

HEINL RADIO BUSINESS LETTER

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FRANK E. ...

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September 4, 1946

SEN. JOHNSON FOR PRES. WOULD GET COMMENTATORS' BRONX CHEER

Radio news commentators will no doubt heartily give a Bronx cheer to the suggestion of Senator Clyde M. Reed, of Kansas, a Republican, that Senator Edwin C. Johnson, of Colorado, a Democrat, be the Democratic nominee to run against President Truman for the next presidential nomination. The reason for this is that Mr. Johnson is the Senator who has advocated the licensing of radio commentators with commercial sponsors and a bill he introduced required that they not only be licensed but would have to obey a "code of ethics" laid down by Congress.

Whether Senator Reed had his tongue in his cheek when he singled out Senator Johnson as the Truman opponent is not known as, referring to Johnson's declaration that he would retire from the Senate at the conclusion of his term two years hence, Senator Reed said:

"Johnson would make a stronger President if elected than Truman. I don't think any candidate the Democrats nominate in 1948 could be elected but if Johnson is going to quit as announced, he could thus go out in a blaze of glory."

Whereupon Senator Reed proceeded to name six Republicans any one of which he said could beat Truman.

Regardless of how seriously the Kansan's suggestion may be taken, it turns the spotlight on Mr. Johnson and suggests that possibly the latter may have presidential ambitions which may have something to do with his retiring from the Senate.

Even if the presidential suggestion is only a senatorial pleasantry, the commentators and the broadcasters may still have Senator Johnson to reckon with for a couple of years before he retires because it looks as if he may succeed Senator Burton K. Wheeler, Democrat, recently beaten for renomination in the Montana primaries, as Chairman of the Senate Interstate Commerce Committee, which handles all radio matters in the upper body. As was the case with Senator Wheeler, Mr. Johnson would be the czar of radio in the Senate. Not running for re-election, and particularly if he had the presidential bill, Senator Johnson could make it warm for his old friends the news commentators and the broadcasting industry generally.

Senator Johnson was loudly heard from on his pet subject of muzzling the news broadcasters as far back as June 1944, when he

advanced his plan to take the place of a side-tracked proposal by Senator Wheeler to prohibit news broadcasts by advertisers.

"I see no reason for banning commercial broadcasts of news commentators just because some members of the Committee don't like Walter Winchell and Drew Pearson.

"I'd like to see a bill perfected and enacted. We are badly in need of legislation on the subject of radio", Senator Johnson said at that time.

He said that he was opposed to the provisions of a bill that networks must carry news commentators as a public service.

Senator Johnson believed that Senator Wheeler's aim of preventing what he called "smearing" of Congressmen and others could be accomplished by an amendment which he (Mr. Johnson) later introduced. It provided that:

"1. Sponsored commentators had to get licenses from the Federal Communications Commission and be subject to a 'code of ethics' written into the law.

"2. The Commission could revoke the licenses of those who break the code by 'departing from the path of decency and fair play in attacks upon those who do not have equal opportunity to answer.'"

This, of course, aroused the commentators. Claude A. Mahoney, then on WMAL Blue Network in Washington, now with WTOP-CBS outlet, said at that time:

"It always seems queer to me that anybody in Congress with immunity - you can say anything you want to in Congress and not get sued - why anybody should complain about the folks outside who are subject to the laws of libel.

"I have this suggestion; instead of throttling all news commentators, why not get to work and tighten the laws that are on the books. Make them so tight that if in this studio I call anybody a heel, he could sue me and I would have to prove he is a heel, or get stuck for a stiff penalty for slander. Somehow or another, whenever members of Congress begin to monkey with this thing, I think of the old story of the goose that laid the golden egg."

Senator Johnson's amendment to license commentators did not pass, however.

If the Senator succeeds Senator Wheeler as Chairman of the Interstate Commerce Committee, it will not be until the new Congress convenes next January.

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RADIO SET SHIPMENTS RUNNING 21 PERCENT ABOVE PREWAR

July radio shipments are estimated by John D. Small, U. S. Administrator of Civilian Production, at 1.33 million sets, a decline of 3 percent from June shipments of 1.38 million, but 21 percent above the average monthly rate of shipments in 1940-41 of 1.1 million sets. Of the total number shipped 82 percent were table models, 8 percent were consoles, and 10 percent were automobile radios.

Shipments of table models were 59 percent above the average monthly rate of shipments in 1940-41, consoles were 28 percent below, and automobile radios were 42 percent below the prewar level. Maximum production continues to be retarded by shortages of parts, particularly tubes, gang condensers and wood cabinets.

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PHARMACISTS OBJECT TO "RAUCOUS" RADIO COMMERCIALS

Following a similar complaint registered last week in Washington by Dr. Thomas Parran, Surgeon General of the Public Health Service, the American Pharmaceutical Association convention at Pittsburgh objected to the radio advertising statements of a "raucous minority in a proprietary manufacturing field" as "not in the best interest of public health or professional interests of pharmacists."

The action, taken in a resolution at the closing session of the convention, suggested that radio networks set up a joint committee with a national organization of household remedy manufacturers "for self-regulation of advertising statements."

Higher standards in advertising were urged to protect the manufacturer who promotes his products reputably.

The resolution said that the accused minority's advertising had become "the butt of jokes by alleged comedians" and had gone "beyond the bounds of good taste and proper promotion of medicinal products."

Dr. Parran had expressed "deep concern over some of the (radio) advertising techniques.

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Plans for establishment of modern broadcasting studios for the Express Publishing Company, at San Antonio, Texas, were disclosed with announcement that a final construction permit had been granted the company for an FM station.

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BRITISH OFFICIAL PHONES TO ENGLAND FROM WASHINGTON TAXI

W. A. Burke, Assistant Postmaster General of Great Britain, made trans-Atlantic radio-telephone history last week by talking to London while riding in a taxicab through the streets of Washington, D. C. So far as is known, this was the first overseas radio telephone call from a moving automobile here.

A spokesman for the Chesapeake & Potomac Telephone Co., which made the test, said the future may see general installation of mobile radio-telephones in the National Capital in cooperation with the American Telephone and Telegraph Company. The utility now has a petition for a license pending before the Federal Communications Commission.

On the order of the walkie-talkie, the mobile device would permit a wife to call her husband as he was riding to work; a man on an automobile trek to call his office; a driver stuck on a lonely road with a flat tire to phone a filling station.

Participating in the trans-Atlantic experiment, conducted in a telephone company car traveling south on 14th Street besides Mr. Burke was A. J. Gill, Deputy Engineer-in-Chief of the British Post Office, Charles R. Denny, Jr., Acting Chairman of the Federal Communications Commission on hand to view the experiment.

Mr. Burke chatted with both his wife and son in their suburban home near Manchester, London, and expressed satisfaction over clarity of the transmission. Mr. Gill, in his trans-oceanic conversation, learned that his young grandson's first tooth had appeared.

To date, a C. & P. official said, only St. Louis has been granted permission to install mobile radiotelephones for general use.

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U.S. RADIO MAKERS AGREE TO TAKE 50,000 GERMAN CABINETS

Two radio manufacturers - R. C. A. and Philco - already have expressed interest in buying some 50,000 radio cabinets from German factories, and the United States camera industry wants to buy cameras, Brig. Gen. William H. Draper, Jr., head of the Economic Division of the U. S. Military Government in Germany, said in an interview in Washington on Tuesday.

General Draper said that American taxpayers are footing the bill to feed Germans in the American zone and that only by exporting goods can Germany get the money to pay for its food.

