

# HEINL RADIO BUSINESS LETTER

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FRANK E. MULLEN

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September 5, 1945

FCC COMMISSIONER JETT PRAISES FM; EXPLAINS IT TO PUBLIC

One of the clearest explanations of FM that has yet been made to the listening public was broadcast over CBS recently by E. K. Jett, of the Federal Communications Commission. Although Commissioner Jett is an engineer he avoided technical terms and, judging from the favorable comments received, was very successful in enlightening his listeners. Mr. Jett said:

"Within the not so distant future - probably within the first two or three years of the post-war period on which we are now entering - large numbers of the American public will be able to take advantage of a remarkable new system of broadcasting called FM - Frequency Modulation. Credit for this development belongs to Professor Edwin H. Armstrong of Columbia University who describes his invention as 'a method of eliminating static in radio by means of frequency modulation'. Other American scientists and engineers, including some who developed Radar, which enables us to see through clouds and fog, have also contributed to the present state of development of this vastly important and interesting new kind of broadcasting.

"I imagine that most people, who have come to depend upon radio for so great a part of their news and entertainment, have heard something about FM. Some of you probably have heard FM programs, and are able to judge for yourselves the advantage of this system of broadcasting over AM, or Amplitude Modulation, which is the term for the present standard broadcasting service, now in general use. At present there are about 50 FM stations on the air. These stations are the pioneers in this new development of radio science - and they have already demonstrated - at least from the engineering point of view - that the new system of FM broadcasting is sound and reliable. Within two or three years, it is expected that some 500 FM stations - ten times the present number - will be serving the American radio public.

"FM broadcasting lies in the realm of the very short waves. Transmission will be on wave-lengths much shorter than any of those now used for general broadcasting to the public. Naturally, FM involves the use of a new type of receiver. Therefore the great majority of radio receiving sets now in use, that is, those which do not include the FM receiving band, will not be able to pick up FM broadcasts. FM also involves the use of new transmitters by the broadcasters. Whereas the older broadcasting sites usually are in low, marshy land or open fields, the new FM transmitting towers and antennas will be placed on top of high buildings or hills.

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"Because of its high fidelity characteristics, FM will be greatly appreciated by musicians and artists who present the programs, as well as music lovers the world over, who receive the programs in their homes. But perhaps the most obvious advantage of FM over AM, the present broadcast system from the listeners' standpoint, is FM's freedom from noise and static. Most of the cracklings and poppings, due to man-made interference, electrical storms and other natural causes, that often annoy listeners to AM broadcasts, will be eliminated by FM.

"A second and closely related advantage of this new system of broadcasting is the freedom of interference from other stations which operate on the same or adjacent channels. Except in rare cases interference will not be experienced within the service areas defined by the Federal Communications Commission, from stations located in the same or other cities. The service areas of FM stations will be greater than those of existing AM stations. Persons residing in urban and suburban areas and for a considerable distance beyond, will enjoy excellent reception from all stations in their locality. In many cases persons residing in remote rural areas who have difficulty in receiving AM stations will get good reception from FM stations which are located on mountain tops.

"The logical result of these features of FM broadcasting is that a great many more broadcasting stations can be built. At present there are 900-odd AM stations in the United States and there are demands for many more. The principal reason that the Federal Communications Commission has been unable to grant licenses for more AM stations is that all of the available channels are being used in most localities. With FM broadcasting, it will be possible to license more stations in a given locality. Indeed, it is believed that, by careful planning, several thousand FM stations can be authorized in this country. Furthermore, since the range of FM stations is not increased at night, as in the case of AM stations, it will be possible to utilize the same channels in all countries without mutual interference.

"Of course, just how rapidly FM broadcasting develops will depend on how rapidly you, the listeners, accept this new method of program transmissions. While I hesitate to make predictions concerning the speed with which people will shift from AM to FM, I venture the guess that within four or five years after production begins, at least half of the homes of America will be equipped to receive FM broadcasts. It is also my opinion that, in the densely populated metropolitan area, FM eventually will replace local and regional AM reception. However, the high-power clear-channel AM stations must be retained throughout the years to serve remote rural audiences which cannot get good reception from FM stations.

"During the transition period from AM to FM most of the receivers offered for sale to the public will incorporate both systems of broadcasting. The added cost for the FM feature will not be great - perhaps no more than you have been accustomed to pay for the short-wave international broadcasting range in your existing pre-war receiver. It is, therefore, to your advantage to obtain a combination set which will receive both AM and FM when the new models appear on the market. If your present receiver is in good condition you may wish to consider purchasing an FM adapter, or a receiver capable of FM reception only. In any event I feel that more and more American radio listeners are going to want to know just what FM is; how it differs from the present AM system of broadcasting; and what effect its increasing use is going to have on radio service and programs throughout the country.

"The vast possibilities of frequency modulation broadcasting offer a clear challenge to American broadcasters and American listeners. The broadcasters assure us that, under FM, we shall continue to get our favorite programs - and perhaps to enjoy them more than ever - since reception will be considerably better. More than that, we shall be offered an even greater variety of programs as a natural outgrowth of the tremendous increase in the number of stations and the number of services possible with FM. This increase means an opportunity for even wider discussion of public issues than we now enjoy. In short, it appears that FM provides one very important means of vastly improving the service of radio throughout the United States, to all the American people."

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RCA RESTORES DIRECT RADIOTELEGRAPH CIRCUIT WITH TOKIO

Direct radiotelegraph communication with Tokio, suspended since December 7, 1941, was restored at 7:00 A.M. last Thursday by RCA Communications, Inc., in New York, it was announced by Col. Thompson H. Mitchell, Vice President and General Manager. He said resumption of service in Tokio was under the direct supervision of the United States Army Signal Corps, and for the present the circuit would be available only for government and press messages.

At the same time, Colonel Mitchell announced that RCA Communications was authorized exclusively to receive and distribute to American networks broadcasts transmitted to this country from Tokio stations, which have been taken over by the Signal Corps. It was expected that service with Tokio would be extended shortly to include EFM (military personnel) messages and Prisoners of War messages.

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PORTER TO SPEAK AT ASSOCIATED COAST TO COAST NET DEBUT

High point of Associated Broadcasting Corporation's network inaugural ceremonies will be a two hour program 2:00-4:00 PM CWT, from Washington featuring Paul A. Porter, chairman of the FCC. Mr. Porter will open the network with an address dedicating the new coast-to-coast system to public service. Other details of the opening include talks by nationally known public figures; music by the United States school of music band and chorus, composed of 100 musicians and 40 voices; the Army Band from Fort Myer, Va.; the SPARS band from the WWDC studios; and a half hour variety program from Hollywood.

Plans have been completed by Leonard A. Versluis, president for the first affiliate meeting of the stations identified with the Associated Broadcasting Corporation in Grand Rapids, September 7 through 9th. Meeting will be for the purpose of discussing program structure for the network, as well as sales and promotional plans.

Those expected to be present are R. C. Embry, representing WLEE Richmond, and WITH Baltimore; Howard Johnson, KNAK Salt Lake City; L. W. McDowell, KFOX Los Angeles and Long Beach; Miss Helen Mobberly and Ira Walsh, WWDC Washington; Edward Hoffman, WMIN Minneapolis; Roy Albertson, WBNY Buffalo; A. G. Meyer and F. W. Meyer, KMYR Denver; James Hopkins, WJBK Detroit; Myles Johns and Michael Henry, WTMV St. Louis; Ken Church, WCKY Cincinnati; W. S. Pote, and Fred Randy, Larry Flynn, WMEX Boston; and Jerry Akers, KSAN San Francisco.

The executive staff will be augmented by the arrival of John Whitmore, Eastern Division Manager, John Hopkinson, Central Division Sales Manager, and Van C. Newkirk, Vice-President in Charge of the West Coast.

The network also announces the appointment of Miss Mary Ellen Ryan as Traffic Manager and also will handle publicity for the West Coast Division of Associated. Miss Ryan formerly was connected with Don Lee Broadcasting System as assistant to Director of Publicity and Promotion Department.

Construction of new and expanded executive offices for Associated Network is well under way and rapid progress indicates that the organization will move into their enlarged quarters in Grand Rapids by September 10th.

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Farnsworth Television & Radio Corp. earned \$251,901 or 18 cents in 3 months ended July 31 vs. \$276,654 or 19 cents a year ago.

RULE WOMEN D.C. WORKERS EXEMPT FROM 8-HOUR LAW

The District Commissioners have approved a decision of Corporation Counsel Richmond B. Keech that the District of Columbia's (Washington, D.C.) eight-hour law for women does not apply to broadcasting companies, thus reversing an opinion approved last year by the Commissioners applying the law to the Capital Broadcasting Co. which operates Station WWDC.

Six local stations, which submitted briefs contending they were not covered by the law, have been notified of the decision.

The original decision holding the Capital Broadcasting Co. responsible for the provisions of the eight-hour law was approved by the Commissioners on August 11, 1944. On May 22 of this year the Minimum Wage and Industrial Safety Board, during a meeting with representatives of the broadcasting companies, agreed to withhold action against any company until briefs had been filed with the corporation counsel.

This new decision of Mr. Keech agreed with the companies that radio broadcasting was different from telegraphic operations, which are covered by the law.

"This office," Mr. Keech said, "is impressed with the argument, not heretofore considered, that the broadcasting business, as distinguished from any mechanical devices it may employ, is entirely different from the telegraph or telephone business.

"While telegraph and telephone companies are engaged in the transmittal of messages, the broadcasting business is akin to a combination of newspaper work and theatrical work, in that news is gathered and entertainment acts assembled for wide public dissemination, which brings into millions of homes that which the public receives otherwise through the medium of the theater and the press."

Mr. Keech added "the very fact that the broadcasting business was entirely unknown at the time of the passage of the female eight-hour law might, of itself, be persuasive that Congress could not have intended to include it in the use of the terms employed by the act."

The Washington stations affected by the ruling, besides WWDC, are The Evening Star Broadcasting Co. (WMAL), the WINX Broadcasting Co., the Cowles Broadcasting Co. (WOL), the Columbia Broadcasting System (WTOP), and the National Broadcasting Co. (WMAL).

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The RCA Music Library Service has added recorded music from the National Broadcasting Company's extensive Thesaurus Library, listing more than 4,000 titles, to its current catalogue of records available for industrial sound system broadcasting.

PHILCO PLANS LONGEST PRODUCTION LINE FOR \$1,000,000 PLANT

With special ground-breaking ceremonies, John Ballantyne, president of Philco Corporation, last week in Philadelphia officially marked the beginning of work on an ultra-modern plant which he said will feature the longest continuous radio production lines in the world.

"The new plant will contain 300,000 square feet of floor space, will cost upwards of a million dollars, and will provide eight parallel conveyor lines for high-speed manufacture of console radios and radio-phonographs," Mr. Ballantyne stated.

It will cover the entire block from Westmoreland to Ontario at C Street and will adjoin the main Philco plants in Philadelphia.

"Philco engineers have designed many new features for this plant, which will include three floors and a mezzanine," Mr. Ballantyne pointed out. "All materials will flow into special receiving and inspection areas on the first floor. Production will start on mechanically conveyORIZED moving assembly lines at the north end of the building on the third floor. Completed chassis will be assembled with cabinets and such parts as record-changers on moving lines which extend for about 500 feet along the second floor. Finished consoles and radio-phonographs will be loaded on freight cars at a siding beside the north end of the second floor."

A novel U-shaped pattern for the flow of production through the top two floors of the new plant will make possible continuous movement of materials through the various assembly operations. Testing and inspection will be streamlined, with such features as a central "cage" for piping test signals of various frequencies, AM and FM, to positions along the production lines. New test equipment containing improvements developed by Philco engineers who did wartime radar research will assure the high quality performance and tone of new consoles and radio-phonographs manufactured by the world's largest radio manufacturer.

Assisting Mr. Ballantyne in the ground-breaking ceremony were William Balderston, vice president in charge of operations, and Joseph H. Gillies, vice president in charge of radio production for Philco.

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B & O ORDERS RADIO PHONES

The Baltimore & Ohio Railroad has placed an order for radio telephone equipment with the radio division of the Bendix Aviation Corporation, the carrier announced yesterday. The new equipment will be placed in the Baltimore & Ohio yard at New Castle, Pa., and is expected to be in operation by Oct. 1.

SURRENDER ANOTHER BIG BREAK FOR RADIO; PEAK AUDIENCE

The capitulation of the Japanese to General MacArthur last Saturday night was one more lucky strike for broadcasting. The man with a radio set was taken right aboard the Battleship Missouri and heard everything in connection with the signing of the surrender papers plus the addresses of President Truman, General MacArthur and Admiral Nimitz.

The listening audience was one of the largest ever to tune-in on a program in the Capital in the opinion of Bryan Rash, director of special features of WMAL, American Broadcasting Company outlet in Washington.

Telephone officials said at 9:30 p.m., when the program began, that calls dropped sharply and did not become normal again until the broadcast was over.

The telephone switchboard of The Washington Star, a good barometer of Washington's interests, reported only one incoming call while the actual signing was being broadcast.

Due to atmospheric and other conditions the broadcast itself was not as impressive as might have been expected. For one thing the announcer aboard the Missouri, no doubt having plenty of troubles of his own, was obliged to speak in such low tones to keep from interrupting the ceremony, and talked so fast that at times it was impossible to understand what he was saying. "Must be Japanese" one listener remarked.

General MacArthur proved to be a good speaker, though his talk seemed a trifle long drawn out for the radio. Admiral Nimitz was briefer. President Truman seemed a little more at ease at the microphone than in previous appearances. However, all the speeches would have stood some editing and the account of the ceremonies read better in the paper the next day than they sounded over the air. Television would have helped a lot in that particular event.

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NBC has had printed and is distributing the statement made by Niles Trammell, president of NBC, before the FCC recently. Titled "Commercial Rules and Regulations for FM Broadcasting" the pamphlet carries this introduction:

"NBC feels certain that all concerned with new developments in the field of broadcasting are interested in the network's attitude toward Frequency Modulation.

"No exposition could be more clear than the testimony of Niles Trammell before a recent hearing of the Federal Communications Commission. It is reprinted for convenient reference."

CONGRESS TO END WAR TIME; TRUMAN FOR STATE TIME CONTROL

One of the first things to be put up to Congress when it reconvenes today (Wednesday) will be to abolish war time. An act of Congress is necessary to restore the clocks to the one hour earlier time prevailing before the war. President Truman is expected to include this recommendation in his message to Congress today. Stating that war time is no longer justified as a power and fuel saving measure J. A. Krug of WPB said that on a national basis war time has made possible a saving of 1,500,000 kilowatt-hours in the power load.

President Truman believes the matter of regulating time should be given back to the states. For the sake of uniformity Congress may seek to continue to hold the power. Says the Washington Post:

"Ultimately, therefore, Federal control over time may be found desirable to provide for uniformity among the official clocks in each of the Nation's four time zones. This would not necessarily mean that factory and white collar workers, merchants, service tradesmen and others who desire to start and end their labor an hour earlier in summer time could not do so. It would mean only a general shifting of starting and quitting times with the change of seasons in place of the legal self-deception of making our clocks say 12 noon when the sun is still an hour away from high meridian."

Detroit has already kicked over the traces by declaring it was going back to standard time regardless. Numerous bills are pending in Congress calling for war time repeal.

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RADIC NOT OLD ENOUGH TO CEASE PIONEERING SAYS BBC HEAD

Appraising the post-war situation William J. Haley, Director General of the British Broadcasting Corporation said:

"The BBC must not cease to innovate..Listeners will be tolerant towards experiment (even though not always successful) for it is only out of ceaseless experiment that still better broadcasting will come. Radio is still a new art. Twenty-two years is no time in which to cease to be pioneers.

"The BBC promised listeners well over a year ago that whenever VE day came it would within ninety days thereafter take the first step towards a return to normal broadcasting. On Sunday, July 29, VE plus 82, the BBC made good that promise. From then on listeners in the United Kingdom will have at their service ten wavelengths, against the twelve they had before the war. Technicians have studied the best use to which these wavelengths can be put, benefiting the greatest possible number of people. The BBC has served the nation at war. It will do so as resourcefully, as energetically, and as imaginatively through the years of peace."

## FCC STATES POLICY FOR PROCESSING FM APPLICATIONS

Moving toward an expeditious processing of the large number of applications on file for new FM Broadcast Stations throughout the United States, and to effect procedures for shifting of existing FM stations to the new band of frequencies (92 - 108 mc) assigned to this service, the Federal Communications Commission Tuesday announced that it was sending letters to present holders of licenses and of construction permits and to pending applicants for new FM stations. The Commission announced that procedures relating to Television, and Developmental and Non-commercial Educational FM stations would be announced at an early date.

Three types of letters are being sent to FM licensees, permittees and applicants as follows:

1. Existing licensees, 46 in number, are being placed on notice that the Commission proposes to shortly issue to each an authorization for a specific operating assignment in the new band, and that equipment tests shall commence no later than December 1, 1945, and regular program service by January 1, 1946. The Commission recognizes that equipment may not be presently available for operation with the radiated power specified. Accordingly, licensees will be permitted to operate with less power until such time as materials and equipment are obtainable. Moreover, until such time as it appears that receivers for the new band are generally available to the public and owners of existing receivers have had the opportunity to adapt or convert them to the new band, licensees will also be permitted to continue operation on their existing assignment in the old band. However, when receivers and converters are available for the upper frequencies, dual operation will be terminated.

