabinet except Madame Perkins (it being a stag affair). Mr. Justice Bynnes, Judge Vinson, General Marshall, Admiral Leahy, Admiral King and General Vandegrift. Two head tables were inadequate to seat even a small portion of the notables.

Bob Trout, former Washingtonian, acting as master of ceremonies, took the occasion to deny a rumor which he said had been going the rounds that it was his father who had represented CBS at President Roosevelt's first Fireside Chat. Actually, Mr. Trout said, it was his grandfather. (Actually it was Bob himself). The announcement that Frank Sinatra could not be present owing to illness drew applause from the audience.

Jimmy Durante smoking an old cheroot made the diners laugh when he suddenly stopped his performance and ejaculated, "What a stinker this cigar is that General Marshall gave me."

Evidently no one had tipped off the Earl of Athlone, Governor General of Canada, the President's house guest, that business suits were in order. He appeared in full evening dress with a white carnation and being six feet tall with a luxurious gray moustache was a grand sight to behold from any direction.

President Roosevelt presented the Raymond Clapper Memorial Award of \$500 to Raymond P. Brandt of the St. Louis Post Dispatch. It was the first presentation of the award, established soon after the columnist and radio commentator was killed in a plane crash in the Pacific. The award was for one "whose work in the previous year most closely approximated the reporting that was characteristic of Raymond Clapper."

Among those present at the dinner from the radio industry were:

Bill Bailey, Broadcasting Magazine; Frank J. Beatty, commentator; Carl J. Burkland, Manager, WTOP, Washington; Martin Codel; Douglas Coulter, Vice-President, Columbia Broadcasting System; Wayne Coy, Station WINX, Washington, D. C.; George Crandall, Director, Public Relations, Columbia Broadcasting System, New York; Frank Folsom, Vice-President, RCA Victor Division, Radio Corporation of America; Earl Gammons, Director, Washington office of Columbia Broadcasting System; Earl Godwin, commentator; Paul Hollister, Vice-President, Columbia Broadcasting System, New York; Philip G. Loucks, Counsel, FM Broadcasters; Edward McGrady, Radio Corporation of America, Washington; Claude A. Mahoney, Commentator; Clarence L. Menser, Vice-President, National Broadcasting Company.

Also, Eugene Meyer, President of Station WINX, Washington; Maurice B. Mitchell, Public Relations, WTOP, Washington; Drew Pearson, Commentator; Paul Porter, Chairman of the Federal Communications Commission; Byron Price, Director, Bureau of Census; Joseph H. Ream, Vice-President, Columbia Broadcasting System; Frank M. Russell, Vice-President, National Broadcasting Company, Washington; John F. Royal, Vice-President, National Broadcasting System; Fred Shawn, National Broadcasting Company, New York; Carleton D. Smith, Manager, Station WRC, Washington; Frank N. Stanton, Vice-President, Columbia Broadcasting System; Nathan Straus, President of WMCA, New York; Sol J. Taishoff, Editor, Broadcasting Magazine; Col. Albert L. Warner, Director, Broadcasting, War Department; Paul W. White, Director of News Broadcasts, Columbia Broadcasting System, and Paul Wooton, McGraw Hill Publications.

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I. T. & T. FORM WORLD-WIDE SCIENTIFIC CORPORATION

Through the formation of a \$2,000,000 corporation uniting their efforts, electronic scientists of International Telephone and Telegraph Corporation functioning in America and numerous other countries will be grouped in a world-wide organization, with headquarters in the United States. Announcement of the corporation, formed in Delaware as International Telecommunication Laboratories, Inc., was made Tuesday by Colonel Sosthenes Behn, President of I. T. & T. and Chairman of the Board of Directors of the new company. The scientific corporation was created to make possible ultimately an exchange of inventions and closer coordination of I. T. & T.'s world-wide electronic research work, including advancements in radio, television, and other branches of the communications arts and the aids to aerial navigation which they will afford in the postwar era.