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DURR AND REINSCH GIVE BAPTISTS SOME BROADCASTING POINTERS

Those who attended the radio conference of the Southern Baptist Convention at Ridgecrest, N. C. last week, received valuable suggestions regarding religious broadcasting from two experts. The speakers were Federal Communications Commissioner C. J. Durr and J. Leonard Reinsch, radio advisor to President Truman.

Said Commissioner Durr:

"Broadcasting is not strictly a private affair. Broadcasters are required to serve the public interest, and you religious leaders represent a large segment of this public. When, therefore, you want time for the broadcasting of religious programs, you need not approach the broadcasting station as a suppliant, with hat in hand.

"But you should always be conscious of the fact that your right to broadcast time carries with it commensurate obligations. You have an obligation to the public that your programs will always be as helpful as you can make them. You owe an obligation to the broadcaster to be prompt in keeping all your appointments for broadcast time. You owe it both to the broadcaster and the public to study radio techniques, to prepare your sermons, talks, and other programs carefully, and to rehearse them to the extent necessary to assure that they will be well timed and effectively and interestingly presented.

"If radio is to be used to its greatest effectiveness as a medium of religion, it seems to me that it is of vital importance that religious broadcasting not become a matter of narrow denominational or sectarian presentation. There are fundamental religious faiths and principles upon which it seems to me that most, if not all, sincere religious groups of this country should be able to unite. The emphasis, therefore, should be put upon unifying the forces of religion rather than upon the doctrinal differences between particular religious groups. But do not misunderstand me. I certainly do not mean that religious programs should avoid controversy at all costs. There is nothing more controversial than the basic teachings of Christianity if applied to present-day life and problems, and never was it more important that these basic principles be preached with boldness.

"Radio, like atomic power, can be used for destructive or beneficent purposes. It may be used to confuse and divide the people and warp their emotions, or it may be used to inform and inspire. It is the common responsibility of all American citizens to see to it that this public medium in which we all have a common stake is used for the latter purpose."

Mr. Reinsch said that the major religious appeal in radio has been to the church-going adult who least needs help. He stated that one of the solutions to the juvenile delinquency problem could be radio programs with a religious theme, that attract and hold the attention of teen-agers.

He suggested that the appeal of the present religious programs should be broadened to reach the unchurched. Church attendance, he said, can be increased with the proper use of radio just as attendance at athletic events has increased by radio.

Urging religious leaders to use radio more effectively, Mr. Reinsch advised a study of surveys, successful religious broadcasts, leading commercial programs, audience trends and the effects of competition.

Also discussed was the scientific future of radio, including television and facsimile. Wisely used, Mr. Reinsch concluded, these technical advancements in radio may develop a new era in religious tolerance and understanding.

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AMERICAN BROADCASTS FOR JAPS AT POINT OF GUN; RELEASED

The Justice Department in Washington has ordered the release of Robert Donald Chisholm, former Baltimore newspaperman, who has been held in China for nine months in connection with radio broadcasts allegedly made by him during the Japanese occupation.

A Justice Department spokesman refused to elaborate on the release order. It was at the request of the Department that Mr. Chisholm was seized by the Army in October, 1945.

A petition for habeas corpus was filed in District Court in Washington last Tuesday by Attorney Edward B. Williams, who sought Mr. Chisholm's freedom on the basis of the fact no charges had been placed against him.

Mr. Chisholm is a native of Baltimore who received his schooling in Washington, according to the attorney. Mr. Williams said he had been engaged by the newsman's mother, who resides in Baltimore.

The attorney said his client had been forced to make his broadcasts over a Shanghai radio station at the point of a gun. Before the Japanese occupation Mr. Chisholm wrote a gossip column for the Shanghai Express.

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FM MAST ADDS 50 FEET TO CHICAGO TRIBUNE TOWER

A 50-foot short wave antenna, designed to increase the power of WGNB, Chicago Tribune FM station, two and one-half times, was raised to the top of Tribune Tower recently. The antenna tower was lifted by cable from a parking lot west of Michigan Avenue to the observation deck of the building, east of Michigan Avenue.

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NEW CANADIAN I.T. & T. RADIO AFFILIATE BUYS MONTREAL PLANT

Expansion of the manufacturing facilities of the International Telephone and Telegraph Corporation into the Canadian field was disclosed last week with the announcement by the Federal Telephone and Radio Corporation, I. T. & T.'s domestic manufacturing affiliate, that its newly organized Canadian subsidiary, the Federal Electric Manufacturing Company, Ltd., has acquired a modern manufacturing plant in the Montreal area for the production of telephone, radio and other electrical equipment.

The new plant, E. N. Wendell, Vice President in charge of Federal Telephone and Radio said, has been purchased from the Canadian War Assets Corporation. The building, of modern type industrial structure, is located on St. Lawrence Boulevard in the St. Laurent Parish of Montreal and contains approximately 90,000 square feet of floor space. An additional 8 acres of land adjoining the factory have been acquired to permit for future plant expansion.

Situated about five miles from the center of Montreal, the Federal Electric factory will commence operations by employing approximately 200 Canadians. In addition to its manufacturing facilities, the new plant will house the administrative and general office headquarters of the Federal Electric Company. Temporary offices of Federal Electric, now located at 6202 Somerled Avenue, Montreal, will be moved immediately to the new building at 9600 St. Lawrence Boulevard. R. E. DeLay has been named Manager of the new plant.

The availability of excellent transportation and other public utility facilities largely influenced the selection of the site by Federal Electric officials. The plant has a railway siding connection with the Canadian Pacific Railway, and nearby bus and trolley stations make the location readily accessible for employees.

The International Telephone and Telegraph Corporation, through its world-wide communications and manufacturing operations, is one of the largest producers of communications equipment outside the United States. The I. T. & T.'s manufacturing and sales affiliate, the International Standard Electric Corporation, has 27 affiliated manufacturing companies in Great Britain, Continental Europe, Latin America, Australia and New Zealand, and China with sales and service branches in most other countries of the world. The organization is equipped to sell and distribute telecommunication, electronic and electrical equipment in 75 countries. Available to the Canadian plant will be the research, development and engineering resources of I. T. & T. and Federal Telephone and Radio Corporation in the United States and elsewhere throughout the world.

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MISUSE OF TITLE "WE THE PEOPLE" CHARGED BY FTC

Under the terms of a cease and desist order issued by the Federal Trade Commission, The Paebar Co., Inc., and Alan F. Pater, both of 1819 Broadway, New York, must discontinue using the term "Who's Who" in connection with their book-publishing business and must also make clear that they are not associated with the radio program known as "We, the People".

Pater, who is the principal stockholder of the respondent corporation and exercises personal control over its business, trades also as Who's Who Publishing Co., The Paebar Co., Literary Publications, Columbia Book Publishing Co. and Judicial Publishing Co.

With respect to the use of "We, the People" as the title of a so-called public opinion yearbook, the Commission held that although the use of the term "is calculated to appropriate to it some of the good will established by the radio program of the same name, the activities of the respondents are so far removed from that of the radio program that any deception resulting from the use of such name can be satisfactorily removed by clearly and conspicuously qualifying such title \* \* \*."

To induce the purchase of "We, the People", the Commission found, the respondents falsely represent that the letters chosen for publication are selected by "the Editorial Board of 'We, the People'"; that the regular price of the volume is \$5.00 but the special price to contributors is \$3.00; that the inclusion of the purchaser's article is a certainty; that the book is of general interest and has many thousands of readers; and that the date of publication is so imminent that prompt reservations must be made for a copy.