2. Present holders of outstanding construction permits, 7 in number, are being asked to file current financial and ownership data. After the receipt of such information, the Commission will issue to each permittee a modification of his construction permit for a specific operating assignment in the new band which will require that equipment tests commence no later than January 1, 1946, and regular program service by February 1, 1946. The Commission recognizes that equipment may not be presently available for operation with the radiated power specified in these modified construction permits. Accordingly, operation will be permitted with less power until such time as materials and equipment are available.

3. Other applicants.--Pending applicants for new FM stations--approximately 500 in number--and persons who intend to file applications are asked to file their applications or bring them up to date as soon as possible before October 7, 1945. This will enable the Commission, after October 7, 1945, to make as many grants as would be consistent with the availability of frequencies and other public interest factors. Recognizing the difficulty that applicants may have in submitting complete engineering information by such date, the Commission's procedure contemplates the granting of a substantial number of FM applications conditionally subject to the filing of such data at a later time.

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CBS POST-WAR CAPITAL RADIO WORKSHOP CONVENES

A 10-day radio post-war workshop conference for District of Columbia school teachers opened Tuesday at Wilson Teachers' College in Washington, D.C.

Under joint sponsorship of the Columbia Broadcasting System, District public schools, and Station WTOP, the workshop will instruct teachers in radio script writing, production, and other aspects of radio education, and tell them how to utilize it in the school classroom.

Among those who will participate will be Dr. Lyman Bryson, CBS Director of Education and Civic Affairs, Carl J. Burkland, general manager, WTOP; Martin D. Wickett, program director, WTOP; Bill Henry, CBS World News staff; Clyde M. Hunt, WTOP chief engineer; Roy Passman, manager of program operations, WTOP; Mrs. Elizabeth Grove, director, script division WTOP.

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WEISS OF DON LEE TO SERVE ON L. A. RECONVERSION COUNCIL

Lewis Allen Weiss, vice-president and general manager of the Don Lee Broadcasting System, has been named a member of the Citizens Reconversion Council of the Los Angeles Chamber of Commerce. The council was created to help speed reconversion of business and industry to peacetime operation.

Mr. Weiss and Willet H. Brown, vice-president and assistant general manager of the network, will attend the meeting of the Board of Directors of the Mutual Broadcasting System in New York September 10 and 11. Following the meeting, Brown and Weiss will return by way of Washington, D.C.

En route to New York Mr. Weiss will stop over in Salt Lake City, where he will attend the opening of Station KALL. While in Utah, he will address the Salt Lake City Rotary Club, the Ogden Rotary Club, and will also talk before a luncheon meeting of agency men and advertisers. KALL is a member of the Intermountain network, part of the Mutual Broadcasting System.

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Section 1349 of New York's penal law would seem to be worthy of the attention of radio broadcasters. It makes it a misdemeanor for anyone wilfully to give a newspaper false information on a fact with the intention of having it published.

George Morrill, of Ilion, N.Y. was recently convicted under this section for giving the Utica Press a false report that his mother was dead. The mother called up to correct the report. No reason was given for Morrill's act.

FCC ACTION

KBST, the Big Spring Herald Broadcasting Co., Big Spring, Texas, today granted construction permit to increase power from 100 to 250 watts and make changes in transmitting equipment. WINK, Fort Meyers Broadcasting Co., Fort Meyers, Fla., granted renewal of license until August 1, 1946. WBT, Columbia Broadcasting System, Inc., Charlotte, N.C., granted construction permit (Chairman Porter not participating, Commissioner Durr voting "no"), to install directional antenna for night use, and modified action of August 21, 1945, approving transfer of ownership of WBT from Columbia Broadcasting System, Inc. to Southwestern Broadcasting Co., upon condition that transferee will forthwith take steps to construct a directional antenna which will afford appropriate protection to station KFAB. Sarkes Tarzian, Bloomington, Indiana, granted construction permit for new developmental broadcast station to operate on frequencies that may be assigned by the Commission's Chief Engineer from time to time; Emission: A0 and A3; transmitter: Composite; Power 500 watts.

Applications received by the Commission include: WSPR, Inc., Springfield, Mass., for construction permit to increase power from 1 kilowatt day and 500 watts night to 1 kilowatt day and night. Central Florida Broadcasting Co., Orlando, Fla., construction permit for a new standard broadcast station to be operated on 740 kilocycles, power of 1 kilowatt and unlimited hours of operation. Curtis P. Ritchie, Pueblo, Colo., for construction permit for a new high frequency (FM) Broadcast Station and Frank C. Carman, David G. Smith, Jack L. Powers and Grant R. Wrathall, d/b as Utah Broadcasting and Television Co., area of Salt Lake City, Utah, for construction permit for a new relay broadcast station to be operated on 1622, 2058, 2150, 2790 kilocycles, 250 watts power.

Application for renewal of standard broadcast station license received: E. L. Allen, Alamosa, Colo, KGIW.

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WANAMAKER TO HAVE TELE STUDIOS; OTHER N.Y. STORES MAYBE

John Wanamaker Department Store in New York in connection with DuMont is to install three television studios. It is reported that Lord & Taylor and other stores may follow suit. Wanamaker's announced their installation as follows:

"The world's largest Television Studios will be built in the John Wanamaker store at Broadway and Ninth Street. Construction will start immediately and these studios will be ready for regular Television broadcasts about December 1, 1945. Maintaining a position of leadership, we announce the completion of arrangements with Allen B. DuMont Laboratories, Inc., to transform the historic auditorium with its famous concert organ to bring you education, culture, entertainment and news by this greatest of the arts -- TELEVISION. Three large studios -- more than 500,000 cubic feet of space -- in the John Wanamaker store will become Television's natural home.

"In this first presentation of Television programming by a department store, thousands of our customers will be able to look in on daytime rehearsals during store hours. Evening broadcasts will require tickets obtainable free from John Wanamaker and from DuMont's Television Station WABD, by mail or in person."

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CEILING INCREASE FOR RADIO EQUIPMENT, TUBES AND PARTS

Price Administrator Chester Bowles last Friday announced that ceiling prices for radio receiving tubes and parts sold for installation as original equipment in radio sets are being increased five to 11 per cent.

The higher prices are provided through increase factors that tube and parts manufacturers may use in computing their ceiling prices under the OPA reconversion pricing program.

This program provides for adjustment in ceiling prices for manufactured goods and products that have been out of production during the war.

The increase factors for radio tubes and parts sold for use as original equipment in radio sets will be formalized shortly in pricing orders to be issued by OPA.

"The reconversion pricing factors will permit radio tube and parts manufacturers to determine quickly their new ceiling prices for post-war production, and, at the same time, permit manufacturers of completed domestic radio sets to calculate quickly what their costs will be for sets returning to market," Mr. Bowles said.

The Price Administrator emphasized that the increase factors are for use only in computing ceilings for radio tubes and parts sold for use as original equipment in the manufacture of radio sets.

Radio tubes and parts for replacement in the repair of sets are not affected by the action and continue to be the highest prices sellers charged during March 1942.

"We were required to do a fast job in setting these increase factors because we did not want price to be any impediment in the quick return of radio set production," Mr. Bowles declared.

"It was less than three weeks ago that Japan decided to surrender in the Pacific war, and right up to that time the radio tube and parts industries were 100 per cent engaged in war production. The end of the war, as you know, came very suddenly, and up to that time few manufacturers had supplied us with cost data.

"Full and complete financial data were quickly supplied by the radio tube industry when OPA requested cost data for use in determining reconversion price increase factors. The increase factor

we are providing for original equipment radio receiving tubes is 10.4 per cent, and was calculated on the basis of cost figures submitted by more than 86 per cent of the radio tube industry.

"In other words, original equipment tube reconversion ceiling prices are the individual manufacturer's October 1-15, 1941 ceiling prices plus 10.4 per cent.

"Less complete financial data, however, were supplied by manufacturers of parts other than tubes when requested by OPA. As a result, we are being forced to provide factors for parts other than tubes that are 'interim' increase factors. If for any items, they should prove too low, we will be ready to adjust the parts increase factors upward later. However, we will adjust them upward only if additional cost data are supplied us by parts manufacturers, and such cost data demonstrate a need for higher prices."

The increase factors for original equipment radio tubes and parts are as follows:

Radio receiving set tubes - 10.4 percent; coils for radio equipment - 11 percent; radio transformers and chokes - 11 percent; variable capacitors - 9 percent; speakers and speaker parts - 9 percent, and fixed capacitors - 7 percent.

Parts for electric phonographs and radio phonograph combinations - 7 percent; resistors, all types - 5 percent, and all other radio parts, as covered by Maximum Price Regulation 136 - Machines, Parts and Machinery Services - and not explicitly covered above - 5 percent.

To calculate his ceiling price for a radio tube or part sold for use as original equipment in a radio set, the manufacturer takes his October 1-15, 1941, price for the part and multiplies it by the increase factor. The sum of the resulting figure and the October 1-15, 1941, price is the manufacturer's reconversion ceiling price.

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STAMFORD HEARING AGAIN RAISES NEWSPAPER OWNER QUESTION

The FCC Monday designating for a hearing the application for consent to voluntary assignment of the license of Station WSRR in Stamford, Conn. from Stephen R. Rintoul to the Western Connecticut Broadcasting Company, once more brings up the question as to whether all of the stations in a city shall be newspaper owned. Commissioners Jett and Walker voted in favor of the grant.

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The new duties of Byron Price, former director of censorship, who will go to Germany to advise in public relations, will likewise include radio and press in his studies.

"IS HE IS? OR IS HE AIN'T?"

"Porter Declares Radio Programs Left up to Stations".  
(Headline in Broadcasting Magazine, September 3.)

On the same date the following advertisement for an article in the October issue of the American Magazine appeared in the Washington Star: "Radio Must Grow Up, by Paul A. Porter, Chairman, Federal Communications Commission -- You own the airwaves. It is yours to decide what the broadcasters will give you. Offensive announcements and silly chatter must go, says the Government's chief radio monitor. In this article, our new Chairman of the Federal Communications Commission points out the bad taste that spoils otherwise enjoyable programs. He calls for discussion of ways to improve broadcasting as a service to the nation."

Pay your money and take your choice!

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BIG CHIEF GARDNER COWLES; SIOUX ALSO ADOPT ADMIRALS

Admiral William D. Leahy, whose agile step masks his 70 years, joined today in a dance by Sioux Indians, who gave him a Sioux name meaning "Leading Eagle." The ceremony was held at the Midwest Farmer Day celebration put on by WNAX, Cowles' station in Yankton, S.D., the Associated Press reports.

Rear Admiral Joseph James Clark, one of three naval dignitaries to be made an honorary Sioux Chief, was the first to join the dance. Admiral Leahy carefully watched Admiral Clark who is part Cherokee, and then joined in himself.

To Admiral Clark the Indians gave the tribal name of "Thunderbird," while Rear Admiral Harold B. Miller was dubbed "Flying Charger." Also made an honorary Sioux Chief was Gardner Cowles of Des Moines, president of the Cowles Broadcasting Company, which sponsored the Midwest Farmer Day celebration.

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The Navy's newest fleet auxiliary vessel, a barracks, radar repair and supply ship, was commissioned at the Eureka Shipyards at Newburgh, N.Y. Saturday.

The ceremonies were held a few hundred feet from George Washington's Newburgh Revolutionary War headquarters.

The new ship, the USS Cuttyhunk Island, sailed for active duty in Pacific waters within an hour after being commissioned.

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::: SCISSORS AND PASTE :::  
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Avers Mrs. R's Radio Pay was \$35,000 to \$119,000 a Year  
(Willard Edwards in "Washington Times-Herald")

A report was received here that Mrs. Eleanor Roosevelt, widow of the President, is considering the acceptance of a radio-speaking contract calling for a weekly salary larger than she ever received during her 12 years' occupancy of the White House.

The report came as Treasury agents continued their inspection of the income tax returns of Mrs. Roosevelt in connection with the investigation by the House Ways and Means Committee into the large-scale borrowing of her son, Elliott. The earnings of another son, James, are also under scrutiny.

The inquiry thus far has disclosed that the former First Lady amassed approximately \$900,000 in the 1933-1945 period from her daily column, radio, speaking engagements, a monthly magazine article, approximately 75 other magazine articles, and three books.

From 1934 to 1938, Mrs. Roosevelt was permitted to deduct 100 per cent of her charitable bequests from her taxable income by virtue of a 1934 ruling from Robert H. Jackson, then Assistant Attorney General, who was promoted by President Roosevelt to be Solicitor General in 1938, to be Attorney General in 1940, and to the Supreme Court in 1941.

There was a storm in Congress in 1937 over this special ruling which exempted Mrs. Roosevelt from the legal specification that only 15 per cent of one's income may be deducted for donations to charity. In 1938 she announced that she would thereafter abide by the income tax law as it applied to the rest of the nation's taxpayers.

Mrs. Roosevelt brought to the White House in 1933 what her close friends conceded was an unusually poor speaking voice and no unusual literary talents. But in her first year as First Lady she collected \$36,000 for radio talks. The following year her radio income leaped to \$119,000, a shoe company acting as sponsor for her broadcast comments. Subsequent sponsors included a soap company and a coffee bureau, and her radio income never fell below \$35,000 annually, according to reports.

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Airborne Broadcasting Proposed at 1/13 of Present Cost  
( "New York Times" )

Growing out of cooperative research on the part of the Westinghouse Electric Company and the Glenn L. Martin Company, the project for broadcasting television and frequency modulation radio programs from airplanes cruising 30,000 or more feet aloft opens many interesting possibilities. The plan stems from the limitations which restrict such programs emanating from transmitters on the

ground to the distance of the horizon. The high-frequency waves which carry television and FM do not follow the curvature of the earth. For this reason the problem of securing wide coverage for broadcasts in these fields has seemed to entail heretofore extremely costly systems of relay from station to station, with each transmitting point able to reach only a diameter of about fifty miles.

Scientists of the Westinghouse company, notably a young radar expert from Texas, Charles E. Nobles, based experimentation on the fact that the higher the transmitting source the greater would be the radius. They found also that much less distortion might be expected from a system in which the program originating on the ground was beamed to the cruising plane and thence transmitted. At 30,000 feet the radius of each flying transmitter would be 211 miles. Fourteen airplanes could cover adequately 78 per cent of the area of the United States. William K. Ebel, vice president in charge of engineering for the Martin company, has developed the necessary features for the transmitting plane.

It is believed that aircraft in this new role would save the expense of hundreds of ground stations and assure more faithful reproduction of the types of broadcast affected. Moreover, one kilowatt of power at 30,000 feet would deliver a signal as strong as fifty kilowatts on the ground. Already tubes are available to furnish one kilowatt even for color television of high definition. The cost of operating a single plane has been estimated at \$1,000 an hour, as against \$13,000 for a sufficient number of ground stations to cover the same area.

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Radio Was on the Job at Empire State Building Disaster  
( "Fire Engineering" )

Both short wave fire and police and commercial radio played important roles in the Empire State Building emergency. The Mayor received notification of the crash via short wave radio in his police car, as he was entering the City Hall. The fire department used its own radio - Station WNYF - to direct fire and rescue operations and summon ambulances. The Department's walkie-talkie, operated by members of Rescue 1, was reported to have given invaluable service in maintaining communications between fire fighting units, - communications which could only have been maintained by radiotelephone in view of the extent and nature of the fire area and department operations.

All of New York's commercial radio stations carried running and graphic stories of the disaster. WOR's air conditioning expert, Edwin P. Kenny, was taking his morning weather readings atop the twenty-five story building at Fortieth Street and Broadway when he saw the accident. Rushing to the studios below he informed the announcer, Ed Pearson, who put it on the air at 9:49 a.m. In a matter of minutes the news was being broadcast by the networks throughout the nation. Actually, one of the Fire Engineering editors heard the first announcement of the disaster in Toledo, O., over one of its local stations within ten minutes of the time of the crash and two minutes later was talking with New York observers over the long distance phone. Such is the efficiency of modern communications.

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:::: TRADE NOTES ::::  
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Broadcast Measurement Bureau reports on the first anniversary of its founding that it has 540 subscribers representing a grand total of \$825,810.

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The reopening of direct radiotelegraph communications between the United States and Tokyo officially took place Tuesday, Aug. 28, when the facilities of the Mackay Radio and Telegraph Company were placed in operation for the first time since Pearl Harbor. Radiotelegraph services over the Mackay circuit initially will be limited to official military and government, press, and prisoners-of-war messages it was announced by Admiral Luke McNamee, president of Mackay Radio.

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The FCC granted the applications of Radio Corporation of America for construction permits and licenses for four new Experimental Class 2 portable radio stations to operate on an experimental basis only in connection with the development and testing of a system of wide-band, multi-channel radiocommunication, and to conduct other related experimental operations. In addition to observation on equipment performance, propagation on super-high frequencies will be studied under actual operating conditions and data taken to obtain evidence of horizon and beyond horizon transmission path capabilities, to ascertain diurnal, atmospheric and other influences on the communication ranges as well as characteristics during magnetic disturbances and lightning storms and to determine the seasonal variations in propagation with particular reference to the effects of refraction. The terminal stations are to be located in Philadelphia or in Camden, N. J.; and on the Continental Bank Building, New York City.