E. M. Deloraine, internationally known scientists and General Director of Federal Telephone and Radio Laboratories, New York, is President of the organization. The corporation is owned jointly by I. T. & T. and a subsidiary, International Standard Electric Corporation. Among the other officers elected were Harold H. Buttner and Douglas B. Baker, Vice-Presidents; Paul F. Swantee, Comptroller; O. C. Buchanan, Treasurer, and C. Douglas Webb, Sec'y.

Because International Telephone and Telegraph Corporation has research and development laboratories in New York, as well as in London and Paris and numerous manufacturing companies and communications operating systems in many parts of the world, the need of a single organization to coordinate the scientific work of these widely separated groups is obvious. International Telecommunication Laboratories, Inc., will concentrate upon initiating inventions, developing them, and providing an interchange of information on postwar activities among System laboratories, and manufacturing and communications subsidiaries.

International Telecommunication Laboratories, Inc., comes into existence against an impressive background of technical accomplishment by I. T. & T. laboratories. In England and France, the laboratories of the associated and licensee companies of the System have made many notable contributions to the advancement of communications. It was more than a decade ago that, from the European Laboratories, the Micro-ray emerged. With the development of Micro-ray came television, radio relay systems and pulse time modulation.

When Paris was retaken in the swift Allied advance, the I. T. & T. laboratories there were found intact and this unit is now turning out communications equipment for the U. S. armed forces and their allies. It has been revealed that the System's Paris laboratories had a radio station working for the U. S. Army within 24 hours after the liberation of the City and many additional stations shortly afterward.

The New York laboratories of Federal Telephone and Radio Corporation, since their formation in 1941, have concentrated on technical development work for the armed forces of the United Nations. These laboratories have made a number of outstanding electronic contributions to the war effort, including the development of marine direction finders designed to meet specific requirements of the United States Navy; direction finders which provide radio bearings for military aeroplanes; the radio instrument landing system for aircraft now adopted by the U. S. Army Air Force and Civil Aeronautics Administration as standard. They have also contributed aerial navigation systems providing aid to the operation and guidance of aeroplanes in flight.

They have further provided giant 200 kilowatt vacuum tubes for the Office of War Information's powerful new global shortwave transmitters.

Although I. T. & T.'s American, French and English laboratories are completely engaged today in aiding our war effort, the formation of International Telecommunication Laboratories, Inc., is in anticipation of the important role I. T. & T. expects to play in providing improved international communications in the post war period.

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NAB REPORTS ON WAR MESSAGE VALUATION

\$161,752,000 was the value of time on the air and performers' services provided by United States radio stations, networks and radio advertisers for delivering war messages to the public in 1944, the National Association of Broadcasters announced Monday. This represents an increase of 8% over the volume of 1943 messages, according to War Advertising Council evaluation procedures.

Radio advertisers contributed \$64,000,000 of this amount. Stations and networks provided \$78,000,000 while performers' services for all three are estimated at \$20,000,000.

The Treasury Department was the largest recipient of radio support, with a figure of \$43,352,000, largely for the sale of War Bonds, War Food Administration and the Department of Agriculture came second, with \$15,567,000 in free service. The War Department, Navy Department, War Production Board, War Manpower Commission, Office of Price Administration, Office of Defense Transportation and others were recipients of free broadcast service ranging from \$1,000,000 to \$12,000,000 each.

Valuations were evolved in accordance with the formula adopted by the Media Committee of the War Advertising Council. Estimates were produced at gross rates. Announcements carried within the framework of programs were assigned a value in proportion to the percentage relationship of war message length to the NAB Code stipulation on the length of commercial copy.

The tabulation was made from records maintained by stations and networks for the second half of the year together with an estimate for the first half of the year based on the adopted procedure.

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SHAWN OF WRC BOOSTED TO N.Y.; WHEELER SUCCEEDS HIM

Fred Shawn, WRC Program Manager, who is generally acknowledged to be the man who conceived the idea of the Mile of Dimes drive for the benefit of President Roosevelt's Warm Springs Foundation, has been promoted to be Assistant to C. L. Menser, Vice-President in Charge of Programs of the National Broadcasting Company. Word of Mr. Shawn's elevation comes from Carleton D. Smith, General Manager of WRC in Washington.