Actually, according to the Commission's findings, there is no "real selection" by an editorial board, and \$3.00, not \$5.00, is the usual price of the book, "whose market is almost exclusively limited to such unknown and unrecognized writers as are willing to pay the price of the volume to see their names and works in print."

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TAXI 2-WAY RADIO SAVES MUCH TIME SOUNDING FIRE-ALARM

Probably used for the first time in such an emergency, an operator of one of the recently equipped two-way radios in Washington, D. C. taxicabs, used it to turn in a fire alarm thus revealing new and heretofore unthought field of service for such equipment.

Robert Scargill, Jr., seeing the auto-scooter of an ice cream peddler on fire, the cabbie dispatched the alarm to Radio Dispatcher Delbert Ping, of the Yellow Cab Co., who relayed it to the Fire Control Board. Within five minutes an engine company was at the scene and quickly extinguished the blaze.

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5 POWER MOSCOW COMMUNICATIONS CONFAB AGENDA SET FORTH

Paving the way further for the five-power telecommunications conference (U.S., Soviet, United Kingdom, France and China) to be held in Moscow September 28th, the State Department has released the agenda of the conference as follows:

I. Time, place for the calling of the World Telecommunications Conference.

II. Questions of the provisional registration of frequencies, until the entry into effect of a new convention and regulations. The question of a provisional bureau for the distribution of radio frequencies for civilian purposes.

III. Consideration of the fundamental problems of the revision of the telecommunications convention and regulations (chiefly the general radio communication regulations).

1. The strengthening of the organization of the International Telecommunications Union - the creation of an Administrative Council of the administrative body for the registration of frequencies and of other administrative bodies and committees;

a. The seat of the Administrative Council, administrative bodies, committees and the secretariat.

b. Procedure for the registration of frequencies.

c. Relations between international agreements on communications, aviation and commercial navigation.

d. The establishment of relations with the United Nations Organization.

2. The distribution of frequencies.

3. The strengthening of the control regulations touching upon the distribution of frequencies by means of an improvement in the tolerances on frequency stability, etc.

4. The possibility of speedy entry into operation of an administration for the registration of frequencies, tables of the distribution of frequencies and such other regulations which may be desired.

IV. Preparation for special meetings in addition to the World Telecommunications Conference.

1. A special committee for the preparation of a new official international list of frequencies.

2. A special conference on short-wave radio broadcasting.

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TV DEMONSTRATION ATTRACTS BIG CROWD IN PITTSBURGH

Results of intra-store television shows at Kaufmann's Dept. Store in Pittsburgh, Pa., reveal that 77% of the viewers thought television might be an aid in their shopping, the Television Broadcasters' Association reports.

Audience for the 12-day period totaled close to 60,000. Nearly 50 percent of those attending said they were attracted to the store by the television demonstration.

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CONGRESSIONAL INVESTIGATORS WHITEWASH SURPLUS RADIO SALE

Saying that testimony showed that Army attempted to sell a large portion of the four cars of surplus electronics material to radio dealers and had failed, the House Committee investigating the alleged sale of \$1,000,000 worth of electronics to a Georgia junk dealer for \$600 reported "no serious error" by the Army.

The hearings brought out that "at least upon one occasion", a bull-dozer was driven over the material. Looking into this angle, the Committee was told that this was done "through an error of an employee".

The Committee, headed by Representative Roger C. Slaughter (D), of Missouri, whose defeat for renomination was brought about by President Truman, reached this conclusion:

"Based upon the testimony given at this hearing, and particularly in view of the screenings made of the material, the Committee does not believe the military authorities were seriously at fault in the exercise of judgment which led to the decision to sell the property as scrap."

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EIRE ENCOURAGES OWN RADIO INDUSTRY; ALSO IMPORTS FROM U.S.

Plans have been made for the manufacture of radio sets and parts in Eire. Also the Commerce Department advises that new import duties, which represent substantial increases, are aimed at protecting the development. The duties were desired to increase employment in the industry, although it is not intended that Irish manufactured sets will sell at higher prices than similar sets in other countries.

Publication of statistics showing imports by country of origin were discontinued at the beginning of the war and the last year for which detailed figures are available is 1938. During that year 25,837 radio receivers valued at \$503,787 were imported into Eire. Of this number 15,395 valued at \$303,923 came from Great Britain, 6,080 valued at \$112,988 from the Netherlands, and 3,235 valued at \$62,689 from the United States.

Imports of parts and accessories in 1938 came chiefly from Great Britain. In 1945 the total number imported was 2,394 valued at \$61,568, compared with 101 valued at \$4,159 in 1944. Imports of "other sorts, fully or substantially assembled" were valued at \$52,733 in 1945 compared with \$30,596 in 1944. Component parts and accessories to the value of \$216,496 were imported in 1945 compared with \$60,071 in 1944.

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DECCA VOTES 2-FOR-1 SPLITUP; RAISES DIVIDENDS

Directors of Decca Records, Inc., Tuesday doubled the quarterly dividend on the capital stock and voted to split the shares two for one.

The quarterly dividend of 60 cents a share against 30 cents previously paid quarterly, is payable September 30 to stock of record September 16th.

Decca stockholders will be asked to consider at a special meeting November 6 a proposal to split present capital stock two-for-one and to increase authorized shares from 500,000 to 1,500,000.

The company announced for the first six months a net profit of \$967,534, equal to \$2.49 a share, compared with \$450,284, or \$1.16 a share, in the like 1945 period.

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HIGH ALTITUDES PLAY HAVOC WITH RADIO SETS

A radio set with clear reception and long-range on the ground goes completely berserk when carried to high altitudes by B-29s.

This phenomenon was disclosed by tests of cosmic ray activity at various altitudes conducted by the Army Air Forces in conjunction with National Geographic Society scientists. These experiments have been held as part of the AAF Upper Air Research Program, and have provided much formerly unknown information of the effects of cosmic rays and other mysterious energy radiations on standard equipment and humans.

The AAF Boeing B-29 Superfortresses were specially modified to carry the maximum amount of instruments for both the AAF and for National Geographic in the initial studies of the cosmic rays from the northern extremes of this country as far south as Peru, South America. First reports of the tests have shown that radios, radar, and other electrical equipment are seriously affected by unknown radiations when kept at high altitudes for more than a few hours. Flight instruments, depending on electrical impulses, are inaccurate at high altitude due to garbling of the electrical impulses by cosmic ray activity.

It has been proved that complete remodification of standard equipment will be necessary for high altitude aircraft and guided missiles. The Army Air Forces is continuing its study of the upper air regions.

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CALLS RADIO OVERWHELMING SUCCESS SPEEDING UP BUS TRAFFIC

A \$10,000 two-way radio system installed recently by the Annapolis, Baltimore and Washington Transit Company, to help the company overcome unforeseen difficulties along its many routes, has already proved an "overwhelming success", General Manager B. C. May has said.

Providing direct communication with service trucks and cruisers occupied by roving inspectors, the system has been used to advantage in many ways since its installation. Its first "major test", however, was successfully passed when a B-25 bomber crashed and burned alongside the Mount Vernon Memorial Boulevard, near the National Airport in Washington.

Although the presence of fire apparatus at the scene of the crash created one of the worst traffic jams in the Boulevard's history, buses were rerouted away from the congested area in a matter of minutes through use of the radio system, and near-normal traffic was maintained through most of the four hours during which the highway was closed to through traffic.