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The Commission granted the application of the University of Chicago (Cosmic Ray Laboratory) for a new Experimental portable mobile radio station, aboard a free balloon, within a 350 mile radius of Chicago, Illinois. The Composite type transmitter will be installed on a free balloon which is to be sent aloft for the purpose of obtaining scientific information regarding the nature of penetrating radiations in the stratosphere. The applicant believes that radio-equipped balloons would greatly facilitate investigations of cosmic rays, and proposes to develop radio sounding apparatus for the transmission of cosmic ray data from free balloons, thus eliminating the procedure of locating and recovering this apparatus after a balloon flight has been completed.

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Stuart MacHarrie, former account executive of the American Broadcasting Company, New York, has been named account executive of the general sales office of WLW at Cincinnati.

George Jeneson, commercial traffic manager of the WLW sales department, is being transferred to the New York sales office of WLW.

# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

EP 7 948  
FRANK E. MILLER

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September 12, 1945

## PROPOSED COMMUNICATIONS INSTITUTE SEEN AS REVOLUTIONARY

So impressed is Stanley K. Anderson, Radio Editor of the Cleveland Press, with the possibilities of the proposed Communications Institute of Arts and Sciences, a \$5,000,000 postwar project at Western Reserve University in Cleveland, that he believes it may bring about a "communications revolution". Mr. Anderson reports that the Institute is now far beyond the blue-print stage. It will be housed in a single \$3,000,000 structure plans for which "will make many modern theatre buildings look like something from the Dark Ages". Besides the huge studios and workshops, the building will involve such features as a model living room equipped with current reception devices. Austin Co., of Cleveland, industrial engineers, have built a miniature of the proposed Institute plant in steel. Barclay S. Leathem, head of the University's Drama School, is quoted as saying:

"The Communications Institute of Arts and Sciences will have for its primary purpose the study of the various ways of conveying knowledge and providing entertainment through such media as the motion picture film, film sound track, phonograph, wire recorders, telephone, teletype, public address system, radio, radar, and television."

"Investigating the possibility of Western Reserve's proposed Institute", writes Mr. Anderson in the National Theatre Conference Bulletin, of which he is the Assistant Editor, "it does not seem ridiculous to predict that one day it will be said that a Communications Revolution replaced in importance the Industrial Revolution and the later Social Revolution. Actually, the Communications Revolution is a consummation of the other two: material progress wedded to popular liberal education. Retarded development in a nation usually is traced to a lack of common information. As foreseen by Western Reserve, the expansion of communications can mean the attainment of a hitherto unrealized era of mass education and enlightening information."

"When Franklin Delano Roosevelt died, the world may not have realized just how magnificently our communications systems were operating. For four trying days, radio, the press and the news film industry performed a miracle. The history of an era was reviewed, both factually and philosophically, for the peoples of the world.

"There was an overwhelming presentation through the medium of the spoken word and music (radio). This coverage was the more notable for the dramatic impact it afforded. Consider the effect upon millions when Orson Welles, reading in a minor key, spoke of 'desperately, desperately needed courage.' The values inherent here could not be achieved through columns of newspaper print.\* \* \*

"In Mr. Leathem's list, also, are the media not yet in common use but whose promise is startlingly great. Speculate, for example, upon the terrific uses to which television might have been put during the days when Mr. Roosevelt moved from Warm Springs to Hyde Park for the last time. Try to measure the drama there. \* \* \*

"As indicated in Mr. Leathem's statements, and as demonstrated so powerfully during the week of the President's death, the dramatic arts will have an indispensable part in the movement toward making a communications pattern in which all media are essential and interrelated.

"Mr. Leathem has a simple explanation for this. 'Communications', he says, 'involve anything which goes from head to head, or from heart to heart.' He has gone so far in this inclusiveness that he foresees the need in the institute of scholars and philosophers as cultural guides and advisers in the research and laboratory work. This might involve the book publishing industry which, with the expansion of communications using sound and film but not print, will have something at stake.

"Obviously, Western Reserve is not making the error made by the universities of this country when radio was in its infancy. Too late were they to see the potential and to get in on the ground floor. Even today few trained men in broadcasting units are men trained in university radio courses. Western Reserve has, in effect, jumped the gun and will be prepared to contribute greatly to the development of television, radar, facsimile and wire recorder news organs, and to new uses for film."

"There are no bounds to the ramifications of the revolution the Western Reserve project suggests. Many will be touched; the press, the stage, our churches, our educational institutions, our book publishers, for instance. And consider the channels to be opened up for a new advertising presentation.

"Sot in their ways, centuries-old institutions will have to bow before the trends. They cannot die out, for their great experience is necessary to the progress of new forms, but they cannot remain sot in their ways. What will happen, as a case in point, when a minister and a choir present an entire church service upon the television screen? How many will leave homes to travel to a church? What will this mean in our social pattern? Will the great church organizations have a method of compromise? Remember what the screen and radio did to the stage play and vaudeville.

"Here is a new cultural pattern. Here, to give it its real name, is a revolution. As I talked with Mr. Leathem, who is himself a man of the theatre, I wondered how many theatre workers and how many students of the drama are prepared to use foresight in building their careers from this point on. Western Reserve and Mr. Leathem, brimming with foresight, have posed, by the launching of this project, more problems than there are grains of sand on the beach."

Mr. Anderson, who succeeded Norman Siegel as Radio Editor of the Cleveland Press (Norman having ascended the golden stairs to Paramount in Hollywood) was book reviewer of the Press for two months. Before that for six years he was with the Cleveland Play House as play reader, actor and play writing instructor.

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### FCC SEEN QUIETLY BACKING DOWN ON FM SINGLE BAND THREAT

The Federal Communications Commission has apparently retreated from its threat to shut down F.M. broadcasting on the 42-50 megacycle band immediately if manufacturers made receiving sets capable of taking in both the 42-50 megacycle band the the 88-108 megacycle band. This change of position seems to be made clear in its release of Tuesday, September 4th, in which the Commission ordered the present FM broadcasters to get on the air on the new band by December 1st and start programs January 1st, an order which engineers say is impossible to obey. This is because manufacturers state they will not have the new band transmitting equipment available for even the lowest powers before February.

On September 4 above mentioned, the Commission announced that the existing FM licensees, 46 in number, were being placed on notice that the Commission proposes to shortly issue to each an authorization for a specific operating assignment in the new band, and that equipment tests shall commence no later than December 1, 1945, and regular program service by January 1, 1946.

"The Commission recognizes that equipment may not be presently available for operation with the radiated power specified", the September 4th release continued. "Accordingly, licensees will be permitted to operate with less power until such time as materials and equipment are obtainable. Moreover, until such time as it appears that receivers for the new band are generally available to the public and owners of existing receivers have had the opportunity to adapt or convert them to the new band, licensees will also be permitted to continue operation on their existing assignment in the old band. However, when receivers and converters are available for the upper frequencies, dual operation will be terminated."

Tartly commenting upon the Commission's ukase an FM broadcaster said:

"The release grudgingly allows the old band FM transmitters to continue in operation until the new band receivers are available to the public in quantity. The industry pointed out that this is not the criterion - that new band receivers will be available fairly promptly but no new band transmitters will be available to serve them.

"It is stated and not yet denied that prior to threatening to shut down FM broadcasting on the 42-50 megacycle band, Paul A.

Porter, Chairman of the FCC, wrote a letter threatening to crack down on two band set manufacturers. When lack of authority under the law to discipline receiver manufacturers was pointed out to him the letter was suppressed, and Chairman Porter turned to the expedient of shutting down the broadcasters who had developed the pioneer stations. As already noted, this position likewise was evacuated.

"The public interest seems to have been lost in the shuffle! The situation is rapidly becoming Snafu."

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GUTHRIE IS ASST. V-P R.C.A. COMMUNICATIONS; OTHER CHANGES

Frederick P. Guthrie, pioneer radio and communications official in Washington, D. C., is receiving congratulations upon his election to Assistant Vice-President of R.C.A. Communications, Inc. In announcing this, Col. T. H. Mitchell Vice-President and General Manager, stated that Maj. Donald C. Paine, recently returned from military leave, would succeed Mr. Guthrie as District Manager in the Capital and be in charge of the company's traffic operations here.

At the same time, Colonel Mitchell made known the fact that William H. Barsby had been elected a Vice-President of R.C.A. Communications in New York and that Lieut. Col. Sidney Sparks had been appointed to succeed Mr. Barsby as Traffic Manager.

Colonel Sparks, who has been released from active military duty, served almost two years as Officer in Charge of the War Department Signal Center, Washington, D. C.

A native of Leicester, England, Mr. Barsby came to this country in 1913 and joined the Marconi Wireless Telegraph Company of America, a predecessor of RCA Communications, Inc. After serving in World War I as Chief Radio Electrician, he was assigned to Washington to help organize the Navy's first centralized radio office in the capital. While on duty there in 1918, he picked up Germany's request for an armistice from the powerful enemy station at Nauen and delivered the message personally to the White House.

Before entering the Signal Corps in October, 1942, Colonel Sparks, born in Texas in 1899, was Superintendent and Division Sales Manager for the Western Union Telegraph Company in New York. He first joined Western Union as a messenger in 1912, later becoming a Morse operator, an engineer and a Division Commercial Manager.

In Washington, Colonel Sparks helped to institute efficiency measures which made it possible for the War Department Signal Center to handle more than 10,000,000 words of traffic a day with maximum speed and accuracy.

There isn't anything in the official press release about it but a story around town is that Mr. Guthrie came to the attention of the RCA while in the Government service because of the vigorous and impartial manner in which he enforced the rules in dealing with communications companies. "If he would fight as hard for us as he has against us, he would be exactly the man we are looking for", a high RCA official is said to have remarked. However that may be, Mr. Guthrie has been in charge of RCA's radiotelegraph in Washington since 1923, a part of which time he served as the first General Manager of Station WRC.

Born near Staunton, Virginia, July 23, 1891, Mr. Guthrie graduated from Washington and Lee University in 1911 and took one year of postgraduate work at The University of Virginia. From 1913 to 1917 he was Assistant Professor of Physics at the Citadel, the Military College of South Carolina, at Charleston.

During the first World War, he served as Lieutenant, U. S. Naval Reserve, first at Charleston Navy Yard and then in the office of the Director of Naval Communications, Washington, D. C.

Following his naval service, he served as Manager of the Radio Department of the United States Shipping Board, Emergency Fleet Corporation, from 1919 to 1923.

He is a member of the Washington Rotary Club, Army and Navy Club and National Press Club and was former Secretary and Chairman of Washington Section of Institute of Radio Engineers.

A great sorrow came to Mr. Guthrie in the second World War when his son, Capt. Walter Guthrie, U.S.A., was lost in the Indian Ocean.

Major Paine was born in Brown's Valley, Minnesota, March 12, 1897. The son of a railway telegrapher, he also became a telegrapher at an early age and served in the Signal Corps, U.S. Army during the first World War, having 11 months' service in France. He remained in the telegraph field after the war and after service with the Navy Department and the Weather Bureau in Washington, D. C., he became associated with RCA's Washington office in 1927, rising to the position of Assistant Manager in 1934.

In 1938 he was made Manager of RCAC's Boston office and the following year he was promoted to a similar position in Philadelphia where he remained until 1942 when he re-entered the Army as 1st Lieutenant in the Signal Corps, rising to the rank of Major before he was released recently. During the war he had service in Algiers, London, Paris and in Germany.

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JUSTIN MILLER, NEW NAB PRESIDENT, TO TAKE OVER OCT 1

Justice Justin Miller, new President of the National Association of Broadcasters, will ascend his microphone throne Monday October 1st. In honor of the occasion, a meeting of the NAB Board will be held in Washington October 1st and 2nd. Jess Willard, formerly of CBS, to be Justice Miller's assistant, will also make his first official appearance at that time.

Formalities will end on the evening of the second at a dinner at which President Miller will deliver his inaugural address after being introduced by J. Harold Ryan, retiring president. The dinner will be held in the Presidential Room of the Hotel Statler but even that will not be big enough to hold everybody.

The Committee in charge therefore has asked each NAB District Director to designate three members from his District, one representing a large, one a medium and one a small station. Limitations were likewise placed on networks and local stations.

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HELEN HAYES GIVEN WASHINGTON SEND-OFF ON NEW CBS SERIES

Helen Hayes, famous actress to be held in a series of radio dramas over the Columbia Broadcasting System at 7 P.M., EWT, Saturday evenings, was guest at a large reception at the Carlton in Washington Tuesday at which the joint hosts were Earl Gammons, Washington Director of Columbia, the J. Walter Thompson Advertising Agency and Textron, sponsor of Miss Hayes' broadcast.

Among those to greet Miss Hayes were Justice Justin Miller, President-elect of the National Association of Broadcasters, just back from Europe, Chairman Paul A. Porter of the FCC, Commissioners Denny, Jett and Walker of the FCC; Senator C. W. Tobey (R), of New Hampshire; Senator Clyde R. Hoey (D), of North Carolina; Senator Chapman Revercomb (D), of Virginia; Senator Clyde Reed (R), of Kansas, and Representative Joseph W. Martin, Jr., (R), of Massachusetts.

Also Col. William S. Paley, President of Columbia, just back from overseas; Commander George B. Storer, U.S.N.R., who is changing into civilian clothes today; Capt. Harry C. Butcher, U.S.N.R.; Eugene Meyer, publisher of the Washington Post; Lieut. James W. Hurlbutt, U.S.M.C.; Sol Taishoff, publisher of Broadcasting, also just back from Europe; and M. B. Mitchell in charge of CBS press relations in Washington.

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MEXICO FORMS \$15,000,000 ELECTRIC MFG. CONCERN; RADIO

A new company, known as Industria Electrica de Mexico, which is to manufacture electrical goods, including radio sets and broadcasting equipment has been formed in Mexico in cooperation with American investors headed by Kuhn, Loeb & Company, and with the technical assistance of the Westinghouse Electric Corporation.

It will be the largest privately owned industrial corporation in Mexico, with an approximate capital of \$15,000,000, of which \$5,000,000 will be represented by bonds to be held by Nacional Financiera, S.A., of Mexico, an agency of the Mexican Government similar to the Export-Import Bank of the United States.

The share capital of \$10,000,000 will be subscribed in approximately equal proportions in the United States and Mexico, although as a deliberate policy to insure Mexican control of the company 51 per cent of the capital will be contributed by Mexicans and a majority of the Board of Directors will be Mexicans.

Estimates and designs for a large manufacturing establishment have been prepared by Westinghouse, which will provide also training in Westinghouse plants in this country for certain manufacturing and operating personnel of the new company.

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I.T.& T. ELECTS COL. GEORGE P. DIXON VICE-PRESIDENT

Col. George P. Dixon, who was Chief of Air Communications for all United States Air Forces in the European Theater of Operations, last week was elected a Vice-President of the International Telephone and Telegraph Corporation.

A native of Worcester, Mass., Colonel Dixon was graduated from Worcester Polytechnic Institute and joined the Pacific Telephone and Telegraph Company in 1912 as a traffic engineer. He left that company to serve in World War I with the Signal Corps of the 91st Division and was awarded the Silver Star for gallantry and the Belgian Croix de Guerre.

Following this he joined the engineering department of the International Western Electric Company. In 1926 he was made district manager of the Manhattan area of the New York Telephone Company. Three years later he was appointed communications engineer of the National City Bank of New York and its branches throughout the world.

Called to active duty again in September, 1940, Colonel Dixon served for two years as Signal Officer of the Second Corps Area in the United States. For his services in World War II, Colonel Dixon was awarded the Legion of Merit, the Bronze Star, and the Croix de Guerre, with palm, being decorated with the latter by General de Gaulle for "exceptional services rendered during the operations for the liberation of France."

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## ASSOCIATED BROADCASTING IN FULL SWING SEPT. 16

On September 16th, the Associated Broadcasting Corporation will start operation as a full time coast-to-coast network. Chairman Paul Porter of the Federal Communications Commission, will speak at the dedication and the British Broadcasting Corporation will salute the new network with a special program.

Leonard A. Versluis, President of ABC, is owner of WLAV, Grand Rapids, and for some time has been instrumental in the development of the Wolverine Network. He formed the Associated Broadcasting Corporation January 1, 1944. During the preceding year and a half, it was said, the company had been enjoying excellent business relationship with over 200 radio stations throughout the nation on a "per-occasion" basis, and so its growth into a full time coast-to-coast operation was a natural development.

Executive Vice-President of the organization is Roy C. Kelley, President of the Wolverine Network. Working as direct assistant to the corporation's president will be Richard F. Connor, Vice-President in charge of programs, formerly Station Relations Director of Mutual, and Chief of Station Relations, Domestic Radio Bureau, O.W.I., Washington. Clayton W. Kuning is Vice-President and General Manager.

Vice-President in Charge of Station Relations is William G. Henderson who has been connected with the advertising business in Detroit. Promotion and Publicity Director will be Frank Browne, formerly Editor of Broadcasting Magazine in Chicago.

Eastern Division Headquarters in New York are under the supervision of John Whitmore, formerly News Director of Mutual. Sales Manager for Associated in New York is Ed Pancoast, formerly of WINS, New York.