George Y. Wheeler, Assistant to Carleton D. Smith, General Manager, WRC, will succeed Mr. Shawn as Program Manager. Eugene Juster, WRC continuity editor, will become Mr. Wheeler's assistant in charge of a newly-created Program Service Division.

In radio for 13 years, Mr. Shawn started as an announcer at WLW, Cincinnati. He joined NBC in Washington in 1933 as an announcer-producer and was subsequently named assistant to Kenneth H. Berkeley, then General Manager of WRC and WMAL, Washington; Following separation of the two stations, he became Program Manager of WRC.

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OVERSEAS RADIO-CABLE MERGER ACTION THIS SESSION DOUBTED

A communications official ventured the opinion that while a bill might be introduced in this session of Congress proposing the merging of our international communications systems, he believed there was small likelihood that such a bill could be finally acted upon before adjournment. This calculation was based upon the fact that Government officials would require at least another week to present their case. Then the Senate Interstate Commerce Sub-Committee, which is investigating the situation will adjourn for 10 days. Following the commercial companies will have their innings which may occupy another two weeks. Then another 10 day recess. Then the labor unions, representing the employees who will likewise occupy a week or two. Then still another recess.

Following this will come the users of the facilities, the customers of the communications company. It may then take the Senate Subcommittee several weeks to make its report.

This would bring the proceedings up to the middle of June or July 1st. Then, however, a bill would have to be written and introduced into the Senate, and if much time elapsed, further hearings held. Assuming a bill finally passed the Senate, there would be similar proceedings in the House - that is if Congress had not adjourned by that time for a mid-Summer siesta. All of which might easily take another year.

Senator Wheeler (D), of Montana, Chairman of the Sub-Committee, contended that facilities for bringing in foreign news to the American press should operate independently of any postwar international communications monopoly.

The Chairman asserted that preservation of Press Wireless, Inc., is essential to American policy in the field of communications.

Senator Wheeler said that he was personally opposed to a Navy proposal calling for a private communications corporation with 5 of its 20 Directors drawn from the Cabinet, with inclusion of Press Wireless in the vast American monopoly.

"Press Wireless was set up as a non-profit organization to handle news for the newspapers of this country", Senator Wheeler told a newsman. "A continuation of its independent service is important to our free press."

The National Association of Broadcasters, stating that it had received several queries as to whether or not the proposed merger involves international broadcasting, set forth that this matter was brought out in the course of the testimony of FCC Chairman Paul A. Porter last week.

Senator Wheeler said to Mr. Porter: "I presume that when Secretary Forrestal and Admiral Redman were referring to a merger of international communications, they were referring to radio communications and particularly to point-to-point facilities."

Mr. Porter replied, "That is correct. We are referring to common carrier, all three of us, as distinguished from international broadcasting. . . . International broadcasting is, of course, a separate and distinct problem. A problem distinguished from the one we have before us."

Chairman Wheeler than observed, "Some of them did not seem to be entirely clear with reference to that."

"It should be made quite clear that international broadcasting is in no way involved in the present merger proposal", the NAB concluded. "The only question being considered is the consolidation of international common carrier or point-to-point communications services."

The Senate hearings began their second week Tuesday with the testimony of Maj. General Harry C. Ingles, Chief Signal Officer of the War Department; Francis Colt de Wolf, Chief of the Telecommunications Division, representing the State Department; and Charles I. Stanton, Deputy Administrator of the Civil Aeronautics Administration.

Chairman Wheeler first asked for a statement from the State Department to which Mr. deWolf replied that they were not ready to testify. The Chairman in questioning this said that they had had two years to study the problem and he could not understand their not being ready, whereupon Mr. de Wolf said that "We have a new team." Asked who composed the new team, Mr. de Wolf replied, "Mr. Clayton. He said he would be ready by Saturday."

After this Senator Wheeler called upon General Ingles and among the points brought out by him were that there are fundamental differences between military and commercial communications. It was his opinion that the greatest contribution which the military communication system could make to international commercial communications of the United States is in the future availability of considerable quantities of equipment which may be used in the construction of a system designed to serve public communications.