In more routine respects, however, the radio system also has proved its worth. Through speedy contact provided with the roving inspectors, busses frequently are routed away from snarled points; "extra" busses have been intercepted and diverted to zones of "urgent need", and in many instances, service trucks have been sent to the aid of crippled busses with a minimum of delay and inconvenience to passengers.

In a less-routine instance, the radio system enabled company officials to return a lost pocketbook to a woman just seven minutes after she had reported the loss. An inspector, notified of the report by radio, intercepted the bus on which the woman had been a passenger, recovered her pocketbook, and returned it to the main office where the woman was waiting.

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REVISION OF PART I OF FCC RULES AND REGULATIONS RELEASED

The Federal Communications Commission has adopted for release today (September 5), a new Part 1 of the Rules and Regulations relating to Organization and Practice and Procedure. These rules are designed to meet the requirements of the Administrative Procedure Act. They become effective September 11, 1946. The present Part 1 of the Rules and Regulations of the Commission and Administrative Orders 2 and 3 of the Commission are repealed as of September 11, 1946.

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 : : : : SCISSORS AND PASTE : : : :  
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FM Receivers Carry Both Old And New Bands  
 (Larry Wolters, Radio Editor, "Chicago Tribune")

"An exceedingly compact table model, incorporating both the old 50 and the new 100 megacycle FM bands as well as the 550,1,600 kilocycle stretch for standard broadcasting stations, has been developed by the Zenith Radio Corporation.

"It is as small as many pre-war table sets tuning only standard stations. The tone is surprisingly good for the size. It employs a 'line take-off' - that is, the FM radio signals are picked up thru the electric power lines, eliminating the need for outside antenna. Thus, it can be moved around handily like any portable standard set. In pre-war days special antennas were required for FM sets to obtain good reception.

"This development is the result of an observation by E. F. McDonald, Jr., president of the company. While testing an FM set in a car one day, he noticed that when he passed under a viaduct with lots of steel overhead, the FM signals came in clear and strong, although the voice of a standard radio disappeared. He conjectured that the steel served as an antenna for FM and reasoned that perhaps electric conduits would work similarly. That proved to be the case."

Can't See Television Threatening The Movies  
 ("Motion Picture Daily")

Bringing television into the American home will not serve as a threat to the motion picture industry, in the opinion of William T. Powell, Manager of a Pittsfield, Mass., theatre, who addressed the Rotary Club of Less, Mass., recently.

"I believe theatres will still operate because of crowd psychology", he said. He predicted television theatres will bring many events to theatre goers.

Rochester (N.Y.) Station Goes In For Local Coverage  
 ("Editor and Publisher")

Recognizing a trend to greater interest in local news, Rochester's WHAM has organized a full-fledged news bureau which is organizing a staff of area correspondents, offering cash rewards for news tips, and otherwise conducting itself like a small newspaper editorial force.

The 50,000-watt, clear channel station, owned and operated by the Stromberg-Carlson Co., is now offering seven locally originated news and commentary programs. Fully 50% of the broadcast time on these programs is devoted to local and area news.

Supervisor of this news-gathering and dispensing extension is David E. Kessler, a Rochester newspaperman with 24 years of experience in newspaper and radio work.\*\*\*\*

It was during his 12 years' service with Hearst's Journal-American in Rochester that Kessler became sold on the news tip system which he launched shortly after the radio station news bureau opened in mid-July. WHAM now pays a minimum of \$2 to anyone who telephones in a tip on a news story which can be verified and used in a broadcast. Bonuses are offered for tips of exceptional value and a \$5 award is given weekly for the best tip of the week.

The station is moving slowly on its expansion to complete coverage of the vicinity with "space rate" reporters. Two area correspondents have been retained and more will be recruited in the future.

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Philco May Fight Music Publisher's \$50,000 Crosby Fee  
( "Variety" )

With the new Bing Crosby transcribed show for Philco pouring an additional \$50,000 a year into its coffers, the Music Publishers' Protective Assn. has progressed to a stage where it is reaping an annual take of \$500,000 from the new radio industry via transcribed programs. The coin is paid to the MPPA as a copyright fee, with commercial transcriptions nicked for 25 to 50 cents per number per performance. Income from the Crosby half-hour show is based on a 600-station hookup, as contemplated by Philco, on a 52-week basis, and in anticipation of three to five numbers per show.

Intake from the Crosby-Philco tieup, however, still falls short of the \$60,000 annual fee that goes into the MPPA coffers from the five-times-a-week Morton Downey transcribed show for Coca-Cola. That's based on a 260station hookup.

There's talk that Philco, which is pouring unprecedented coin into the Groaner's disk show (estimated at \$30,000 a week, with Philco and its dealers splitting the tab ), may question the legality of the MPPA levy and may try to crack it. One attorney-stockholder in Philco has been quoted as saying that he'll raise the roof at the next stockholders' meeting if Philco pays the fee without putting up a fight.

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Questions Broadcasting Heart-Broken Mother's Story  
( Jack Gould in "New York Times" )

By way of a final note on last Sunday, "We, the People" on CBS would seem open to criticism for its unseemly behavior. The featured participant, it will be recalled, was a young mother from Kansas City who had been forced to choose between saving her son or saving her husband when both were drowning at the same time. As the papers reported at the time, she chose to save her child.

On "We, the People", the mother gave her own account of the tragedy, breaking down before she could explain that she was sure her husband would have supported her course of action. The reasons prompting her decision to appear on the air before a national audience are none of this corner's concern, but it does seem unnecessary for one of the country's major oil concerns and a network of the highest repute to capitalize on personal sorrow.

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::: TRADE NOTES :::  
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Argentina has purchased for \$94,991,324 the complete system of the United Telephone Co. of Riverplate, American-owned subsidiary of International Telephone & Telegraph Company. This is said to be about half the value of the system.

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Because the Russians wouldn't let the United States in on the control of Radio Berlin, the American Military Government has set up its own broadcasting station.

This medium-wave station, scheduled to begin operation about September 1st, will have 1-kilowatt power against the 100 kilowatts of Radio Berlin. But its power is estimated sufficient to be heard throughout Greater Berlin and probably for a short distance into the Russian occupation zone.

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The Olympic Radio and Television, Inc. has bought a new plant in Long Island City which it is said will enable it to increase its output four times.

The company, of which Adolph J. Juviler is president, which was established in 1935 as the Hamilton Radio Corporation to produce radios for export, has since the war, when it produced ultra-high frequency electronic equipment, entered into the production of radios for the domestic market.

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A standard or uniform vacation week in the radio industry as proposed recently by radio manufacturing groups, will not be attempted this year. It may be partially adopted, however, in 1947 by some groups of parts manufacturers, the Radio Manufacturers' Association has said.

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There is speculation in the broadcasting industry that the Columbia Broadcasting System having changed the call letters of its New York City key station from WABC to WCBS, whether or not the American Broadcasting Company will not follow through by applying to the Federal Communications Commission for the discarded call letters WABC for its New York City Station WJZ.

Also as to the possibility of the National Broadcasting Company applying to change WEAJ to WNBC, and the Mutual Broadcasting Company to change WOR to WMBS.

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WJR, the Goodwill Station, Inc. - Six months: Net Profit, \$337,359, equal to \$1.30 a share, against \$211,607 or 81 cents a share last year.

-----  
Formation of a television committee to take an active part in the campaign launched by the Electric Association to establish Chicago as a top-ranking radio and television center has been completed.