The Midwest Division Office in Chicago is in charge of John Hopkinson, Central Division Sales Manager who was formerly connected with WIND-WJJD, Chicago, as a salesman.

Operations on the West Coast are under the direct supervision of Van C. Newkirk, Western Division Manager and Vice-President with temporary headquarters in Los Angeles. Mr. Newkirk was formerly with Don Lee-Mutual.

"Network outlets", the Associated Broadcasting Corporation states, "include WMEX, Boston, WITH, Baltimore, WWSW, Pittsburgh, WWDC, Washington, WLEE, Richmond, WBNY, Buffalo, WTMV, St. Louis-E. St. Louis; WMIN, Minneapolis; WJBK, Detroit; KNAK, Salt Lake City; KMYR, Denver; KFOX, Los Angeles-Long Beach; KSAN, San Francisco; KWBR (formerly KLS) Oakland; KWJJ, Portland; KRSC, Seattle; and WNHC, New Haven, Conn. WCKY, Cincinnati, has agreed to provide facilities to Associated upon request for availabilities. In Chicago and New York there have been special arrangements made with WMCA, WOV, WJJD, and WIND. The Network does not have a straight affili-

ation contract with these stations, but rather WMCA cooperates in the clearance of time with WOV as the alternate, and in Chicago, WUUD and WIND operate on the same basis.

"Contrary to reports that have circulated throughout the industry, the new network does not have any connection with the Marshall Field enterprises financially or otherwise. The only relationship whatsoever is the fact that WJJD, Chicago, is a Field station, and will cooperate in the release of ABC programs.

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NEW BBC N.A. DIRECTOR SEES EXPANDED U.S. COLLABORATION

Charles B. Brewer, a veteran of almost 20 years' service with the British Broadcasting Corporation, who has just arrived in New York to fill the post of North American Director of the BBC will make his first public appearance at a luncheon to be given for him at the Hotel Ambassador in New York tomorrow (September 13).

"There can be little doubt", said Mr. Brewer soon after his arrival, "that the collaboration between the American networks and stations and the BBC should be continued and expanded to our mutual advantage. The wartime collaboration between the great radio organizations of the United States and the BBC has been an important factor in the total war effort. Now that the war is ended there are equally important benefits to be derived from a continuation of this spirit of cooperation. Unfettered by problems of security and wiser because of our wartime experiences, the free radio organizations of the United States, Great Britain and the rest of the world can now embark on a program to make radio an instrument to help bring about a better understanding between the peoples of the world."

Mr. Brewer, who replaces John Salt recently transferred to England, gained practical experience in all aspects of broadcasting at Cardiff and Birmingham where he first specialized in the development of variety and light entertainment programs for that region.

During World War I, Mr. Brewer served with the 28th London Regiment, 2nd Bedfordshire Regiment and the Royal Flying Corps. At the outbreak of World War II he joined the RAF serving on the staff of Bomber Command. In 1941 he transferred to the Fleet Air Arm where he was engaged in communication work and later commanded training squadrons. In 1944 he spent some time in Paris as special liaison officer between SHAEF and BBC.

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One hundred thousand copies of Columbia network's new 224-page 1945-46 program manual for "The American School of the Air" are being sent to CBS stations for distribution to teachers, adult education groups, Parent-Teachers Associations, and libraries throughout the country.

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## NEW RCA DEVICE SOLVES PROBLEMS OF ANTENNA DESIGN

The long series of mathematical computations which have been necessary in solving the intricate problems involving the location and arrangement of radio towers are replaced by a new electronic device called the Antennalyzer, Dr. George H. Brown of RCA Laboratories announced Monday at a meeting of the Washington, D. C., Section of the Institute of Radio Engineers.

"Field tests and calculations, which formerly required weeks to perform, are now done in a matter of minutes by this electronic computing machine which adds and subtracts angles, multiplies, looks up trigonometric functions, adds numbers, squares them and finally takes the square root of the whole to produce the desired answer, which the engineers must have to accurately locate a directional radio antenna", Dr. Brown said.

"The Antennalyzer - a new magic brain in the field of radio consists of 52 electron tubes. The associate circuits can be adjusted to duplicate all characteristics of a projected antenna. In operation, the controls of the machine are regulated until a pattern of light on a cathode ray tube is identical with the desired pattern of transmission of the broadcast station. Final dial readings not only tell where to locate the towers, but give all electrical data needed to complete the most efficient antenna design."

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## MAP SHOWS FM STATION BOOM; APPLICATIONS PASS 500 MARK

A map has been prepared in color by FM Broadcasters, Inc., which shows that on August 1, 1945, there were 46 commercial FM stations operating, seven approaching this stage and 44 applications filed with the Federal Communications Commission for permission to build commercial stations as soon as possible. Additionally, 24 stations charged with developing FM techniques were in operation or approaching operation. FM Broadcasters say:

"The approximate primary coverage of these existing and proposed FM stations, already compares favorably with that of the 900-odd standard stations they will eventually replace. The secondary coverage, or the actual area in which the stations will be heard with satisfaction, is much larger than shown. The FCC recognizes signals of 50 microvolts intensity as primary service. Signals of half that strength are acceptable as secondary service and at one-fifth that strength are usable. This means that people residing outside the areas shown will be able to hear FM from the stations shown on the map with a degree of satisfaction diminishing with distance.

"But the FM field is developing so rapidly that by the time these stations are on the air, others will be on the way to fill out these secondary areas. By the time the list on the reverse side of the map was completed on May 17, the FCC had received 32 additional FM applications and at mailing time the total number had passed the 500 mark."

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FCC MAKES PUBLIC FM LICENSEE & PERMITTEE ASSIGNMENT LIST

The Federal Communications Commission today (Wednesday) made public a list of assignments for present FM licensees and permittees. Any licensee or permittee desiring to object to the assignment made by the Commission must do so on or before September 25, 1945.

All of the assignments which were made today are for Metropolitan stations with the exception of Station WMIT at Winston-Salem, North Carolina, and WMTW at Mt. Washington, New Hampshire, both of which are rural stations.

In making the allocations for the Metropolitan stations, the Commission has provided in both Area I and Area II for an effective radiated power of 20 kilowatts and an antenna height of 500 feet above the average terrain. In Area II greater coverage than is possible with effective radiated power of 20 kilowatts and a 500 foot antenna will be authorized upon proper showing.

Two alternative plans were available to the Commission in making the assignments in New York City. Under the first alternative, stations would be allocated in the new band in approximately the same order as they are in the present FM band. Under this method, some of the existing networks would be given facilities which initially would be considerably better than those of other networks, and thus an unequal competitive situation would result. Moreover, under this system, some of the independent stations which were pioneers in FM - including the inventor of FM - would be given the least desirable assignments. Finally, this method would result in saving for late-comers the best facilities in New York instead of making them available to those who pioneered in FM broadcasting.

The second alternative plan involves making a choice among existing licensees on the basis of the best information presently available to the Commission. The Commission recognizes that it would be better to make such a choice after a hearing. However, the Commission is of the opinion that public interest requires FM broadcasting to get started as soon as possible, and hence some authorizations without a hearing are necessary if FM broadcasting is not to be handicapped by a slow start. Moreover, as has already been pointed out, stations will be given an opportunity to object to the Commission by September 25, 1945, concerning the specific assignments.

The complete assignment of frequencies as made by the Commission is set forth in the following table.

Frequency and Power Assignments for Existing FM  
Broadcast Stations and Outstanding Construction  
Permits  
Metropolitan Stations

<u>City and Call Letters</u>	<u>Channel Number</u>	<u>Radiated Power</u>	<u>Antenna Height Above Average Terrain</u>	<u>Frequency</u>
Baton Rouge, La.	WBRL	41 20 kw	500	96.1
Binghamton, N.Y.	WNBF-FM	44 10.5 kw	657	96.7
Boston	WBZ-FM	39 20 kw	455*	95.7
Chicago	WBBM-FM	57 10 kw#	668	99.3
Chicago	WDLM	59 20 kw#	479*	99.7
Chicago	WEHS	61 12 kw#	616	100.1
Chicago	WGNB	55 20 kw#	472*	98.9
Chicago	WWZR	55 12 kw#	611	98.5
Columbus	WELD	33 20 kw	341*	94.5
Detroit	WENA	45 10.5 kw	663	96.9
Detroit	WLOU	43 20 kw	362*	96.5
Evansville	WMLL	34 20 kw	281*	94.7
Fort Wayne	WOWO-FM	40 20 kw	300*	95.7
Hartford	WDRC-FM	32 7.0 kw	758	94.3
Hartford	WTIC-FM	28 9.5 kw	673	93.5
Indianapolis	WABW	35 20 kw	290*	94.9
Kansas City	KOZY	60 20 kw	500	99.9
Kansas City	KMBC-FM	50 20 kw	500	97.9
Milwaukee	WMFM	22 20 kw#	310*	92.3
Nashville	WSM-FM	61 8.5 kw#	720	100.1
Philadelphia	KYW-FM	26 20 kw	382*	93.1
Philadelphia	WCAU-FM	38 20 kw	366*	95.5
Philadelphia	WFIL-FM	32 20 kw	464*	94.3
Philadelphia	WIP-FM	30 18 kw	520	93.9
Philadelphia	WIPG-FM	36 20 kw	358*	95.1
Philadelphia	WPEN-FM	40 20 kw	455*	95.9
Pittsburgh	KDKA-FM	31 6.5 kw	783	94.1
Pittsburgh	WTNT	33 20 kw	500	94.5
Rochester	WHEF	53 20 kw	387*	98.5
Rochester	WHFM	55 20 kw	261*	98.9
Salt Lake City	KSL-FM	61 8.5 kw	720	100.1
Schenectady	WGFM	37 6 kw	805	95.3
Schenectady	WBCA	39 6 kw	805	95.7
South Bend	WSBF	67 20 kw	312*	101.3
Springfield, Mass.	WBZ-FM	56 20 kw	500	99.1
Superior, Wisc.	WDUL	22 20 kw	500	92.3
Worcester, Mass.	WTAG-FM	71 20 kw	477*	102.1
Worcester, Mass.	WGTR	69 9.5 kw	680	101.7
Alpine, N.J.	WFMN	65 6.0 kw	795	100.9
New York, N.Y.	WQXQ	63 11.5 kw	632	100.5
New York, N.Y.	WABF	53 15 kw	567	98.5
New York, N.Y.	WGYN	61 4.0 kw	905	100.1
New York, N.Y.	WFGG	59 7.2 kw	747	99.7
New York, N.Y.	WHNF	57 20 kw	455*	99.3
New York, N.Y.	WNYC-FM	51 15 kw	560	98.1
New York, N.Y.	WBAM	45 15 kw	559	96.9
New York, N.Y.	WABC-FM	47 5 kw	850	97.3
New York, N.Y.	WEAF-FM	49 1.6 kw	1258	97.7
Jersey City, N.J.	WAAW	41 13.5 kw	590	96.1

<u>City and Call Letters</u>	<u>Channel Number</u>	<u>Radiated Power</u>	<u>Antenna Height Above Average Terrain</u>	<u>Frequency</u>
Rural Stations (Located at present sites)				
Mt. Washington, N.H. WMTW	50	10 kw		97.9
Winston-Salem, N.C. WMIT	47	200 kw		97.3

The following metropolitan stations may operate from their present sites with the power indicated below until such time as the Commission considers all of the applications in the Los Angeles area.

Los Angeles, Calif. KHJ-FM	59	4.8 kw#	870	99.7
Los Angeles, Calif. KTLO	61	4.8 kw#	870	100.1

\* This antenna height is based upon previously authorized antenna construction, and a minimum antenna height of 500 feet above average elevation will be required in the future unless a showing is made to the contrary that such an antenna height is not feasible.

# These stations in Area II have been assigned power less than presently authorized. The question of operating with higher power is presently under study.

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The Federal Communications Commission also today promulgated Subpart B of Part 3 of its Rules and Regulations containing rules concerning FM broadcasting. Subpart B now includes not only the rules and regulations which were set forth in the Commission's Report of August 24, 1945, but also those applicable to FM which are contained in Parts 1, 2 and 3 of the present rules and regulations. The result of this action is to gather in one place all of the rules and regulations governing the construction, licensing and operation of FM stations. Hereafter, any person who desires information about the Commission's rules concerning FM need secure only subpart B of Part 3 and Part 1 which contains the Commission's Rules of Practice and Procedure.

It is the Commission's plan that eventually the rules governing television, standard broadcast, citizens' radio, and other radio services will be revised in the same manner as FM with the result that all of the applicable rules and regulations concerning a particular radio service will be found in one part. In this way persons interested in a particular radio service need look only in Part 1 (Rules of Practice and Procedure) and the particular part containing the rules and regulations concerning the specific service in question.

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The National Association of Broadcasters is giving the widest publicity to President Truman's statement: "Radio must be maintained as free as the press" by reprinting it on a large new color photo of Mr. Truman.

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::: SCISSORS AND PASTE :::  
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A Radio Revolution  
(Jack Gould in "New York Times")

The fact of the matter is that radio is on the threshold of a technical revolution which up to now has been couched in terms alien to the average layman but none the less will have a direct and vital bearing on both his enjoyment of radio in the immediate future and on the length of life of whatever set he might buy.

That revolution, of course, is embodied in Major Edwin H. Armstrong's development of the frequency modulation (FM) form of transmission.

The purchase of a combination set, or an FM set alone, involves, however, an additional consideration at the moment. The FM industry is in the process of moving from its present wave length band to a new one. Program service on the new band is scheduled to begin Jan. 1, under an edict issued by the Federal Communications Commission, but simultaneous service on the old band also will be continued until such time as new receivers are generally available.

Since many transmitter manufacturers insist that equipment for the new band cannot be ready as soon as the FCC expects, some FM sets produced this fall will provide coverage for both the present and new bands, thus insuring service at the time of purchase. Other makes will be confined to the new band exclusively on the theory that the duplication is not warranted for only a few months. The difference in cost between the two has been estimated at between \$4 to \$10.

Converters to enable existing FM sets to cover the new band also will be on the market this fall.

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Color Photos By Radio  
( "Editor and Publisher" )

A full page color picture of Truman, Stalin and Attlee meeting in Potsdam appeared in last week's issue of Collier's with the claim: "This is the first color photo ever transmitted by radio. Credit was given to the Army Pictorial Service and the Army Communications Service.

We don't like to deflate the Army or Collier's, but the fact remains that the Associated Press transmitted the first color photo by radio back in June, 1939, from New York to London.

Collier's also claims "this is the first magazine publication of a Telechrome". To set the record straight, Editor & Publisher pioneered back in June, 1937, and was the first to print a four-color picture sent over ordinary telephone wires from Chicago to New York. The experiment was conducted for E & P by W. G. H. Finch, inventor of the process, and was called by him "Telechrome".

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Ralph Atlass Once Kept WBBM, Chicago, In A Bureau Drawer  
( "Broadcasting Magazine" )

One of the youngest radio pioneers is Ralph L. Atlass, 42. owner of WIND, Chicago, and WLWL, Minneapolis.

In 1922 he bought a 200 w. transmitter from his older brother Leslie. Applying to the FCC for a license in Lincoln, Ill., he was given the call letters WBBM. Thus the Chicago station's birthplace was in Lincoln.

While attending Northwestern Ralph built a transmitter so he could talk back and forth with his brother at Lincoln. He kept the transmitter receiver in dresser drawers at the Chicago home of his parents, 7421 Sheridan Road.

After graduation Ralph joined his father and brother, now Vice-President of CBS, Chicago, in a real estate firm, the Atlass Investment Co. For a year he bought and sold property, - his only non-radio venture.

In 1923 the Lincoln transmitter was moved to Chicago on 1330 kilocycles in the basement of the Atlass home. Here Ralph would gather his student friends and broadcast shows to an audience which was composed mostly of radio "hams". He acted, announced, directed, wrote and produced the shows. \* \* \*

About a year later, during one of these sessions, a man named Hunt (Ralph doesn't remember his first name) suggested they sell time to sponsors, resulting in the station becoming commercial-ly sponsored by the Chicago Yellow Cab Co.; World Storage Battery Co.; and the Chicago Mercantile Co.

Now that the station was earning money, the Atlass boys moved its quarters to the Broadmoor Hotel and hired E. C. Paige (later a lieutenant colonel on Gen. Eisenhower's general staff), as commercial engineer. In 1931 the brothers sold WBBM to Columbia - the last major station to go network in Chicago.

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Appointment of Senator Knowland Criticized  
(Drew Pearson)

California's new Senator, Maj. James Knowland, is being greeted with protests from angry Californians against his being seated. Among other things they charge that Governor Earl Warren named young Knowland in order to repay a political debt to his father, reactionary publisher of the Oakland Tribune and owner of Station KLX.

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FCC and Pearl Harbor  
(Danton Walker in "Washington Times-Herald")

The Federal Communications Commission and the Army Signal Corps will be put on the carpet in the Pearl Harbor investigation, which is expected to reveal that deliberate sabotage held up or garbled important military messages.

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::: TRADE NOTES :::  
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If the President is granted authority to reorganize the executive branch of the government, it is predicted the Federal Communications Commission will be one of the eight or ten agencies to be exempted. The House report on the subject is due soon. The Senate is still continuing its hearings.