General Ingles further felt that a voluntary merger and not a mandatory merger is more advisable with respect to the communications companies in the international field. He felt a partial merger would be advantageous. General Ingles in his statement said:

"I am fully aware of the numerous perplexing problems which must be solved before a merger of international communications can be realized. Such a merger, if consummated, would result in a monopoly. * * * Whether such regulatory control as is now exercised by the Federal Communications Commission is sufficient is a matter upon which the War Department does not feel itself competent to comment. The War Department does not desire to go on record as to the extent of such control, believing that such a determination should be made by the Congress. Problems of corporate structure, the role of submarine cables and press communications involve far-reaching considerations aside from any military aspects and, as I

have previously stated, the War Department is not sufficiently concerned with these matters in its daily operations to express authoritative opinion thereon. We are interested only in the aspects of national defense, and any international communication setup which will provide communications facilities for the national defense can be utilized by the War Department."

When questioned as to how much money the Army has invested in equipment in the matter of communications, General Ingles replied "About \$162,000,000." Chairman Wheeler said it had been rumored that the sum of \$250,000,000 had been spent, but General Ingles said the figure is nearer \$162,000,000. Upon further questioning, the General said that about 90% of this figure is for equipment and buildings overseas.

Mr. Stanton recommended to the Sub-Committee that the projected consolidation should not go beyond a merger of all record-type communications into one organization and a merger of voice-type communications into a separate competing organization. He said he is concerned mainly with "relatively restricted but highly important phase of international communications - that of radio communications and radio navigational facilities required for international civil aviation.

It was said there was a possibility that the State Department might submit its position next week, probably April 3rd. The Sub-Committee may also, it was reported, hold an executive session later next week on some of the material from Government departments which involves aspects of military secrecy. Also it is thought that the Assistant Secretary of State MacLeish and OWI officials may be called with respect to projected spectrum needs after the war.

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KESTEN ASSURES FINER TELEVISION IN COLOR

Finer television in color seems sure, the annual report of the Columbia Broadcasting System made by Paul W. Kesten, Executive Vice-President, says, and the company has contracted with the Federal Telephone and Radio Corporation for the first experimental transmitter capable of broadcasting the improved picture in full color. It is to be established in the Chrysler Tower in New York as soon as war priorities permit. A second transmitter has been tentatively ordered from General Electric Company for installation on a peak near Hollywood, Cal.

Mr. Kesten reported that secret electronic work and research for the Government as a war job had made company engineers sure of their opinion "that post-war television, simply by following in the footsteps of military electronics, could emerge at a much higher level than its pre-war 'freeze', with pictures twice as clear, twice as sharp, and perhaps twice as large."

Net profit of CBS was \$4,678,361 for 52 weeks ended Dec. 30, equal to \$2.72 a share, comparing with \$4,535,941, or \$2.64 a share, in the preceding fiscal year. Gross income was \$84,905,830, against \$75,166,440.

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DENNY CONFIRMED BY SENATE AS MEMBER OF FCC

Charles R. Denny, Jr., was confirmed on Monday, March 26th by the Senate to be a member of the Federal Communications Commission for a term of 7 years from July 1, 1944.

Mr. Denny was formerly General Counsel of the FCC before being named as a Commissioner. He had served as an Assistant Attorney General in the Justice Department from 1938 to 1942, at which time he went to the FCC as Assistant General Counsel and became General Counsel in October, 1942.

Mr. Denny is a Democrat and was born in Baltimore, Maryland, in 1912. He attended Washington, D.C. Public Schools and later graduated from Amherst and the Harvard Law School.

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WESTERN UNION AUTHORIZED TO EXPERIMENT WITH RADIO

The Federal Communications Commission has granted applications of the Western Union Telegraph Company for authority to make experiments to determine the practicability of the use of radio relay circuits for the transmission of its regular commercial traffic, with a view to the ultimate transmission of its common carrier traffic upon a regular basis. In granting the applications, the Commission authorized the company to conduct certain experiments for the purpose of developing an ultra-high and super-high frequency wide-band beamed communication system by means of a chain of radio relay stations extending from Camden, N.J. to New York, N.Y., with intermediate unattended radio repeater stations at Bordentown and New Brunswick, N. J. A period of two years in which to complete construction was authorized.