Ernest H. Vogel, Vice President of Sales, Farnsworth Television and Radio Corporation, was elected Chairman of the group

and R. A. Graver, Vice President, Radio Division, Admiral Corporation, and H. A. Renholm, Regional Manager, RCA Victor Corporation, Vice-Chairmen.

A television exposition in Chicago in 1947 was discussed.

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In a survey made by Television Magazine, NBC's television station WNBT was said to have drawn 90 per cent of the viewing audience on the night of Thursday, August 1, when all three New York stations were telecasting video programs.

Results of the survey were based on 77 returns to 150 questionnaires sent out to a representative sample of the New York viewing audience. Of the 53 television set owners using their sets on the night of the survey, 48 were said to have been watching WNBT, 19 were watching the second station, and 14 the third.

-----  
Twelve new models exemplifying Bendix Radio achievements in tone, design, and performance will be featured by Bendix Aviation Corporation in a four color double-spread in the September 30 issue of Life magazine. The sets shown cover table and portable radios and table and console radio-phonograph combinations, including an FM table model and three combinations.

Concurrent radio trade papers are carrying a Bendix Radio advertisement notable in that the tube complement is expressed in accord with the recent request of the RMA to its members to accede to Federal Trade Commission directives concerning description of rectifiers. Thus the 1117-B console combination model is described as having "ten tubes and rectifier". Previous Bendix Radio practice has been to state the complement of this set as "eleven tubes including rectifier".

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Tele-Tone Radio Corporation - Four months to May 31: Net income \$190,888, or 45 cents each on 425,000 shares on net sales of \$1,381,963.

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The Columbia Broadcasting System is giving a salary increase of at least ten percent to more than 900 of its employees in New York.

"The salary increases are the result of a job classification survey which the company has been conducting for a number of months", Frank Stanton, CBS President, pointed out. "In cases where minimum rates under the new job classifications call for increases in excess of ten percent, the employees will receive the increased amount. We believe that these salary adjustments will correct such inequities as our survey has disclosed and will also offset to some extent the economic pinch which has become more acute in recent months. The present adjustments will in no way preclude recognition of merit or promotions for employees in customary year-end salary review or at other times when warranted."

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J. J. Broderick, who has been associated with the radio industry more than 16 years, has been appointed Assistant Manager of the Special Products Sales Division of the Farnsworth Television & Radio Corporation, Fort Wayne. Mr. Broderick was with the Radio Division of the General Electric Company 10 years before joining the Farnsworth organization.

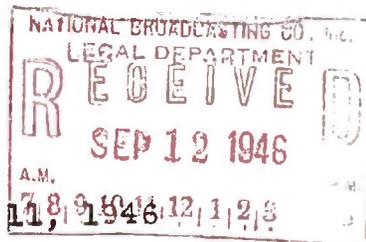
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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

*Handwritten:* ~~YAY~~ A 20 A Hs



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September 11, 1946

## PTM BROADCASTING MAY INCREASE RADIO TIME; BUSINESS USES

It is believed that one of the first applications of the International Telephone and Telegraph Corporation multi-service simultaneous broadcast transmission (known as Pulse Time Modulation - PTM) demonstrated in New York last week, will be for special business uses. However, at the public showing, eight broadcasting booths - representing the miniature eight broadcasting studios - operating simultaneously fed the following into the transmitter atop the I. T. & T. Building: (1) New York Times Telephoto and Facsimile; (2) Dow Jones News Ticker; (3) Teletype similar to that used by the major press associations (AP, UP, INS) in news transmission; (4) A live voice news commentator; (5) a frequency modulation (FM) program by the Columbia Broadcasting System; (6) A rebroadcast of an amplitude modulation (AM) radio program; (7) A "Muzak" recording, and (8) a recording of popular music.

As applied to regular commercial broadcasting, the PTM radio broadcasting system, it was said, will increase by at least eight-fold the time available on the air, thus permitting a wide variety of programs, including many which, because they appeal to special audiences, are now crowded off the air or relegated to the least desirable hours of the day.

Subject to frequency allocations by the Federal Communications Commission, companies furnishing recorded musical programs will be able to dispense with wires and offer to each customer his choice of eight or more different programs. Hotels will be able to offer the same selection to each of their guests by satellite receivers.

PTM multiplex broadcasting is said to be ideally suited to the growing needs of newspapers and news services. The various channels may be allocated to teletype, voice or photo-facsimile circuits in any combination of local, national or international coverage. More specialized adaptations will be found to suit the requirements of stock exchanges, banks, brokerage concerns and advertising agencies.

Although the number of broadcasts that can be transmitted simultaneously by PTM are by no means sharply limited, the system as demonstrated involved the use of eight separate and distinct broadcast operations. Those attending the demonstration witnessed the programs as they actually originated and were transmitted from 67 Broad Street on the top floor of the International Telephone Building. Following this they were taken to the Federal Telecommunication

Laboratories at Nutley, N.J., where the broadcast was received on Federal's specially-designed receivers, the programs being repeated from 67 Broad Street for the group identically as they had been presented earlier.

It was explained that PTM, as it functions today, is a method of radio communication which involves the transmission of a series of short bursts, or pulses, each approximately one-half millionth of a second long. Unlike previous radio systems, which operate by modulating the strength or amplitude of the wave (AM), or its rapidity of vibration or frequency (FM), PTM waves remain constant in amplitude and frequency. As the name implies, the actual communication is achieved by varying the time interval between the pulses.

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#### CARL FARNSWORTH, BROTHER OF TV PIONEER, KILLED FLYING

Carl Farnsworth, brother of Philo T. Farnsworth, founder of the Farnsworth Television and Radio Corporation, Fort Wayne, Indiana, died in a plane crash last Sunday outside of Coudersport, Pa. Mr. Farnsworth, 35 years old, of Freyeburg, Maine, was flying a new light plane and had as a passenger his brother, Lincoln, 31, who was also injured. According to the latter, they were obliged to make a forced landing. They were flying from Youngstown, Ohio, to Freyeburg when they ran into a cloud bank. They tried to go above the clouds but failed and decided to come down on a farm near the Northern Pennsylvania town.

Lincoln was removed to Coudersport Hospital where attendants said his injuries were not critical but that he was being detained for observation.

Carl Farnsworth is survived by his widow and four children in addition to his brother Philo T. Farnsworth.

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#### WARSHIP DESIGN ADAPTED TO RADIO GUIDED ATOMIC MISSILES

Construction of the new 45,000-ton battleship KENTUCKY and the 27,000-ton battlecruiser HAWAII has been temporarily held up. They are to be redesigned as the first atomic age warships armed with main batteries of radio guided robots instead of guns.

The theory is that the destructive power of capital ships can be increased enormously by far-reaching missiles aimed at the target by radio beams.

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GAMMONS GETS CBS V-P FOR TAKING WASHINGTON WARTIME RAP

When in 1942 General Eisenhower commandeered Harry C. Butcher, Vice-President of the Columbia Broadcasting System in charge of the Washington office, the CBS was suddenly confronted with the difficult problem of finding someone who could take his place. The war was at its height, Washington was practically the capital of the world. CBS never handled a situation with more dispatch or more successfully. The man chosen was Earl C. Gammons, who had built up CBS Station WCCO in Minneapolis to be one of the best in the country. Probably on the assumption that Commander Butcher would eventually return, and to have a place for him if he did, Mr. Gammons was named Director of the Washington station, but last week as a reward for the fine work he had done during the war, Mr. Gammons was promoted to Vice-President and of course to continue in charge of the Washington office.