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A walkie-talkie two-way radio unit was set up by the Rock Island lines between its Des Moines station and the news room of Cowles Brothers Des Moines (Ia.) Register last week to facilitate complete news coverage of the arrival of Hollywood stars in Des Moines for the premier of "State Fair". The radio equipment used was designed by Rock Island's communication department for use in the operation of trains.

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Wartime will be abolished as of September 30, Congressional leaders decided Tuesday. The House Interstate Committee voted without dissent for a bill to end "fast" time at 2 A.M. on that date - a Sunday.

Senators said similar action would be taken on their side of the Capitol soon and there seemed little doubt that both chambers would approve the bill.

Clocks thus will be turned back one hour. They were advanced an hour on January 20, 1942, as a war measure.

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Addition of KCOK, newest affiliate on the Don Lee Broadcasting System chain, will boost the number of member stations to 40, it was announced by Lewis Allen Weiss, Executive Vice-President and General Manager of the network. The 250 watt Tulare, Calif., station will join the network around October 1st.

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Hand-held viewing devices for television sets, No. 2,384,-260 by Alfred N. Goldsmith, of New York City, and No. 2,384,259 by Edwin Jay Quinby of Key West, Fla. have been assigned to the Radio Corporation of America. They feature color filter devices shaped somewhat like old-time stereopticons to provide color television images when used to view a television screen.

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Following the peace declaration, the FCC as a starter are allowing the amateurs to use a single band between 112 and 115.5 megacycles. The Commission emphasized that permission had not been granted to operate in any of the lower bands.

"Hams" taking the air must have station licenses that were valid between the dates of Dec. 7, 1941, and Dec. 15, 1942, and have not been subsequently revoked. The FCC will not accept new applications for station licenses until further notice.

-----by the A. T. & T.

A television cable now being laid/will connect Washington, D.C. with Richmond, Va. and Charlotte, N.C. and permit interchange of programs between television broadcasting stations planned in the three cities; it should be completed by next Summer.

Reconversion in the electrical appliances field will be accelerated through the release of mica used in radio and other appliances from Government stockpiles, pending resumption of private purchase of mica now restricted by Government purchasing programs, the War Production Board said last week.

The present Government purchase commitments will terminate on November 30, and steps are being taken to allow parallel private purchase prior to that time. Supplies of mica will be made available to manufacturers to tide them over the period required for resumption of normal private trade.

WPB disclosed that an early relaxation of import controls of Order M-63 will permit the importation of most mica without any Government restrictions.

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Plans to establish a University Radio Council to coordinate radio activities at Columbia University in New York City and to "put the university on the air" through its own radio station, were disclosed by Dr. Russell Potter, Chairman of the University's Radio Committee. At the same time Dr. Nicholas Murray Butler, President of the University, announced that Columbia's application for a Frequency Modulation radio station was now before the Federal Communications Commission.

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Effective at once, RCA Communications, Inc., is accepting radiotelegraph messages to Hong Kong, Thompson H. Mitchell, Vice President and General Manager, announced Monday. The Hong Kong terminal of the circuit has been inoperative since shortly after Pearl Harbor.

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Four enlisted men from the District of Columbia area were included in a group of men of the Navy's Office of Public Information commended by President Truman for providing a comprehensive report by radio to the cruiser Augusta while the presidential party was en route to and from the Potsdam Conference.

Copies of the President's letter addressed to the Secretary of the Navy were distributed to the naval personnel who did the work. The report, compiled from news wires, averaged 15,000 to 20,000 words daily.

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FCC URGES MILITARY MEN MAKE APPLICATION FOR FM PROMPTLY

The Commission has received inquiries from men now in the military service regarding the possibility of filing applications for FM facilities at this time with engineering data to be submitted at a later date upon their discharge from the service.

The Commission recognizes the difficulties confronting military personnel in completing their applications for broadcast facilities, and, accordingly, consideration will be given to requests by applicants in the armed services for reasonable extensions of time to submit engineering data. Since it is not possible to reserve FM channels for future assignment, service men planning to enter the broadcast business are urged to submit their applications promptly.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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No. 1697

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(For release Thursday, P.M.  
September 20, 1945)

September 19, 1945

## THE WAR OVER, WESTINGHOUSE RUSHES STRATOVISION TESTS

Termination of war contracts in the Westinghouse Industrial Electronics Division in Baltimore has brought immediate expansion of the Engineering Section which is building first Stratovision units for flight tests of this newly announced system of airborne television and FM radio transmission, according to Walter Evans, Vice-President in charge of all Westinghouse radio activities.

Headed by Charles E. Nobles, 27-year-old radar expert who devised the plan, the enlarged section will devote full time to development and production of transmitting and receiving equipment for airborne field tests to be made in cooperation with The Glenn L. Martin Company, co-developers of the system, Mr. Evans said.

"Early work on Stratovision was seriously hampered by our heavy volume of military radio and radar production", he explained. "This top-priority work forced us to delay active development, although technical data compiled in radar research and production forms the backbone of Stratovision.

"Easement of restrictions on manpower and materials now enables us to assign a full-time engineering section to rush equipment for flight tests and all indications are that they will be well under way before snow flies. Detailed field strength measurements will be made to verify and expand data already at hand.

"Negotiations already are under way seeking to secure a suitable high-altitude plane from surplus war stocks so that tests may be begun at once. Tentative designs for the final Stratovision plane, now on the Martin boards, will be revised if necessary to incorporate any changes recommended by these tests."

"We are making good progress with Stratovision", Mr. Evans continued, "but even this pace will not enable us to employ the many war fliers -- veterans of service on fighting fronts all over the world -- who already are flooding us with applications for positions as Stratovision pilots. All early tests will be with pilots of the Martin Company."

Announced only last month, Stratovision would employ transmitters flying six miles in the air to "push back" the horizon and thus extend the coverage of television and FM radio waves which travel only to the horizon. Eight airplanes, each carrying four television and five FM transmitters, would form a coast-to-coast network. Six additional planes, strategically located would extend coverage to 51% of the nation's area and 78% of the population; and 100% coverage could be attained by adding still more planes.

Says Westinghouse:

"The plan has been widely acclaimed as the only system yet advanced which will bring television and FM to quick maturity by making programs available at once to vast small-town and rural audiences now denied these services because of basic economic handicaps."

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COL. ALBERT L. WARNER TO HEAD NEW WOL NEWS BUREAU

With WOL, Cowles' Washington outlet, recognizing the importance of Washington as a news center, plans have been made for a new news bureau.

Selected to head the bureau is Col. Albert L. Warner, who up to now has headed the Army's War Intelligence Division of the Bureau of Public Relations since July of 1942, and who has formerly been both President of the White House Correspondents and Radio Correspondents. During a period of two years Colonel Warner, in his official capacity with the Bureau of Public Relations, reported to the Nation on the War Department every Sunday through the Army Hour.

Colonel Warner has been associated with the news of the Nation's Capital since 1930 and is considered one of the capital's best-informed newsmen. He formerly headed the Columbia Broadcasting System's Washington Bureau.

WOL's News Bureau aims to have the most complete radio news setup in the Washington area. Among those joining the staff will be Russell Turner, and Loren Pope. Mr. Turner has served as Assistant Editor for the past thirteen years of the United Press Washington Bureau. Mr. Pope comes to the WOL News Bureau after eight years on the Washington Star.

The WOL News Bureau's foreign coverage will be furnished in the European Theater by Kathryn Cravens, said to be the only woman correspondent ever accredited to an individual radio station, who will report on war criminal trials; and George Grim, Cowles' correspondent, who reports weekly on all phases of rehabilitation. In the Pacific Theater, William Winter is the WOL correspondent and news commentator.

Complete alterations are being made in the Washington studios of WOL to accommodate not only the WOL News Bureau but to give added studio space.

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ADJUSTABLE PRICING ORDER ISSUED FOR ALL RADIO PARTS

Manufacturers of all radio and radio phonograph parts except radio tubes, metal stampings, screw machine products and cabinets were authorized by the Office of Price Administration Tuesday to make delivery of original equipment parts to radio set manufacturers at prices that may be adjusted upward later when final reconversion pricing factors, now under study, are determined.

The adjustable pricing may be used only for parts sold for installation as original equipment in radio sets.

In addition, no manufacturer may use adjustable pricing unless he has filed with OPA a list of the prices he actually used in March, 1942, in sales of original equipment parts for radio receivers, electric phonographs, and radio phonograph combinations, and modifications of such parts.

Radio parts prices for replacement in the repair sets are not affected by the action, and continue to be the highest prices individual sellers charged during March, 1942.

The adjustable pricing order is being issued to facilitate production and delivery of parts to radio set makers, and permit set manufacturers to go ahead with output of new sets.

"As soon as sufficient parts manufacturers file with us requested cost data on original equipment parts, we plan to issue final increase factors to replace the interim factors announced August 31, 1945, (See press release OPA - 5877)", OPA said. "Members of the Radio Parts Industry Advisory Committee have told us cost data will be filed with us promptly."

The adjustable pricing does not apply to radio tubes because a final reconversion pricing increase factor of 10.4 percent was announced for tubes on August 31, 1945. Final increase factors of eight percent have been announced for metal stampings and screw machine products.

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CHATTERTON PROMOTED TO MACKAY RADIO ASST. V-P

James T. Chatterton, Commercial Manager of the Mackay Radio and Telegraph Company, has been elected an Assistant Vice-President. Mr. Chatterton, a native of Chicago, joined Mackay Radio in Chicago in 1933 as an operator and after being advanced to District Manager there, was transferred to the Washington office of the company in the same capacity. A native of Chicago, he was graduated from the Law School of Loyola University in that city and is a member of the Illinois Bar Association.

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CAPITAL TV PERMITS HELD UP PENDING 500 FT. TOWER ORDER

The fact that the Federal Communications Commission has under consideration a requirement calling for all television towers to be 500 feet above the average terrain in a 10 mile radius has caused the Board of Zoning Adjustment in Washington, D. C. to defer final action until September 27th on the applications of the National Broadcasting Company and Bamberger Broadcasting Services, Inc. for television towers.

Paul Porter, FCC Chairman, said the minimum height regulation is to insure that the relatively few television stations which can be authorized will provide adequate service to their communities. If the FCC adopts the new regulation public hearings of the Zoning Committee to consider plans for local stations are expected.

The original applications, heard last month by the Board, called for a 350-foot tower on a 200-foot site behind the Wardman Park Hotel for NBC and a 300-foot tower on a 406-foot site for Bamberger at Fortieth and Brandywine Streets, N.W., about a half a mile north of the Washington Cathedral. Since this would give Bamberger approximately 150-foot greater height than NBC, the Board called the companies in to justify their requests.

NBC spokesmen said they did not wish to withdraw the present application. It was testified by Raymond Guy, NBC engineer, that the 500-foot requirement would call for a 475-foot tower, with a 50-foot pole. Construction of the tower to the additional height would require a new public hearing, it was said.

The Bamberger application would not be affected by the 500-foot rule, if adopted, representatives of the company said.

After the hearing last month, the Board of Zoning Adjustment announced it was prepared to approve the sites but that additional evidence should be submitted on the tower heights. Both companies have submitted engineering data, attempting to show the so-called "shadow areas" where reception would be poor.

Meanwhile, construction has started on a 75-foot antennae tower atop the Harrington Hotel, 11th and E Streets, N.W., where a television studio will be opened on the 10th floor by the Allen B. DuMont Laboratories, New York. The tower is being constructed in anticipation soon of an FCC permit to operate a commercial television station. Construction is expected to be finished within 30 days.

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RMA PROTESTS TO CONGRESS THAT OPA DELAYS RECONVERSION

Reconversion of the radio industry to civilian production is stalled, with wide unemployment, because of the OPA pricing policy, with a delay of several weeks, at least, in prospect. Tube, parts and cabinet manufacturers generally are refusing orders from set manufacturers, and the industry is unable to proceed with civilian production because of the OPA pricing policy, based on Oct. 1941 levels, which precludes recovery of all actual production costs.

The radio manufacturing industry appealed to Congress for relief after its leaders had held a series of conferences with OPA officials. RMA, through President R. C. Cosgrove and Executive Vice-President Bond Geddes, detailed the industry's general suspension of civilian radio production to Senator Mead, of New York, Chairman of the Special Senate War and Reconversion Investigating Committee. Senator Mead promised immediate action with OPA and also a committee investigation, preliminary to formal committee hearings which the Senator said may be held. RMA members also are making direct appeals to their Senators and Representatives, supplemented by similar action of labor union leaders.

That OPA continues firm in its price program, which is a major administration policy backed by Director John W. Snyder of the Office of War Mobilization and Reconversion and also by President Truman, was indicated at industry conferences. This OPA policy also is being applied generally to other industries. These also are appealing to OPA and to Congress. Dealers and distributors also are vigorously protesting the OPA policy requiring absorption of OPA price increases.

Radio industry leaders held extended meetings in Washington last week with OPA officials and urged relief action, especially higher component "increase factors", ranging from 5 to 11%, announced September 1 by OPA.

A barrage of telegram, telephone and mail protests to OPA and RMA headquarters followed the announcement of the proposed component "increase factors". Manufacturers also unanimously declared that they would have to continue refusal of orders and shipments because of inability to meet production costs under the OPA decisions.

Numerous conferences were held in Washington last week by industry leaders with OPA officials and are continuing. Participating were R. C. Cosgrove; Chairman A. S. Wells of the RMA Reconversion Committee; Leslie F. Muter heading a large group from the Chicago Radar-Radio Association; Chairman M. F. Balcom of the tube manufacturers; Chairman R. C. Sprague and Director J. J. Kahn of the parts manufacturers; Chairman Thomas A. White and James P. Quam of the amplifier and speaker group, and many others.

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PETRILLO DEMAND FOR EXTRA STUDIO MUSICIANS PUT UP TO NWLB

Broadcasting stations all over the country will follow with interest the Regional War Labor Board at Atlanta referring back to the National War Labor Board, the dispute at WDOD at Chattanooga, Tennessee, involving the demand of James C. Petrillo to employ local musicians to compensate for encroachments on the musicians' field of employment

M. T. Van Hecke, Chairman of the Regional Board at Atlanta said the dispute between WDOD and the American Federation of Musicians, AFL, presents an issue which should be determined on a nationwide basis.

Joseph Padway, general counsel for the musicians' union, told the Board that many other local radio stations were watching the outcome of the present dispute.

Phil B. Whitaker, counsel for the radio station, said that when the 1944-45 contract with the union expired in March of this year the Chattanooga station's owners determined that they no longer needed the services of seven staff musicians.

The Union had asked that the WLB order the prior contract extended pending further negotiations.

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AMERICAN BROADCASTING CO. REALIGNS SALES-SERVICE UNIT

Robert Saudek, Sales-Service Manager for the American Broadcasting Company, has relinquished his post to devote all his time, temporarily, to special sales problems, working directly with Mark Woods, President, and Chester J. LaRoche, Vice-Chairman. Upon completion of his sales assignment, Mr. Saudek will take over a permanent post with the network's Public Relations Department, reporting to Robert E. Kintner, Vice-President.

Succeeding Mr. Saudek is Alfred R. Beckman, who has been transferred from the ABC Traffic Department. Gordon G. Vanderwarker, from the General Sales Department will become account supervisor in the Sales-Service Department, and Miss Gladys A. York will become an account supervisor in the department. These three will operate on a national basis and will be available for consultation and cooperation with the sales staffs in Chicago, Detroit, Los Angeles and San Francisco as well as in New York.

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ELECTRONIC MFRS. FREED FROM MILITARY PRIORITIES

Manufacturers of electronic equipment need no longer fill military orders in accordance with the Precedence List issued by the Joint Communications Board of the Army-Navy unless otherwise directed by the Army or the Navy or other Government agency, the War Production Board announced Tuesday, September 18th.

This action, taken by revocation of General Limitation Order L-183-a, results from sufficient supplies of electronic equipment now being available to fill current military needs. The order is revoked because no longer needed, WPB said.

Order L-183-a was issued by WPB in October 1942 at the request of the Army and Navy to legalize and implement the Precedence List which operated as the Army-Navy's own priorities system. This was used in conjunction with WPB's priorities system for the purpose of establishing relative importance of high rated electronic equipment and the sequence of its delivery. In effect, it became the daily work guide of Army-Navy procurement and expediting offices in following up deliveries of urgently needed military electronic equipment such as radio, radar, sound detection and signaling devices during the war.

In commenting on the revocation of the WPB order, the top procurement officers of the Army-Navy Joint Communications Board expressed their thanks to the electronics industry, its contractors and sub-contractors for their whole-hearted cooperation in arranging deliveries in accordance with the Precedence List during the war which resulted in getting critical electronic equipment to the fighting forces when and where needed.

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APPLEBY PASSES UP BROADCASTING FOR OLD GOVERNMENT JOB

President Truman Monday appointed Paul H. Appleby to be Assistant Director of the Budget Bureau, a post from which he resigned December 1, 1944.

Mr. Appleby, Vice President and General Manager of the Queen City Broadcasting Co., Seattle, Wash., took the oath in the office of Director Harold D. Smith.

Previous to his service as Assistant Director of the Budget Mr. Appleby had been a Government official for 12 years. He came to Washington in 1933 as Executive Assistant to Secretary of Agriculture Henry Wallace, becoming Undersecretary in 1940.