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WILL TRY TO COVER ALL OF CHILE WITH ONE STATION

Station CB114 in Chile, scheduled to go on the air within a few weeks, will be the first longwave broadcast station to reach cities and towns throughout the curving 2600-mile length of Chile, from Arica on the nation's northern border to Punta Arenas, southernmost city in the world, according to the RCA International Division, whose Chilean company designed and built the station.

Recently completed on the plains outside the capital city of Santiago, facing the snow-capped mountains, this 50-kilowatt station has been specially-designed and situated to overcome the longwave radio transmission problems presented by Chile's rugged topography and long, narrow geographical configuration. Because of these characteristics, the country heretofore has been dependent on shortwave broadcasting for national coverage.

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::: SCISSORS AND PASTE :::
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Credits Porter With Talking Horse Sense
 ("Variety")

When Paul A. Porter, the new Chairman of the Federal Communications Commission, clarified his position before the National Association of Broadcasters in Washington last week, it was only natural that his first concern should have been for that growing canker, "excessive commercialism". This, of course, isn't a controversial issue, for even as Porter himself pointed out, many of the nation's influential broadcasters are agreed on this point. He was merely giving due warning that henceforth the FCC would be guided by a new system that will measure performance against promise in granting of renewals.

Serious thought should be given to the very telling mirror that Porter holds up to radio, in which is envisioned an ominous future that merits the entire industry's immediate concern.

Of course, clear sailing with a fine, swift breeze lulls into security, but it certainly must have been evident to all broadcasters during the past quarter of a century of constant progress that the novelty of radio as such would wear off, and that it would be weighed primarily on its contribution to the public. Radio can never hope to be judged on exactly the same plane as any other entertainment media. It partakes of something that is free, and in utilizing the air, it of necessity must repay for this cuffo utility. A new set of rules must govern an entertainment that the people can control by a twist of the dial. A far-sighted broadcaster should readily see that such practices as excessive commercialism, lack of participation in civic enterprises, giving a brushoff to the educational potentialities of radio, failure to encourage experimentation - in fact, ignoring that segment of radio that now comes under the heading of public service programming - must inevitably lead radio to a slow death.

It's pretty obvious by now that Barnum was right only up to a certain point. The public may be slow to realize its rights, but in the long run it generally demands them, in one way or another. Radio will have to pay the piper, and if the final judge - the listening public - should decide that the industry as a whole is not giving full value, if the abuses remain unchecked, the retaliation can be twofold: a lack of listeners will mean lack of revenue, or else Government control can be forced, with a resultant curtailed industry.

An FM Adaptor

(Sidney Lohman in "New York Times")

Demonstrations of converters to enable existing frequency modulation receivers to cover the band between 84 and 102 megacycles was interpreted last week as increasing the likelihood of a shift of FM to the higher band, as proposed by the Federal Communications Commission. FCC engineers showed one converter, which they said, they had built of parts costing about \$9. The Hallicrafters Company, manufacturers of communications receivers, reported it could furnish a three-tube converter at \$11 each, or a single-tube device for about \$5.60.

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:::: TRADE NOTES ::::
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There will no longer be the delicate question as to whether William S. Paley, President, on leave of the Columbia Broadcasting System, will have to salute his former employee, Captain Harry C. Butcher, U.S.N.R., Vice-President on leave of CBS, and aide to General Eisenhower first. It used to be that way but with Bill being made a Colonel in the Army, he will have exactly the same rank as an Army Colonel and a Navy Captain are of equal rank. However, they will both still have to salute Brig. Gen. Sarnoff, President of the Radio Corporation of America.

Discussing the television situation, a prominent network operator said:

"In my opinion every station owner should stake out a television claim. I believe television to be far more important than FM."