Earl Gammons is probably one of the best known executives in radio. It is said that when he walks into a gathering of radio people his personality immediately makes him the focal point of attention. His mind operates as a storehouse of information about the industry and the entertainment world in general. His conversation about the history and figures of radio make him one of the most popular members of any dinner party.

Mr. Gammons was responsible for the General Mills campaign in Minneapolis of the "Breakfast of Champions", the identification of Wheaties with baseball stars and the early development of broadcasts of ball games. He has also been credited with the use of the first singing commercial, "Have you tried Wheaties?"

The genial Gammons knows personally virtually every key official in the Nation's capital, usually by his first name. In fact, when Earl first came to Washington, he complained to his friends, "I don't know if I am going to like this job. I can't find time to get out and play golf every morning the way I should."

In radio since 1924, Mr. Gammons has been with CBS for 15 years. He was with WCCO, Minneapolis-St. Paul, when CBS bought the station in 1931. He was made General Manager in 1933.

Mr. Gammons is a native of Iowa. He attended Cornell College, Mt. Vernon, Ia., where he edited the college paper for two years. After his graduation in 1915, he worked as reporter on the Cedar Rapids Republican, later joined the Minneapolis Tribune. He served with the U. S. Army of Occupation in 1918 and 1919, and helped edit his division's newspaper, "The Watch on the Rhine". When he returned home, he resumed work for a short time on the Minneapolis Tribune, and then joined the Washburn Crosby Company. When the company bought Station WLAG (now WCCO), Mr. Gammons was shifted to the station to handle publicity. Since his association with WCCO and CBS, Mr. Gammons has been increasingly active in the radio industry, and served several times as a Director of the National Association of Broadcasters.

FCC CUTS RED TAPE TO FACILITATE RADIO AIRCRAFT OPERATIONS

The Federal Communications Commission, taking steps to further simplify aircraft radiotelephone operation, explains its latest move as follows:

The Commission recognizes the importance of radio in connection with aircraft operations, both from the standpoint of convenience and of safety, and proposed to do everything possible to extend its use in this field. To that end a study has been made to determine what restrictions might be removed without undue deterioration in the aviation communication service, or harmful effect on other radio services. Certain changes in respect to the station licensing procedure have already been announced.

It is now proposed to greatly simplify the procedure for obtaining the authority required to operate aircraft radiotelephone equipment. Heretofore, such authority could be obtained by applying to one of the Commission's field offices and passing a very simple examination for the Restricted Radiotelephone Operator Permit. While this examination involved only an hour or two of study on the part of the applicant, it nevertheless required his presence in a Commission office, which might involve a journey of some length, and thereafter a period of waiting for the grading of the examinations and preparation of the necessary documents.

The Restricted Radiotelephone Operator Permit is valid for the operation of several types of radiotelephone stations, including aircraft. Under the plan that has now been adopted, an applicant will receive an "authorization" which is restricted to operation of aircraft radiotelephone equipment. It is the conclusion of the Commission that applicants for this type of authorization will recognize the necessity for proper operation of aircraft radiotelephone equipment and will voluntarily prepare themselves in order to obtain the best service from their equipment, and without interference to others who are likewise dependent upon the same communication system. Therefore, no examination will be required. However, it is still necessary to make application, but pending Commission consideration thereof the applicant will receive temporary authority.

The procedure for obtaining this authority is as follows:

1. Go to a representative or designated agent of the Commission and explain your need for such an authorization. (Authorization will only be issued to those who have, or may reasonably expect to have, occasion to operate aircraft radiotelephone equipment.)
2. Give the representative or agent such information as will serve to indicate that you have become familiar, either by observation or study, with essential procedures necessary for the operation of aircraft radiotelephone equipment.
3. Fill out and sign the application.
4. Place your signature on the temporary authorization card after reading the "Warning" on the reverse thereof.

The temporary authorization which you receive will become valid for a period of five years from the date thereof, providing it is not countermanded by the Commission within 90 days.

Application may be made and temporary authorization received at any of the Commission's field offices without charge. As a further convenience to applicants, the Commission is designating certain Flight Examiners as its agents to receive and forward applications and to deliver the temporary authorizations. However, the Flight Examiners will be permitted to charge the applicant a fee of not to exceed one dollar for this service.

It is expected that the method outlined above will be in full operation by October 1, 1946.

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#### RAILROAD TRAIN RADIO TO BE DEMONSTRATED IN WASHINGTON

Executives of 25 eastern railroads, members of the Federal Communications Commission, the Interstate Commerce Commission, and Army transportation officers have been invited to attend a demonstration of railroad radio in Washington today (September 11) which the Potomac Railroad Yard management will conduct in association with the Farnsworth Television and Radio Corporation, Fort Wayne, Indiana, which designed the equipment.

The system to be demonstrated is believed to be the first comprehensive installation of radio made in any large railway classification yard.

The installation includes a complete intercommunication network linking all major control points in the Potomac Yard, enabling supervisory and operating personnel to maintain contact at all times and to monitor all communications between control points and train crews. In addition to mobile radiotelephone equipment in locomotive cabs, remote control equipment has been installed on fore and aft locomotive platforms so that train crewmen working on the ground may keep in constant contact with all control points.

The demonstration will climax several weeks of operational testing in which the very-high-frequency radio system has been adapted to all requirements of the Yard. Principal purpose of the demonstration is to show how radio installations of this type can help provide greater coordination among crew members and control points, as well as increased operating safety in a large classification center.

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S.F. CHRONICLE SETS PACE WITH NEW POSTWAR RADIO COLUMN

Publication of a radio column described as the first post-war daily column in Northern California was begun September 1 by the San Francisco Chronicle.

Paul Speegle, Chronicle staff writer with radio background, is writing the column, "Radio Check". Reviews of shows, reports on new programs, changes in times and schedules, and new technical developments in radio are included in the column's contents.

Mr. Speegle, according to Editor and Publisher also will interview radio personalities, explore new trends, report on new policies and give significant local personnel changes.

Coincidental with the column's start the Chronicle began a new and improved radio log, designed for easier reading. Agate type was retained but full-column width was used instead of the former half-column.

The revision resulted in a 40-inch log for the first day of revision as compared with 27 $\frac{1}{2}$  inches for a previous Sunday.

Mr. Speegle joined the Chronicle as drama critic eight years ago, taking leave of absence in 1942 to enlist in the Army Air Force. He rejoined the newspaper early this year as a feature writer and has also taken part in many radio productions.

Since several years before the war, newspapers in San Francisco have omitted printed comment on broadcasting and contented themselves with use of a radio log only.

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NETHERLANDS HAIL "STEREOPHONIC BROADCASTING"

A premiere performance for Europe, and as far as is known for the entire world, of stereophonic broadcasting took place over the Netherlands radio recently. Judging by the enthusiastic review in the Dutch press and favorable comments by listeners in Belgium, France, and Britain, this type of broadcasting is "a great improvement over the present system", the Netherlands Information Bureau, at 5 Dupont Circle in Washington, asserts. Although the principle of stereophonic transmission is simple and known to every radio engineer, this was the first time that its successful operation was proved outside the laboratory.

For stereophonic broadcasting a program is sent out over two separate microphones, each with a different wave length. For reception, two radio sets are needed, which are placed at a right angle from each other and each tuned to one of the two wave lengths.