Before his Government service, Mr. Appleby was a newspaper writer, editor and publisher in Iowa and Virginia.

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## THE NAME IS VERSLUIS; BLOSSOMS OUT WITH A NATIONAL NET

One of the first questions asked when Leonard A. Versluis, of Grand Rapids, Mich., came to Washington last Sunday to dedicate the new coast-to-coast network of the Associated Broadcasting Corporation, of which he is President, was, who was Mr. Versluis? Also, how did he make enough money to launch a national network, of what nationality was he and last, but not least, how did he pronounce his name?

Here are the answers according to information to date. Mr. Versluis, better known to the broadcasters in the Middle West than in the East, started in the radio business four years ago when he bought WLAV, a 250-watt station in Grand Rapids, Mich. As to the capital necessary for a coast-to-coast network (initial wire facilities alone are put at \$480,000 a year), Mr. Versluis was said to have made a fortune in the photography business and to be the operator of a countrywide chain of photographic studios.

Born in Michigan, his ancestry is Dutch and take it from Mr. Versluis himself, who is very dynamic, pleasant and friendly man, only 47 years old, the way to pronounce his name is "Verse-loose".

The opening two-hour program last Sunday couldn't have been more auspicious, leading off as it did with a message from President Truman, an address by Chairman Paul A. Porter of the Federal Communications Commission, and with music provided by the U. S. Army, Spars and Navy School Bands, and Navy School of Music chorus. Incidentally, the number of musicians being far too many to be accommodated in the WWDC studios, the local outlet, the School of Music auditorium at the Naval Receiving Station was secured for the occasion.

On the program were also heard Rear Admiral William M. Thomas, Chief of Navy Chaplains, Maj. Gen. Robert N. Young, Commanding General, Military District of Washington; Rear Admiral William Fichteler, U. S. Navy, Assistant Chief of Naval Personnel, and Brig. Gen. Luther D. Miller, Chief of Chaplains, U. S. Army.

Other distinguished guests were Mary Norton (D), of New Jersey, Dean of Congresswomen; Bess Furman, President of the National Women's Press Club, and Lieut. Col. Mary Agnes Brown, representative of women in military services in the Veterans Administration.

Thus the opening program was official from the top to the bottom, causing a representative of one of the major networks to remark dourly:

"If Mr. Versluis is as good a financier with the rest of his network as he was in lining up all that star talent, including the President of the United States and the skipper of the FCC, to say nothing of the hall from which the broadcast was made, without

it costing him a cent, he is going to do all right."

Stations affiliated with the Associated Broadcasting network, according to Frank Browne, Director of Publicity, are WNHC, New Haven, Conn.; WCKY, Cincinnati, Ohio, as a cooperating outlet; WWSW, Pittsburgh, Penna.; WWDC, Washington, D. C.; WITH, Baltimore, Md.; WMCA, New York, N.Y., as a cooperating outlet; WMEX, Boston, Mass.; WBNY, Buffalo, N. Y.; WJBK, Detroit, Mich.; WMIN, Minneapolis-St. Paul, Minn.; WJJD, Chicago, Ill., a cooperating outlet; WTMV, East St. Louis, Mo.; KMYR, Denver, Colo.; KNAK, Salt Lake City, Utah; KFAX, Los Angeles, Calif.; KSAN, San Francisco, Calif.; KWBR, Oakland, Calif.; KWJP, Portland, Oregon, and KRSC, Seattle, Wash.

The network is connected in its entirety by Class A. instantaneous reversible lines. Besides the basic network, with a Class A rate of \$3,955 per hour, \$2,373 per half-hour and \$1,582 per quarter-hour, the rate card offers an Eastern Round Robin, Midwest Regional and Atlantic Regional.

The first sponsor on the Sunday schedule was Knox Chemical Company, Los Angeles, Calif., carrying a newscast for its Mendaco.

A sixteen-hour operation has been planned - 9 A.M. to 1 A.M. Five-minute newscasts are to be heard on the hour except when commentators are heard.

The new network has signed a contract with United Press for the use of their newspaper wire in the compilation of newscasts. One of the features of the network will be news on the hour, every hour.

Among offerings on the inaugural program schedule was a half-hour salute from the British Broadcasting Corporation. ABC plans to carry the BBC "Newsreel" six days a week 7:30-7:45 P.M.

Concluding the Sunday opening festivities was a reception given by Mr. Versluis in the Cabinet Room at the Willard Hotel in Washington attended by Chairman Paul Porter and other Capital notables.

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FCC COMMISSIONER WM. H. WILLS STRICKEN WITH HEART AILMENT

William H. Wills, the newest member of the Federal Communications Commission, has suffered a recurrence of a heart ailment. Although the attack was said not to be serious, it became known that Commissioner Wills would be required to take a complete rest under the care of a physician and to remain in bed for several weeks at least.

Former Governor of Vermont, Mr. Wills, 63 years old, a Republican, was appointed last July by President Truman for a term of seven years.

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CREDITS JIMMY ROOSEVELT WITH PUTTING THE HEAT ON A.T.& T.

Drew Pearson came out with a story in the Washington Post this (Wednesday) morning that the Republicans in the forthcoming Congressional campaign are going to assail Jimmy Roosevelt as being at the bottom of the American Telephone and Telegraph Company having been put on the grill by Congress and the Federal Communications Commission.

Enumerating charges which he says the Republicans are going to make campaign issues of, which includes Elliott as well as Mrs. Roosevelt, Mr. Pearson writes:

"The charges against Jimmy - and they have been heard before - are that he blackjacked numerous big firms into buying insurance through his Boston firm. The lengthy House investigation of the American Telephone and Telegraph Company a couple of years before the war resulted from the refusal of the company to insure with Jimmy, it will be charged.

"The charge against Mrs. Roosevelt will be that she became a member of the Board of Directors of the insurance firm - Roosevelt & Sargent - when her son went into the military service, in order to prevent disclosure of his deals."

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FEA LIFTS EXPORT CONTROLS ON RADIO TUBES

The Federal Economic Administration last week removed its export controls from a broad list of commodities and manufactured goods, including radio and electronic equipment and components, thus making possible the resumption of free export trade in these items with all but a handful of countries throughout the world.

As a consequence of this action, all radio material, including radio tubes, may be exported to all countries except Germany and Japan and twelve countries which have been placed on a restricted list known as Country Group E. No commercial shipments may be made to either Germany or Japan. Exports to the nations in Group E will require individual licenses from the FEA, but only four of them have been importers of U.S. radio products. They are Argentina, Italy, Rumania and Spain. The other nations which are included in Group E are Austria, Bulgaria, Caroline Islands, Hungary, Korea, Marcus Islands, Marianas Islands and Marshall Islands.

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The National Association of Broadcasters is supplying its members with reprints of FCC Chairman Paul Porter's article in the October American Magazine, "Radio Must Grow Up".

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For Release On or After  
September 20, 1945

## RADAR REFINEMENTS WILL MEAN BETTER TV, EXPERTS AGREE

Recent published accounts of radar's contribution to the winning of the war have excited discussion far and wide on the relationship between radar and television. Vague references to the similarity between the "propagation characteristics" of television with those of radar have only tended to provoke questions on how the two electronic wonders compare.

Expert opinion on the subject was solicited by the Television Broadcasters' Association, Inc. in a survey among electronic engineers.

E. W. Engstrom, Research Director of the RCA Laboratories in Princeton, points out that "basic to all radar, television and other new radio services are the pioneering in the very short radio waves, the exploration of propagation conditions and the testing of fundamental characteristics which were done over a period of many years." He adds that "television needed the use of short radio waves for broadcasting and relaying. Television needed cathode ray tubes for timing-synchronizing circuits for use with cathode ray tubes. Television created a new set of technical needs which required many fundamental advances.

"As television was growing up, so also was radar", Mr. Engstrom avers. "Radio engineers and scientists borrowed heavily from television experience to meet heavy demands of the war for a wide variety of radar equipments. Radar needed the techniques developed through experiences with shorter and shorter radio waves.

"Radar also needed cathode ray tubes and the associated timing-synchronizing circuits for presentation of its information, and for this drew much of the techniques, circuits, tubes and systems developed for television", he continues.

"Radar needed the wide frequency band circuits and transmission channels developed for television. Radar required the manufacturing of many units of apparatus and the making of large quantities of cathode ray tubes. Radar required the training of large forces of people to make, install, service and use complicated electronic equipment, many of the components of which have a counterpart in television", Mr. Engstrom states.

He observes that "before the war, television was ready to render service to the public. Now, as the development and design of television apparatus and systems may again move forward, we find that progress during the war will add refinements which will benefit television.

"For one thing", he explains, "we have added to our knowledge of radio wave propagation. Cathode ray tubes have been manufactured in large quantities and this experience will certainly be of help in producing television tubes.

"Just as television experience and techniques were of inestimable value before and during the war in radar research and

development, so now the wartime advances will assist in a rapid expansion of television service", he predicts. "Without doubt, television is the most important new product of radio and electronics which will serve the public in the post war period", Mr. Engstrom concludes.

Sharing his views on the subject are D. K. de Neuf, Assistant Manager of the Communications Division of the Raytheon Manufacturing Company. "Development of television brought about electronic circuits and tubes, such as the cathode ray screen which provided a means of presenting visual information derived from electronic operations involving extremely high speeds", Mr. de Neuf points out.

"Radar research has, and will benefit television in a number of ways", Mr. de Neuf finds. "Cathode ray tube definition has been improved. Video circuits have been developed to handle much faster speeds in scanning and sweeping. A vast store of knowledge has been accumulated concerning the generation and reception of very high frequencies and microwaves, making possible the use of the higher portions of the radio frequency spectrum."

"Advent of the war took engineers off television development and brought them into contact immediately with an analogous problem - radar", Mr. Emile Labin, Assistant Director of the Federal Telecommunications Laboratories, a Unit of I. T. & T., explains. "The reason for this is very simple. Radar, like television, is a wide frequency band system and like television uses cathode ray tubes as indicators. All the techniques which had been developed previously for cathode ray tubes, scanning circuits, synchronization circuits, etc., were used immediately for radar.

"During the war", he continues, "the development of radar has been even more intensified than was the development of television prior to the start of hostilities. The possibilities of microwaves were known before the war and their importance to television was fully appreciated, but without the development of radar during the war, microwaves would probably still be a possibility rather than an achievement. In this way, radar repays television the debt it had contracted at the beginning of the war."

J. R. Poppele, President of the Television Broadcasters' Association, Inc., and Chief Engineer of the Bamberger Broadcasting Service, states:

"Television research served as the key that unlocked the doors leading to radar. Research in microwave radar, which tremendously accelerated the winning of the war, will revert in peacetime to the advancement of television. The new techniques and improvements resulting from radar research will contribute mightily to the rapid expansion and phenomenal growth of a gigantic television industry."

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::: SCISSORS AND PASTE :::  
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Radio Editor Backs Porter in Program Discussion Article  
(Stanley Anderson in "Cleveland Press")

Let us quit kidding ourselves, dialers. Until some supreme judge decrees otherwise, the air belongs to us and we should have some say about what it is used for.

Yesterday an advertising agency man said to me: "It is about time that we advertising people quit being modest and told the public what we are giving them for nothing."

His theory was that "we" (meaning the agencies and the networks) are giving free lollypops to all set owners.

Now let's get this straight. When did the ad agencies become philanthropic organizations? Who buys the products they advertise? On the surface, radio entertainment is inexpensive. But when you dig down underneath, who is paying for it? Who can tack a percentage on the cost of an item to cover advertising outlay? Who can enter deductions for advertising in their tax returns?

The advertising agency man spoke to me only a few minutes after I read an article by Paul A. Porter, Chairman of the Federal Communications Commission, in the current issue of the American magazine.

Porter writes, "that the time is approaching, if it has not already arrived, when two questions of highest public importance must be answered.

"First: What kind of limitations, if any, should be placed, and by whom, on radio commercials which seem to a large section of the listening public to be too long and repetitious, or offensive, silly, and in bad taste?

"Second, a kindred and larger question: Is broadcasting to become an almost exclusive medium for advertising and entertainment or will it, in addition, continue to perform public service functions in increasing measure?"

Here is the hottest fact in the whole article. Porter calls upon the dialers to answer these questions and points out that "such discussions among you listeners is especially needed at the present moment, because radio has come to a turning point in its history." There is the big fact - radio has come to a turning point in its history. And there should be more men in positions of power - men like Porter - to hammer at this fact constantly.

The FCC chief also writes: "The air waves do not belong to the Government, or to the FCC, or to the broadcasting stations. They belong, by law, to you - the public. It is right and necessary for you to debate and seriously consider the nature of this guest who comes into your home."

Do you want to discuss the stranglehold the advertising agencies have upon the networks and independent stations? The FCC invites your discussion and the time is ripe for it.

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Continuation of Foreign Broadcast Intelligence Urged  
("Washington Post")

We discovered during the war that the radio broadcasts of foreign countries, those designed for domestic consumption as well as those aimed at spreading propaganda abroad, afforded one of the richest sources of intelligence about their affairs and intentions. We began late in 1940 systematically to monitor these broadcasts through the Foreign Broadcast Intelligence Service which established listening posts at strategic points around the world, translated the babel of tongues which it overheard and sifted the significant from the insignificant. Policy-making officials found the material assembled by this agency of great value in assessing situations abroad. American news services to whom the material was made available found it of great help in collecting news about faraway places.

It does seem to us that the usefulness of the FBIS has by any means ended with the end of the war. However, the agency is due to go out of existence 60 days after VJ-Day, unless Congress should extend its life. Its passing would create a real gap in our knowledge of events abroad. There are parts of the world today - some of the most explosive parts, indeed, such as the Far East and the Balkans - from which news simply cannot be obtained through ordinary channels. Monitoring their radios is the most effective means available to us for finding out what their governments are thinking and saying. It affords a virtually indispensable background for policy decisions.

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Took Gen. Robert E. Lee 36 Years; Took Elliott Only Four  
("Washington Times-Herald")

Chairman Elbert D. Thomas (D), Utah, of the Senate Military Affairs Committee, in response to questions about Elliott Roosevelt a captain becoming a brigadier general in so short a time, said he knew of only six previous cases. Senator Harlan J. Bushfield (R), of South Dakota recalled that Robert E. Lee was in the army 36 years before becoming a brigadier general; Chief of Staff George C. Marshall 35, and General of the Army Dwight D. Eisenhower 30.

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Fly's Nickel-A-Day "Pig Squeal Plan" Gets FCC Brush  
("Variety")

It's anybody's guess now what will happen to ex-FCC Chairman James L. Fly's FM "pig squeal" operation. For the FCC in releasing its regulations for the operation and development of FM turned its back on the Muzak-Subscription Radio, Inc., nickel-apday plan by giving away its 20 frequencies.

As a result of the revised regulations, and the manner in which the band allocations shape up, the "pig squeal" plan is taken out of broadcasting. Now it would require a special set to derive benefits of the Fly operation, whereas had the allocation come through it would have simply meant the insertion of a special tube.

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 ::: TRADE NOTES :::  
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A new high-speed radiotelegraph circuit between New York and Ciudad Trujillo, Santo Domingo, has been opened by the Mackay Radio and Telegraph Company it was announced last week. The distant end of the circuit will be operated by the Government of Santo Domingo.

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The article by Brig. Gen. David Sarnoff, President of the Radio Corporation of America, having to do with the amazing development of atomic energy in warfare, which attracted so much attention in the New York Times recently has been reprinted as a brochure entitled "Science for Life or Death."

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The WPB Radio Industry Advisory Committee will be retained on an "on call" basis until the WPB is liquidated, probably at the end of this year, Director Melvin E. Karns, of the Radio and Radar Division advised the Radio Manufacturers' Association last week.

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Don G. Mitchell, Vice-President of Sylvania Electric Products, Inc., and Vice-President of the Sales Executive Club of New York, was a member of a committee of three which discussed with President Truman the program for the forthcoming Forum on Marketing to be held in New York City beginning October 22 under the auspices of the Sales Executives Club of New York in collaboration with the Advertising Federation of America and the National Federation of Sales Executives.

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The man who succeeds Justice Justin Miller, President-elect of the National Association of Broadcasters, in the District Court of Appeals, is Wilbur K. Miller, a lawyer of Owensboro, Ky., and the man Justin Miller indirectly succeeds at the NAB is Neville Miller, also from Kentucky.

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Ernest A. Vogel of the Fransworth Television & Radio Corp. said first wholesale orders for home television receivers with FM sound were taken last week at a dealers' meeting in Chicago for delivery early next year. Mr. Vogel also said a million-dollar expansion program in the company's plants at Fort Wayne, Bluffton and Marion, Ind., will take place.

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W. H. Autenreith has been appointed Bendix Radio District Manager for Metropolitan New York.

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Sparks-Withington Company - Year to June 30: Net profit, \$789,254, equal to 85 cents a common share, against \$802,386, or 87 cents a share the year before.

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Stanley Anderson, Radio Editor of the Cleveland Press, refers to the Federal Communications Commission as a "thoroughly democratic federal agency". Spell it with a capital "D", Stanley.