The British Institution of Radio Engineers has cabled the Television Broadcasters' Association, Inc., inviting TBA to send a representative to Great Britain to attend a conference on international television standards scheduled to be held in London next month.

Raytheon Manufacturing Company - Seven months to Dec. 31: Net sales \$96,640,657, and net profit, \$2,409,167, after charges and provision of \$6,300,000 for Federal income and excess profits taxes, equivalent, after preferred dividends, to \$3.26 each on 732,723 common shares.

The people of six Brazilian cities now are able to speak to each other by telephone as a result of the opening of radiotelephone service linking the public telephone systems of Recife, Bahia, and Natal with recently opened circuits making possible radiotelephone connections between Rio de Janeiro, Porto Alegre and Curitiba. This communication milestone, engineered by technicians of the International Telephone and Telegraph Corporation, is an important step toward achievement of a national radiotelephone network for Brazil, authorized during the past year by President Getulio Vargas.

The report of the Western Electric Company for 1944 signed by Clarence G. Stoll, President, disclosed that several new varieties of radar equipment are under development. Last year about 50 percent of the company's war production represented radar and related equipment, it says. The remainder of Western Electric's 1944 output largely was made up of complicated electronic equipment as well as radio and wire communication equipment specially designed for war purposes, Mr. Stoll reports.

A cartoon "Grin and Bear It" drawn by Lichty pictures a scene in a broadcasting studio and has a commentator saying: "And Tokyo is a mass of flames - in Germany, the Army is collapsing, the party leaders are fleeing in confusion, and the end seems imminent - and NOW important news from my sponsors!"

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In the proposed findings the Federal Communications Commission adopted an order denying renewal of license to Station WOKO, Albany, New York, because of misrepresentations in the applications to the old Federal Radio Commission and the FCC and concluded that they could not be entrusted with the exercise of a license.

Western Reserve University of Cleveland, O. will erect a Communications Institute of Arts and Sciences to explore the possibilities of television and other radio arts. Television courses are to be offered at the university, with practical experience gained from experimental work in two large television studios to be erected in the new building.

Eli E. Oberstein, Chairman of the Committee on Elections certified to the ASCAP Board of Directors today, March 28th, the following results of the annual election:

For the writers in the Popular field: Gene Buck was re-elected by a vote of 75,242; George W. Meyer, re-elected by 71,036; Ray Henderson, re-elected by a vote of 70,439. In the Standard Field: John Tasker Howard replaced the incumbent Director, Geoffrey O'Hara. Mr. Howard's vote was 48,915.

For the publishers in the Popular field: Max Dreyfus for Crawford Music Corp., 5,166; John J. O'Connor for Warock Music Co., 5,112; Jack Mills for Mills Music, Inc., 4,800. In the Standard field: Donald H. Gray for H. W. Gray Company, Inc., 4,507. These directors were all incumbents.

Aided by wire recordings taken on air missions over Germany, Japan and other areas, the Army Air Forces and the Blue Network are to cooperate in a series of Saturday afternoon eye-witness broadcasts about the battle of the sky. Combat reporters will make recordings on General Electric wire recorders in the planes. Records of both bombing and fighting actions as they occur will be rushed to this country for inclusion in the programs. New York is the control point for the series, listed as "The Fighting AAF", to start at 1:30 P.M. March 31st.

Commissioner E. K. Jett of the Federal Communications Commission will tell about the postwar uses of "walkie-talkie", the one-man broadcasting outfit, in an interview with CBS Science Editor Watson Davis on "Adventures in Science" Saturday, March 31 (WABC-CBS, 2:15-2:30 P.M. EWT. from Washington).

"Walkie-Talkie" today providing shortwave communication between combat units, looms as a postwar citizens' radio communication service. Commissioner Jett will discuss the possible uses of the "walkie-talkie" by doctors and other professional men; by farmers, and by stores and businesses to keep in contact with delivery trucks.

Irvin Graham, formerly Advertising and Sales Promotion Manager for Sesac, joined the Columbia Broadcasting System March 26th, as Promotion Manager for Radio Sales, the spot Broadcasting Division of CBS.

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