According to Dutch music critics, the reception of a concert given by the Radio Philharmonic Orchestra was so good that, according to one of the reviewers, to return to the one-radio system

of listeneing was "a disillusion". In "Midsummer Night's Dream" the individual violin parts and the brief solos for flute stood out magnificently, and it was easy to distinguish where the various instruments in the orchestra were placed. The music, instead of being "flat", acquired depth - what one critic called "Three-dimensional music". Moreoever, although the volume of the music was so large that with a single receiver set the noise inside the room would have been unbearable, the stereophonic music remained transparent and clear. When the experimental program was over and the reviewers listened in on an ordinary music program, one critic said (according to the Dutch agency quoted): "This makes you think of a movie in which the music has suddenly stopped."

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POSTWAR COMMUNICATIONS PROGRESS AS SEEN BY U.S. EXPERT

E. C. Shaffer, Communications Engineer, Office of International Trade in the Commerce Department, was asked to discuss some of the latest improvements that have come out of the war, by Ruth C. Leslie of Office of Domestic Commerce in the September issue of Domestic Commerce published by Department of Commerce. Mr. Shaffer's observations were, in part, as follows:

Standard-type radio receivers are in demand at the present time to alleviate the backlog built up during the war period. With the expansion of frequency modulation broadcast use, reception will have less static and be clearer. Production of FM receivers by the leading manufacturers is expected to soon exceed the present output of conventional receivers.

Home receivers now include the necessary attachments for phonograph record playing. The playing of records automatically - whether one or several are to be played - is an outstanding feature of phonograph-radios today. Record-in-the-slot phonograph-radios are now being manufactured. Insertion of the record starts the playing mechanism.

Radar was a safety device during the war; it can be harnessed to provide innumerable accessories to our peace time lives. There is a vast field for expansion of radar - as yet only dimly realized. At present, air fields use radar equipment for safe departure and landing of aircraft even in foggy and inclement weather. This means safety and less time lost because of grounded planes. Ferry boats are using radar to facilitate the delivery of passengers and commodities across fog and rain-swept waters, thus preventing mishaps. The use of radar on steamships on the Great Lakes, as well as on ocean-going vessels, reduces the risks of collision with other vessels, icebergs, and other hazards.

Great strides have been made in perfecting television which may soon become a household requirement. Many obstacles have already been hurdled and many more will soon be overcome. The most widely publicized report of its success was on the occasion of the Louis-Conn heavyweight battle.

Contributing to television, which as yet does not have a long range of receptivity and has usually required studio performances, is the coaxial cable now being perfected. This consists of a single copper-core cable which permits multifrequency channels to operate over it simultaneously, thus providing the means of transmitting the numerous frequencies required. The coaxial cable also provides facilities whereby many individual messages, either telegraph or telephone or both, can be transmitted simultaneously.

The television receiving set now being used has a small screen, but the trend is toward larger images as the accompanying illustration of a receiver soon to be in production indicates. At present the transmitted image is black and white but sooner or later the scene of action will be presented in its true colors.

The transmission of all types of written as well as printed material by wire and radio in the process known as facsimile was perfected during the war.

A Western company has received permission from the FCC to attempt to connect existing phone equipment with remote places by radio telephone and power line carrier systems. This will provide telephone facilities to places which are without communication services because of the prohibitive cost of constructing pole lines and equipment.

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#### SOVIET RADIO PREPARATIONS ARE GOING STRONG

The Soviet radio network is reported by the U. S. Commerce Department based upon dispatches of the Soviet press, to have been more powerful, extensive, and efficient at the end of 1945 than it was before the war. During 1945, 700 radio stations were reconstructed or built and 706,000 loud-speakers were installed.

All stations in formerly occupied areas reportedly have been restored, and radio networks in Latvia, Estonia, and Lithuania have been rebuilt. A powerful central station was built in Kiev in 1945, and Moscow has two new substations.

Plans for 1946 call for the installation of 600,000 additional loud-speakers, improvement of the transmission on the existing network, and replacement of old equipment in about 800 stations, most of which are in liberated areas.

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RAPS SET MANUFACTURERS FOR ALLEGEDLY BY-PASSING FM

Repeating the charge that the radio manufacturers were holding back on making FM sets, Drew Pearson had this to say in his column in the Washington Post:

"The Federal Communications Commission's attempt to break the radio boycott against 'frequency modulation' at last has received help from the International Ladies Garment Workers.

"FCC has suspected radio-set manufacturers of ggnging up against new F.M. radio (which supplies a clearer signal) because they wanted to sell as many standard radio sets as possible before FM got really started.

"However, the Unity Broadcasting Co., owned by the Ladies Garment Workers, has made a deal with a radio manufacturer to put out 25,000 combination FM-standard sets by Christmas. The union will spend one million dollars to purchase these sets for distribution to members.

"Note - The Ladies Garment Workers have received grants to operate FM radio stations in Chattanooga and St. Louis, with applications pending in New York, Boston, Philadelphia and Los Angeles."

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PLANS FOR ALASKAN RADIO CHAIN NEARING COMPLETION

Progress in the formation of an all-Alaskan radio chain and the formation of the Alaska Broadcasting System, the first territorial network, was revealed by William J. Wagner of Anchorage, before leaving there for a business trip to the States.

The network will include stations KTKN at Ketchikan, KINY at Juneau and KFQD at Anchorage, and plans tie-ins with smaller Alaskan communities for the airing of programs originating throughout the Territory.

The system was incorporated for \$100,000 to bring popular radio programs to Alaska by direct hook-up.

Associated with Mr. Wagner in the venture is Edwin Kraft, owner of the Ketchikan and Juneau stations. Mr. Wagner, now in Seattle, said offices would be established in New York, Washington, Chicago, Kansas City, Milwaukee, Seattle, San Francisco and Los Angeles.

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The Federal Communications Commission has approved the use of hyphenated call letters for television stations, incorporating "TV" with the call of the affiliated AM outlet.

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HARRY BUTCHER DEBUTS WITH NEW (SUN)KIST STATION SEPT. 29

If they don't know it already, the residents of Santa Barbara, California, will soon be aware of the fact that an entirely new and live personality is in their midst. For on Sunday, September 29th, date set no doubt to avoid mixup in shift from daylight back to standard time, Commander Harry C. Butcher's new California stations KIST is scheduled to begin operations in what is claimed to be the best city between Los Angeles and San Francisco.

Commander Butcher, who had the unique title of Naval Aide to General Eisenhower and was the author of one of the best books to come out of the war, was formerly Washington Vice-President of the Columbia Broadcasting System. He has signed as his his new General Manager, Fox Case, who was Director of Public Relations for CBS on the Pacific Coast, and was also Assistant Director of the network's Washington office when Mr. Butcher was there.

William Royal has been appointed Program Director, and his wife, Vivian, is Continuity Editor. Chief Engineer is William J. Pickering, and Berry Watson heads the News Bureau.

Royal, Pickering and Watson are veterans, like Butcher himself, and a veteran "on the job" training program has been started at the station. First trainee appointed under the program is Kenneth Morton, in the Sales Department. Another veteran on the staff is former Sgt. Mickey McKeogh, General Eisenhower's former orderly, who will be a salesman for KIST.

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LOEW'S TO GO INTO PHONOGRAPH RECORD BUSINESS

Loew's, Inc., Nicholas M. Schenck, President, is the latest firm to enter the recording business. The new firm will begin operations in a large plant in Bloomfield, N.J., formerly used by the General Electric Company and purchased from the War Assets Administration for approximately \$1,000,000. According to the announcement, the 100 presses in the newly equipped plant are capable of producing an estimated 40,000,000 records annually.