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Preliminary returns from a cross-section survey being made by the WPB Radio & Radar Division indicate that only about 30 percent of the radio industry's pre-V-J Day employment of over 450,000 has been dropped. The employment level of the radio industry, despite cutbacks, is at a higher level than the industry's peak of 110,000 workers for 1941. This would seem to indicate, officials believe, that the radio industry's employment level will remain much higher than it was before the war.

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The name of Simplex Radio Corporation, a wholly-owned subsidiary of Philco Corporation with extensive manufacturing facilities located in Sandusky, Ohio, for the production of automobile radio sets, has been changed to Philco Corporation of Ohio.

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A night shift in its processing division to speed the production of parts so that other departments of the plant can resume work as soon as possible, was announced Tuesday by the General Instrument Corporation in Elizabeth, N.J., manufacturers of radio parts. About 200 employees have been called back, leaving 600 who were laid off after V-J Day still out.

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Private trade may purchase Brazilian mica immediately under certain conditions and after November 30th the government will withdraw completely from mica procurement in Brazil leaving it entirely open to private trade, the Foreign Economic Administration announced Tuesday. Brazilian exporters are obligated at present to deliver all their mica to the U. S. Commercial Company, but under the new arrangement they will be permitted to make deliveries to private trade, provided that they report the quantities and qualities sold. This provision is designed to insure that the United States receives adequate supplies of mica. The U. S. Commercial Company will continue to buy mica through November 30th because of commitments made before the end of the war.

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The country's first radio equipped bus is now in operation on lines of the Washington, Virginia & Maryland Coach Company, General Electric engineers who supplied the FM equipment, said in Schenectady Sunday. The radio was installed in an effort to improve service and will be used as a two-way communication medium between the bus operator and the company's offices in Arlington, Va.

The engineers explained how the radio installation might benefit public and company alike. The bus operator will be able to report immediately any emergency. If a person running to catch the bus suddenly suffers a heart attack, an ambulance can be called. In case of a big fire along a road dispatchers will be able to guide the driver along another route.

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Full transcripts of the testimony of Paul W. Kesten, CBS Executive Vice-President, and Frank Stanton, CBS Vice-President and General Manager, as read into the record of FCC hearings on FM broadcasting last July, have been published in booklet form comprising 44 pages by the Columbia Broadcasting System, captioned "The Transition from AM to FM Broadcasting."

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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SEP 2 1945  
FRANK E. HULLEN

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September 26, 1945

200,000 RADIO WORKERS IDLE; OPA BLAMED; CAPEHART GETS BUSY

Inasmuch as about 200,000 radio workers are marking time along with hundreds of thousands in other industries because of the failure of the Office of Price Administration to fix prices, Senator Homer E. Capehart (R), of Indiana, vigorously urged the Senate to adopt a resolution which he and Senator Millard E. Tydings (D), of Maryland, submitted sometime ago to thoroughly investigate the price fixing policies of OPA.

Senators Robert A. Taft (R), of Ohio; Alexander Wiley (R), of Wisconsin, immediately backed up Senator Capehart. In the meantime Senator James M. Mead (D), of New York, Chairman of the old Truman Committee, was likewise looking into the matter as a result of an appeal from the Radio Manufacturers' Association.

Set makers were apparently paying no attention to a stop-gap order issued by OPA which authorized manufacturers of all radio and phonograph parts except tubes, metal stampings and screw machine products to make delivery of original equipment parts to radio set manufacturers at prices that may be adjusted upward later when final reconversion pricing factors are determined. "Parts manufacturers wouldn't do business on such a basis as that", one official said. "When prices were finally set, they might lose their shirts."

"I wish to go on record as saying that, to my mind, the OPA, because of the absence of a sound and practical policy in fixing ceiling prices, is doing more to retard reconversion, is doing more to put men out of work, and is doing more to keep men from securing jobs in private industry today than is any other one agency or factor in our national economy", Mr. Capehart declared, addressing the Senate. "It is my opinion that while we are discussing unemployment - and rightfully so - the time has arrived when this body should ascertain on what basis OPA is fixing price ceilings."

"I am absolutely certain that the present policy being enforced by the OPA is interfering with employment, is discouraging people from proceeding to expand their production, and is checking home construction", Senator Taft interjected. "We hear of all limits being taken off the construction of houses, but that means apparently 'all limits' except price control, and price control on building materials today as enforced by the OPA is such that those who manufacture building materials are not going ahead to manufacture them, because the more they manufacture the more they lose."

"I believe we could make no greater contribution to full employment than by the adoption of the resolution to investigate the whole problem of price control and to eliminate just as much control as can possibly be eliminated."

"We have to ask ourselves, in the case of this problem, what is the cause of unemployment?" Senator Wiley added. "The Senator has struck on one important cause, and we can remedy that if we follow the course the Senator from Indiana and the Senator from Ohio have suggested.

"Another cause is the unwillingness of labor, as everyone knows, to accept the pay which the manufacturing concerns can afford under restricted OPA ceilings. All over America that is inevitable. We are talking about providing jobs. The jobs are here. The men are not willing to work, in places. In every community throughout the Nation there are advertisements in newspapers calling for men to work. The reason is very apparent. There is no willingness to readjust from the wages paid in war industries to the wages which industry can afford to pay under restricted OPA ceilings."

Senator Capehart read this telegram from Noblitt-Sparks, Inc., of Columbus, Indiana:

"Suppliers of radio parts and OPA appeared to be deadlocked over pricing. Result is that we as manufacturers of radios are unable to obtain parts from suppliers. It now appears that radio production will be delayed another month or 6 weeks at least. Many of our employees are on lay-off because of this situation. Understand Mead committee is investigating. Any help you can give to get this matter settled so we can begin production radios will be greatly appreciated."

Senator Capehart read an appeal from Richard A. O'Connor, President of the Magnavox Company at Fort Wayne, Ind., which follows, in part:

"If we were to proceed to ship speakers and condensers on the basis of the interim price ceiling of 9 and 7 percent, respectively, the loss we would sustain in the first year of operation, based on the volume realized in 1941, would amount to \$1,127,600.

"We as a company have determined that we will not ship any loud speakers and condensers until such time as the Office of Price Administration recognizes the seriousness of the situation and affords us some relief.

"If relief is not given us and reconversion is thereby delayed, the importance of our production capacity to the radio industry and its reemployment contribution will account for upwards of 30,000 people who will not be reemployed.

"It is my considered opinion that price ceilings on radio components should be entirely eliminated for the following reasons:

"1. There can be no price pattern established for the component industry as such. Each manufacturer presents a different problem in terms of increased costs and production efficiency.

"2. There is absolutely no need for the establishment of a price ceiling on radio parts or, so far as that is concerned, ceilings on radios or radio-phonograph combinations because the capacity of the industry is such that within 6 months to a year of competition - represented by all the companies engaged in the production of this type of equipment prior to the war, plus the many who are entering the market for the first time - will automatically assure a fair and reasonable price to the consumer and a fair profit to the producer."

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FARNSWORTH RESIGNS FROM FARNSWORTH TELE AND RADIO CORP.

Philo T. Farnsworth has resigned as Vice-President of the Farnsworth Television and Radio Corporation. Mr. Farnsworth will continue as a Director and devote his entire time for the company at his research laboratory in Fryeburg, Maine.

Mr. Farnsworth, who was born in Beaver, Utah, and attended Brigham Young University in that State, has been associated with the Farnsworth Television and Radio Corporation and its predecessors since 1926.

E. A. Nicholas, President, informed stockholders at the annual meeting held last week in Fort Wayne, Ind., that the company's reconversion plans are well under way and that its first post-war radio models are expected to come off the production line by the end of October.

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CANADIAN RMA TO RETURN AMERICAN RMA GOOD NEIGHBOR VISIT

Radio industry leaders of the Canadian and American Radio Manufacturers' Associations will hold joint meetings Wednesday and Thursday, October 10 and 11 at the Westchester Country Club in Rye, N.Y. Officers and directors of the Canadian RMA, headed by R. M. Brophy, President, will be the guests of the American RMA at a return meeting following the joint session of the two national organizations last April at Montreal. Prominent government officials of Canada and the U.S. are being invited as speakers at a dinner to be held Wednesday, October 10th.

There will be separate meetings of the U.S. and Canadian governing boards. The Canadian board will meet October 10, with the American RMA officers and Directors as guests. The American RMA Board will meet on October 11, with R. C. Cosgrove, President, presiding, and with the Canadian visitors as guests. A reconversion agenda has been prepared for the American RMA Board meeting, which will include production, pricing, and other postwar problems, together with plans for RMA projects and activities for 1945-46.

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## WHEELER DISCUSSES COMMUNICATIONS AND FCC WITH TRUMAN

Senator Burton K. Wheeler (D), of Montana, Chairman of the Senate Interstate Commerce Committee, had a session with President Truman at the White House last Friday. The main object of the visit, according to Senator Wheeler, was to discuss the international communications situation but it is believed that he may have talked with the President with regard to Congress more closely defining FCC power in connection with the sale of broadcasting stations based on questions raised by the recent Crosley-Aviation Corporation sale, including Station WLW, and the Federal Communications Commission turning to Congress for more specific authority upon which to act in such cases.

Senator Wheeler said he had urged Mr. Truman to see to it that the Government develops a unified policy on international communications so legislative steps may be taken to implement the policy by the Committee.

Mr. Wheeler said that thus far Government agencies had not reached agreement on a unified program and he strongly recommended to the President that something be done to reach such an agreement.

Whether or not he spoke to the President about it, crystallized by the WLW sale to Avco, Senator Wheeler has in mind legislation which would forbid the licensing of stations to corporations whose chief interests are in business other than broadcasting. It was said that the Aviation Corporation had no particular interest in radio but took WLW in order to gain possession of the Crosley household utilities and the Crosley sales and manufacturing organization.

The Montana Senator is against having broadcasting "fall into the hands of a few monopolies and holding companies". He believes the FCC should have authority to say whether a manufacturing corporation should go into the broadcasting business. It is his belief that the Commission should have the power to determine whether sale prices of stations are too high. Furthermore Senator Wheeler is of the opinion that station licensees should concern themselves more with program content. "The advertising agencies control most of the network programs of the country. The people of Montana get what the New York agencies think they should hear." Senator Wheeler said if the Commission doesn't have the power to protect the "little fellow and keep monopolies out", it's time for Congress to act or else "we'll have government ownership of radio and I don't want to see that."

Senator Wheeler is understood to believe the FCC is more nearly in accord with his ideas than formerly; also that the general public would welcome the innovations. Furthermore that the broadcasters themselves would take more kindly to the tightening up now rather than get "something worse" if Congress should decide to take over.

One of the recommendations the FCC made to Congress following the 4 to 3 decision approving the Crosley-Avco sale was that in the future no broadcasting property should be sold by a licensee to a bidder unless the amount of the bid is made public for 60 days and all aspiring broadcasters are given an opportunity to match the bid and be considered for the facility.

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MYSTERY OF MR. VERSLUIS, NEWEST NET OPERATOR, DEEPENS

Leonard A. Versluis, President of the Associated Broadcasting Corporation, of Grand Rapids, Mich., who dashed into Washington a week ago last Sunday long enough to launch a brand new national network, apparently still has the boys guessing as to just where he got enough money to start anything as big as that. (The last venture of this kind the writer recalls was when Ed Wynn started a network and almost lost his shirt. If memory serves us correctly, Ed, in no joking humor, told us his experience as a network owner cost him something like \$200,000).

According to the best information available, Mr. Versluis has interested no outside money in the Associated Broadcasting Corporation and the money invested is largely his own. As was said last week, Mr. Versluis made it in the photography business. Then he bought Station WLAV in Grand Rapids, Michigan.

Through this station, Mr. Versluis came in contact with some clergymen who wanted to buy time all over the country. He arranged special network programs for them through an agency which he established. The profits on the religious programs encouraged him to start a network. The new company is still reported to have no outlet in New York or Chicago - no studios - no program staff and only a small amount of time reported sold other than religious programs. Sales organizations in both New York and Chicago were said to be very small. Competitors express doubts as to the network's success but nevertheless are watching it with interest.

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FCC COMMISSIONER WILLS REPORTED IMPROVING

FCC Commissioner William H. Wills, former Governor of Vermont, who was stricken with a heart attack last week, is said to be gaining strength each day. His office reported that Commissioner Wills expected to be allowed to sit up in bed tomorrow for the first time.

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## MARK WOODS WINS OUT AT ABC; EXIT ADVERTISING AGENCY BOYS

Sitting tight and letting nature take its course, Mark Woods, President of the American Broadcasting Company scored a complete victory over Chester L. LaRoche, executive head and former advertising agent, who tried to run the network as he would an advertising agency and with advertising agency people in the saddle. According to all accounts, the experiment failed and Mark Woods came out on top.

Although the situation had been watched with considerable interest by the trade for some time, the first public mention came with the following announcement last week:

"Chester J. LaRoche, Vice-Chairman of the American Broadcasting Company, who has been executive head of the company, will no longer continue to be active in an executive capacity. He will continue as a stockholder, director and advisor to the American Broadcasting Company. It is Mr. LaRoche's desire to devote increasing attention to other business interests and public service."

Closely following this a memo was sent to all personnel that Mr. Woods would take over the duties of Mr. LaRoche and that all departments would report to Mr. Woods "effective immediately". About that time, Mark's telephone began ringing and congratulatory messages, telegrams and letters have been pouring in ever since.

Although Mr. Woods has announced that no radical policy changes will be made, it is a foregone conclusion that the organization will receive quite a going over.

One of Mr. Woods first announcements was that Charles C. Barry, who has been acting as Washington representative of the American Broadcasting Company, will return to the New York office as National Program Manager, effective October 1st. Mr. Barry will report to Adrian Samish, who now heads the Program Department of ABC.

Mr. Barry is well known in radio circles, having been first associated with Station WMAL, Washington, and then with the Program Department of the National Broadcasting Company. When the Blue Network - the predecessor of the American Broadcasting Company - was separated from NBC, Mr. Barry became one of the principal program executives and until June 29, 1945, served as National Director of Program Operations. At that time he was named Washington representative of ABC, holding that position up to the time of his new appointment.

Mr. Woods also announced the resignation of Fred Smith, Vice President and Director of Advertising and Promotion of the American Broadcasting Company, effective October 1, 1945. Mr. Smith, formerly Assistant to the Secretary of the Treasury, has announced no definite future plans. However, he has indicated that he will probably establish his own public relations and promotional office in the near future.

Edgar Kobak, now President of Mutual, was the first to leave ABC under the LaRoche regime. He was quickly followed by Robert D. Swezey, Phil Carlin, and others.

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MILLER TO CUT DINNER TO MAKE FIRST BROADCAST AS NAB PRES.

Justin Miller will get a taste of the hard life a broadcaster leads when he will have to leave the big dinner to be given in honor of his assuming the presidency of the National Association of Broadcasters to make his first broadcast after assuming office next Tuesday night, October 2nd.

The dinner will be held at the Statler but, according to present plans, Mr. Justice Miller will go to the studios of WTOP seven or eight blocks away to speak over CBS at 10:30 P.M. EST.

Just as there never are any reporters present at a Gridiron or White House Correspondents' Dinner, no portion of the NAB dinner is to be broadcast. At least that is the present idea.

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ARE FCC TELEVISION PROPOSALS TEMPORARY?

The most recent FCC proposal regarding television allocations seems to put a "temporary occupancy" sign on all television channels below 480 megacycles. The Commission invites applications for experimental stations between 480 and 920 megacycles for two reasons:

1. To make possible a truly nation-wide and competitive television system.
2. To develop color pictures and superior monochrome pictures through the use of wider channels.

Neither of these objectives is possible with the limited number (13) of narrow channels (6 mc.) television occupies today. Both, incidentally, were originally set forth on April 27, 1944, when the Columbia Broadcasting System first proposed moving television into ultra-high frequencies and wide bands of transmission.

Although there had been some talk that the hearing on the new television proposals set for Thursday, October 4th, might be postponed, it was said at the Commission today (Wednesday) that the original date still held.

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WITH A NEW ZENITH YOU CAN CUT OUT THE PLUG-UGLIES

In revealing post-war developments in the foot control of automobile radios, a safety device that permits the driver to keep his hands on the wheel and his eyes on the road while tuning in different stations, and adjusting volume, the Zenith Radio Corporation states that another new development in the foot control is a silencing button for use in emergencies or when undesired sections of the program occur. When stepped on by the driver, this ingenious device silences the radio for a period of one minute, and then automatically turns it on again so he doesn't miss the balance of the program.

Zenith reports an estimated consolidated operating profit for the first quarter ended July 31, 1945, of \$993,336, after depreciation, excise taxes and reserves, including reserves for voluntary price reduction and renegotiation on war contracts, but before provision for Federal income and excess profits taxes. Federal income and excess profits taxes on this profit are estimated at \$456,975 net.

"Immediately following VJ Day the company's war production contracts were almost entirely cancelled", Commander E. F. McDonald, Jr., President of the Company says. "This enabled the company's production engineers to begin the installation of a new modern manufacturing technique which will permit the company to turn out twice as many radio sets as before the war. This new manufacturing technique required the construction of an additional building which is now in the process of construction and will be completed approximately November 1st adjoining the company's present plants.

"On October 15th and 16th the company will show its new postwar models to its distributors. This showing will be followed by regional showings in 76 large cities where the new models will be displayed to the company's 20,000 dealers. The models to be shown will include radio receivers of advanced design, a new line of combination phonograph and radio models, newly designed portable models and new frequency modulation receivers engineered to operate on the recently changed wave lengths."

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STAMFORD CASE TO AGAIN RAISE NEWSPAPER STATIONS' ISSUE

The hearing on the sale of Station WSRR of Stamford, Conn., to the Stamford Advocate, set for October 4th, but which has just been postponed to October 9th, will once more bring up the question of newspaper ownership of broadcasting stations.

WSRR at Stamford, of which Stanley R. Rintoul is chief owner, is the only broadcasting station in Stamford and the Advocate is the only newspaper.

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## SECRET RADAR PROXIMITY FUSE HAILED

Receiving a tremendous amount of publicity the secret radar proximity fuse has been hailed by Acting Navy Secretary Hensel as ranking next to the atomic bomb as the most revolutionary development in the field of military science.

As officially described, the "proximity fuse" is radar in miniature - an extremely rugged five-tube radio sending and receiving set occupying a space no larger than a pint milk bottle. Placed in an artillery shell, it transmits "impulses" at the speed of light and when these "impulses" are reflected back at the same speed by the objective toward which the shell is moving, the explosive force is automatically set off within seventy feet of that objective.

This makes for a degree of accuracy never before achieved. It is what explains why our Navy anti-aircraft gunners were able to shoot down so many Japanese planes; it explains why the V-1 "buzz bomb" offensive against London was finally smashed; and it explains why the Nazis were terrified and completely baffled during the Ardennes break-through last December, when the fuse was used for the first time on land. Its significance is that it can set off a bomb above ground directly over the target, thus greatly increasing the destructive blast effect, which might otherwise be largely absorbed by the earth or some heavy structure receiving a direct hit.

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## LUGS BASS DRUM UP 25 STORIES IN N.Y. ELEVATOR STRIKE

Pity the poor bass drummer at WOR during the New York elevator strike who climbed 25 flights of stairs with his instrument only to get there and discover that his show was going to be done from the Guild Theatre!

WOR and MBS, with offices on the 23rd, 24th and 25th floors at 1440 Broadway, was one of the first buildings affected by the walkout. Programs, however, were quickly switched to the Guild and Longacre theatres.

The strike was called at 8:30 but WOR-MBS made arrangements to have food delivered to employees who were marooned and expected delivery some time between 12:30 and 1 P.M. J. R. Poppele, WOR's Chief Engineer, issued ration stamps to make sure that each employee got the one sandwich and one cup of coffee that had been ordered for him.

On the 85th floor of the Empire State Building, two engineers of the National Broadcasting Company had announced that they were prepared for a three-day siege in their television office. One of them, Joseph J. Lombardi, 45 years old, of Baldwin, Long Island, departed when he heard that his son Frank had returned from overseas.

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RADIO MAY BE BEAMED TO YOU EXCLUSIVELY ALL OVER THE HOUSE

"The radio in the living-room of the average Washington home within the next five years may well contain facilities for receiving FM, television, and facsimile, together with a tiny home recorder and record-playing device", declared Maurice B. Mitchell, WTOP Promotion and Publicity Director at a meeting of the Washington, D. C. Optimist Club on Tuesday.

"It will soon be possible", Mr. Mitchell said, "to sit in your easy chair in any part of the room in which you have a radio and have the particular broadcast you are listening to beamed across the room in such a manner that nobody but yourself can hear it."

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SENATE CONFIRMS LUTHER L. HILL AS BRIG. GEN. U.S.A.

Following his nomination for that high rank by President Truman, the Senate on Tuesday confirmed Col. Luther L. Hill, Deputy Director of the War Department Bureau of Public Relations as Brigadier General.

A graduate of West Point, General Hill was on inactive status between 1923 and 1942. In 1936 he became Vice-President and General Manager of the Iowa Broadcasting Co. (now Cowles Broadcasting Co.). He is now on leave from the post of Executive Vice-President of that company.

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CARL HOLLATZ JOINS RAYTHEON

Carl J. Hollatz, former Manager of Ken-Rad Division of General Electric Company, has joined Raytheon Manufacturing Company in an executive capacity. He was born in Madison, Wisconsin, and attended the University of Wisconsin. He became associated with Westinghouse Manufacturing Company in 1918 and worked in the Incandescent Lamp Division.

In 1929 Mr. Hollatz started the Indianapolis radio tube plant of Westinghouse and remained in that plant until it was taken over by the Radio Corporation of America, when he joined the organization of RCA, continuing on until 1932. At this time Mr. Hollatz became associated with Ken-Rad Tube and Lamp Corp. of Owensboro, Kentucky as Executive Vice-President. He held this position until Ken-Rad sold its tube activity to General Electric in January, 1945, when he was appointed Manager of the Ken-Rad Division of General Electric.

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BBC IS PROUD OF GEN. IKE'S TRIBUTE

Christopher Cross, Public Relations Manager of the British Broadcasting Corporation in New York, in sending out a photograph of the citation of General Eisenhower, Supreme Commander of the Allied Expeditionary Forces, writes:

"We, of the British Broadcasting Corporation, are proud of the tribute paid to us by General Eisenhower. It is a great satisfaction to know that our efforts to be of service to the Allied Forces in Europe were successful."

The citation, the original of which occupies a place of honor at BBC's Broadcasting House in London, reads:

The Supreme Commander  
Allied Expeditionary Force  
Gratefully Acknowledges  
The Services Rendered By  
The British Broadcasting Corporation  
in providing a most excellent radio  
service of news and entertainment  
The Allied Expeditionary Force Programme  
for the Members of the Allied  
Expeditionary Force during the  
Continental Operations for the  
Liberation of Northwest Europe  
1944-1945

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LA GUARDIA SWEARS IN NEW POLICE COMMISSIONER VIA RADIO

Maybe to show how good a showman he is on the air, and possibly to cinch that fat radio contract supposed to be waiting for him at the end of his term, Mayor LaGuardia turned the swearing in of his new Police Commissioner Arthur W. Wallender into a dramatic performance as a part of the Mayor's regular broadcast over the Municipal Station WNYC last Sunday afternoon. Carrying out the radio motif, he had former Police Commissioner Valentine, who only a week ago resigned to become m.c. of "Gangbusters", pin the gold shield on the new Commissioner.

Fiorella even got in a nifty for Valentine's sponsor, the L. E. Waterman Pen Company, by saying:

"I just offered my pen, the property of the City, to Commissioner Wallender, to sign the oath of office, but Lew Valentine jumped up and said: 'Here take my Waterman.'"

Mr. Valentine laughed heartily and said: "Thanks for the plug, Mr. Mayor."

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NAT'L RADIO WEEK, NOV. 4-10, TO CLIMAX 25TH YEAR CELEBRATION

Spearheaded by full cooperation from each of the four major networks, National Radio Week, November 4-10, will climax the observance of Radio's Twenty-Fifth Anniversary for the year 1945.

Meeting in New York City last week, officials of the American Broadcasting Company, Columbia Broadcasting System, Mutual Broadcasting System and National Broadcasting Company outlined programming and promotion plans to celebrate twenty-five years of American radio. Officials of the new Associated Broadcasting Company, unable to be present due to their own network management meeting, asked to be acquainted with the plans so that Associated may participate.

Network representatives at the New York meeting were:

- from the American Broadcasting Company - H. B. Summers, Adrian Samish and Norman J. Ostby;
- from Columbia Broadcasting System - George Crandall, Douglas Coulter, Paul Hollister and William C. Gittinger;
- from Mutual Broadcasting System - Robert Swezey, Phillips Carlin, Edgar James, Francis Zuzulo and Robert A. Schmid;
- from the National Broadcasting Company - William S. Hedges, C. L. Menser, Easton Woolley, James Nelson and Syd Eiges.

The dates, November 4-10, for National Radio Week, were selected by the Public Relations Committee of the National Association of Broadcasters in collaboration with the Committee on Network Participation in Radio's Twenty-Fifth Anniversary, composed of Mark Woods, ABC; Dr. Frank Stanton, CBS; Robert Swezey, MBS and Frank Mullen, NBC.

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SENATE O.K.'S THREE NEW DISTRICT COURT OF APPEALS JUDGES

The Senate on Tuesday confirmed the appointments of three Associate Justices of the District Court of Appeals, the higher court which passes on Federal Communications Commission decision. They were former Senator Bennett Champ Clark, of Missouri; E. Barrett Prettyman, a Washington lawyer, and Wilbur K. Miller, of Kentucky, who succeeds Justin Miller, new President of the National Association of Broadcasters.

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Keenan Wynn, playing the part of a phoney professor explaining television on the Charley McCarthy hour said; "Television is so complicated it takes two men to understand it."

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::: SCISSORS AND PASTE :::  
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Sky-Top Television Chain Sought For Pacific Coast  
(Albert D. Hughes, Radio Editor, "Christian Science Monitor")

Measured in its significance to the world of communication, the nation-wide radio relay system on microwaves planned by the Raytheon Company of Waltham, Mass., New York, and Chicago, is as fundamental as the invention of the telegraph itself.

In other words, the radio relaying network proposed by Raytheon intends to perform the same sort of common carrier role over radio frequencies as do the telegraph and the telephone over the wires. Hence, approval of Raytheon's plans by the Federal Communications Commission would provide the company with a service stature equivalent to those corporate giants of communication, the Western Union Telegraph Company and the American Telephone & Telegraph Company.

On March 16, Raytheon amended its original application for a nation-wide radio relay network to include a petition for a new Pacific Coast "sky-top" television relay chain and microwave relay system - so-called because it proposed to leap between the highest mountain peaks of the Rockies, Sierra Nevadas, and Cascades by means of relay stations erected on their summits.

As a case in point, the proposed network from Seattle, Wash., to Los Angeles, Calif., for instance, would go by way of suitable radio relays near Seattle to the nearby summit of Mt. Adams in Washington. From this point the radio traffic would be received, amplified and relayed to Mt. Shasta, Calif., to Mt. Tamalpais, near San Francisco, to San Geronimo Mt., near Los Angeles, and thence by relay to the city itself.

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Liquidation of FCC Intelligence and Foreign Services  
(Jerry Klutz in "Washington Post")

Lay-offs will have to be made by the Federal Communications Commission in its radio intelligence and foreign broadcast services. The House Appropriations Committee recommended a cut in its money for these activities from \$2,430,000 to \$1,500,000, which the Committee said "should permit a gradual tapering off and yet finance all liquidation costs." Chairman Paul Porter suggested to the Committee that the Radio Intelligence Division be merged with its field division and be carried on as a permanent part of the Federal Communications Commission. But the Committee says liquidate. Chairman Cannon explains that the RID is not specifically provided by law and FCC must get its act amended to provide it before funds can be voted. Instead of monitoring foreign broadcasts, the Committee suggests the use instead of dispatches from foreign correspondents and State Department reports.

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With Restraint  
("Editor & Publisher")

Confident that television has a bright future ahead of it, Edgar Kobak, President of Mutual Broadcasting System, nevertheless cautions overenthusiastic optimists to lower their sights.

In an article in the September issue of Sign, National Catholic magazine, Mr. Kobak warns: "Don't look for such rapid developments in television inside of five or ten years. It will take longer than that, since television must attain three major goals - stations, receiving sets, and programs."

Television has suffered from too optimistic publicity, he said, and "false public hopes have been built up".

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More Quietly, Please  
(Jack Gould in "New York Times")

The private individual who likes it but loud can employ a variety of techniques to insure a major disturbance to the community calm. cursory research might classify the types in this order:

(1) Open-Window Menace: This offender perches his little superheterodyne on the sill, there to let the speaker's cacophonous outpourings bounce up and down in apartment courtyards or across suburban fields. And his is the only set for miles around that never dies for lack of a new tube or a condenser.

(2) Boogie-Woogie Beater: In this case the offender is usually in the apartment overhead.

(3) Busy Bee: The listener who is too preoccupied to listen is ever with us. The trick is to turn on the radio in the most remote corner in the house and then proceed to other duties in rooms far distant. The radio may be in the kitchen, for instance, but the housewife dusting upstairs misses nary an emotion in Young Dr. Malone.

(4) Oh, Boy, Oh, Boy Department: There's one of these at every party after midnight. Up goes the volume after every round.

(5) Up-and-at-'em: Before bath, shave or first cup of coffee, aver this gentry, there must be a dash of the Dorsey, trombone or the Sinatra swoon, preferably on a Sunday morning.

(6) Mad About the Dial: The defendant in this case cannot decide what program he wants to hear. He tries 'em all.

(7) Rumble-Seat Cowboy: Lacking gas coupons, junior parks his snappy roadster in the heart of the residential section and plays the big shot to the accompaniment of the Milkman's Matinee.

(8) Super-Market: Every member of the family has his own set. Father is devoted to the American Album of Familiar Music, mother to Gabriel Heatter and daughter to WNEW. Only the Messrs. Hooper and Crossley are known to approve.

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::: TRADE NOTES :::  
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The FCC clear channel hearing is now set for Thursday, October 23rd.

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Those who have attended radio hearings in the Senate and have seen him in action, will know how the sparks are bound to fly if Senator Burton K. Wheeler adheres to his plan to sit on the sessions of the Congressional Committee investigating Pearl Harbor. Senator Wheeler says he has a number of questions to ask.

"If these questions are not asked by members of the Committee, I shall, through exercise of senatorial courtesy, put them myself", he said. "The truth was the first casualty at Pearl Harbor and it is now time that truth be given first aid."

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Prencinradio, Inc. is among the 20 Government corporations which a bill introduced by Representative Rees (R), of Kansas, would abolish by July 1st.

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The National City Bank of New York has been appointed transfer agent for 500,000 shares of common stock of \$1 par value and 50,000 common stock purchase warrants of Hamilton Radio Corp.

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The radio industry, marshalling 550,000 workers in 1600 factories, produced over \$7-1/2 billion of military radio-radar and communications equipment since 1941, according to official WPB records. This stupendous war production, in four years, Bond Geddes, Executive Vice-President of the Radio Manufacturers' Association, said, was several billions more than all previous civilian radio produced in the U.S. since the commercial birth of radio in 1922.

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The new Attorney General Tom Clark, making his first public appearance at the National Press Club in Washington last week, reminded one listener very much of Capt. Harry C. Butcher, U.S.N.R., aide to General Eisenhower. This despite the fact the men do not look at all alike.

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Among the articles in the International Review for August published by the I. T. & T. are "Chile, Land of Infinite Variety", "Deep Sea Trouble Shooters - the Saga of a Submarine Cable Repair Job" and "The Story of the International Standard Electric-I.T.& T.'s manufacturing and Sales Organization which Covers the World."

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A plan was approved by General MacArthur in Japan to manufacture and encourage the sale of all-wave radios, which will permit the people to hear foreign broadcasts. During the war the purchase and use of all-wave radios was prohibited.

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President Truman Tuesday signed legislation returning the Nation to Standard Time, effective at 2 A.M. Sunday, Sept. 30. On that day clocks must be turned back one hour to end daylight saving or war time.

With the end of hostilities, most radar projects have tapered off, but the program of installing ship search radar equipment on merchant type and troop transports has been expanded to insure a safe and speedier return of servicemen from overseas.

Raytheon Manufacturing Co. has announced that its models SO-1 and SO-8 radar systems are being installed in all new troop transports as well as those not previously equipped with Raytheon's ship search radar.

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Direct cable service between the United States and Holland was re-established yesterday by The Commercial Cable Company. Announcement of the resumption of service was made by Warren Lee Pierson, President of American Cable & Radio Corporation with which Commercial Cables is associated. Communications with Holland terminated in May, 1940, when the country was invaded.

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Aviation Corp. stockholders will vote October 18 on issuance of 500,000 new preferred shares and an increase in authorized capital stock to 10,000,000 shares.

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Dr. O. H. Caldwell, editor and electrical engineer, will talk on the topic "Home Receiving Sets" during the intermission period of the Columbia Broadcasting Symphony, Sunday, Sept. 30 (WABC-CBS, 3:00-4:30 PM, EST),

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"Radio's Daytime Serial", a digest of a talk given by Frances Farmer Wilder, CBS Consultant in Daytime Programs, to educational and civic groups, has been printed in pamphlet form. Says CBS:

"The daytime serial program as a type is one of the most popular and interesting products of modern radio. To a searching study of the listening-habits, ingredients, and effects of these programs CBS devoted the best part of two years. We hoped that out of such an analysis might emerge reliable guidance toward making them even more interesting to the listener, and thus more effective to their manifold sponsors. The results of this study are set forth in plain language and picture in this talk. The guidance, we believe, is present, apparent, and constructive.

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Arrangements have been completed with DuMont television station WABD for the resumption of American Broadcasting Company programs with two half-hour programs a week for 13 weeks beginning October 2nd. Broadcasts will be on Tuesday and Thursday evenings.

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WOL, Cowles' Washington outlet, officially launched the 1945 Community War Fund Drive on Friday, September 21, with a special presentation featuring Walter Houston, noted actor, and the official Army Air Forces Band.

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Key to all television operation, according to Westinghouse engineers, is persistence of vision - the common optical characteristic which enables the eye to retain what has been seen for a fraction of a second after the image has been removed.

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