The name of M-G-M Records was chosen, it was stated, because many Metro-Goldwyn-Mayer film stars will make recordings, although the new firm plans to sign other "prominent artists of the stage, screen and radio."

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WHEELER REPUBLICANS REPORTED OUT TO KNIFE OPPONENT

One of the reasons the Republicans gave recently as to why they expected to run the Montana senatorship was that many Republicans there who used to vote for Senator Burton K. Wheeler, beaten for renomination, will join Senator Wheeler to defeat his opponent Leif Erickson.

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ABC ISSUES POLICIES COVERING SALE OF CONTROVERSIAL TIME

The American Broadcasting Company's policies for controversial issue programs other than political, news commentary and forum programs has been issued to all department heads.

Its preface states:

"The American Broadcasting Company has no editorial viewpoint to advance or promote and no person speaking on its facilities is authorized to reflect any editorial stand for the Company.

"The Company, however, recognizes its responsibility in the public interest to safeguard and promote equal opportunity for the free discussion of controversial issues of general interest to the American people. It has made and will continue to make its facilities available on a sustaining basis to responsible individuals and organizations for controversial issue programs to the fullest extent consistent with a fair balance of opinion and maintenance of a sound program structure.

"The American Broadcasting Company will sell time for controversial issue programs on the following basis:

ABC reserves the right to determine what subjects are of such immediate local, state, or national interest as to warrant sale of time for their presentation.

ABC reserves the right to decide whether individuals or organizations seeking to purchase time are qualified to discuss, and have a recognized interest in, the subject.

"In order to give equal opportunity for pro and con discussion of controversial issues, the sale of time, insofar as possible, will be between 10:00-11:00 P.M., subject to availability.

"The sale of time for controversial issue programs will in no way alter ABC's policy of devoting time on a sustaining basis for the presentation of controversial issue programs. ABC reserves the right to make time available on a sustaining basis for discussion of a particular controversial issue if, in the public interest, ABC concludes there has been an inadequate discussion of the issue due to presentation of sponsored programs."

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ONE THING THAT GOES UP WHICH APPARENTLY NEVER COMES DOWN

The fact that the Federal Communications Commission is expected to seek a larger budget (this year \$5,560,000 and will probably ask for \$7,000,000 in 1947) should occasion no particular surprise. No one ever heard of a Government Bureau which didn't ask for more money each year especially a prize political Christmas tree such as the FCC.

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OPPORTUNITY SEEN FOR U.S. RADIO TUBES IN AUSTRIA

There is a potential market for American radio receiving tubes in Austria as, according to the Foreign Commerce Weekly published by the U. S. Commerce Department, it is reported that the Austrian industry is willing to make necessary changes in their sets to enable them to use tubes from the United States.

However, the Austrians are not intimately acquainted with American technical developments and need instruction and information in order to adapt their production to American parts and methods.

It is reported that three leading Austrian firms will specialize in the manufacture of tubes and one will also make special tubes for radio transmitters, although it may be some time before actual production gets under way.

Prior to the war seven different types of radios were manufactured in Austria. Annual production amounted to approximately 130,000 sets, about 75,000 of which were exported. Practically all the parts were made in Austria except the tubes; these were obtained principally from the Netherlands, Germany, and Hungary.

Although production has ceased temporarily as a result of the shortage of raw materials, plans are under way to rehabilitate the radio industry.

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A FACSIMILE MESSAGE WHICH CAN'T BE JAMMED

A facsimile radio transmitting system that will get its message through any amount of attempted "jamming" is the wartime invention on which Patents Nos. 2,406,811 and 2,406,812 have been issued to three engineers of the Federal Telephone and Radio Corporation, E. M. Deloraine, H. G. Busignies and L. A. de Rosa.

Essentially success was achieved by having the message transmitted repeatedly and recorded in identical form on the same receiving apparatus each time it came in.

By this method of "over-writing", the outlines of the message could be made clear against any background of jamming or other interference.

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Washington will have its first full-time frequency modulation (FM) radio station this week.

The WINX Broadcasting Co., operated by the Washington Post has received a construction permit for a new station, to have a radiated power of 20,000 watts at 92.9 megacycles. The station will be heard from 9 A.M. to 11:15 P.M. daily.

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::: SCISSORS AND PASTE :::  
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Morgan Kids Broadcasting Industry; Delights Critic  
(Jack Gould in "New York Times")

Henry Morgan on his premiere was at once fey, ridiculous and superb. With the relish of the real artist, he romped through the fetishes and inhibitions of broadcasting and turned them into an uproarious thirty minutes. While the FCC issues fancy rescripts on what's the matter with radio, Mr. Morgan unerringly put his finger on the sore spot. The poor old thing has got to learn to laugh at itself. \* \* \* \*

It remained, however, for the American Broadcasting Company to have the sense to put him on the network (8:30 P.M. EDT Tuesdays). The Messrs. Noble, Woods and Kintner and other ABC brass no doubt will be called on the carpet by the National Association of Broadcasters at its next regular meeting.

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Crosley-AVCO Entry Quickens N.Y. City Broadcasting Pace  
("Variety")

There's a radical change on the way among the indies in New York City. The entire radio picture in this most important market, with 12 indies and four network flagships is likely to undergo a thorough alteration as a result of the entry into the field of the radio know-how and money tied in with the Crosley Broadcasting Corp.

That was common feeling in the trade last week as Crosley (which in turn is backed by the Crosley Corp., wholly-owned by Aviation Corp.) took over WINS formally at a \$2,000,000 price tag.

The formal transference of WINS into the hands of the Crosley-AVCO people, occurred quietly. James D. Shouse, prexy of the newly-formed Crosley Broadcasting Corp., was in a New York hospital for a checkup of an old ailment. Robert E. Dunville, veepee and general manager, was isolated in a small office next to the WINS h. q.

One indie operator in New York - and he's one of those known for his fine programming - summed it up thus: "It's ironical that it should take AVCO money to push New York radio to higher levels, after the way so many people squawked about AVCO's absentee ownership and all that. But the fact is that the Shouse-Dunville team, plus the AVCO dough, adds up to a powerful challenge. It'll cost us all plenty to keep up with those fellows. But maybe it will be good for all of us in the long run, possibly even in dollars and cents."

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Song Publishing Racket Bait's Newspapers And Radio Stations

(Robert U. Brown in "Editor and Publisher")

Sydney Berman, editor and publisher of The Songwriter's Review tells us of a Hollywood song company which agrees to publish any song submitted by writers for a price of \$66 per 300 copies. "It is a known fact in the music world that no legitimate music publisher charges for publishing a song", Berman says.

Upon receipt of a song from a writer, the company in question sends a contract to the writer. Within a few days, he gets a telegram from the company saying the song will be spotted on their radio program in California and they urge the signed contract be returned to them.

At the same time a telegram is dispatched to the local newspaper saying that the local song-writer has signed a contract and his song will be published by such and such company.

In other words, the newspapers which follow up the tip and carry a story on the local songwriter are being used to high pressure him into a contract and also to scare up other local suckers.

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Ear and Eye Coverage of Paris Peace Conference  
( "London Calling" )

About 1,000 special correspondents, commentators, engineers and secretaries, it is estimated, travelled to Paris to report for ear and eye the progress of the Peace Conference.

For those who serve the ear in France, a service to their confreres from abroad was added to their responsibilities to their responsibilities to their own listeners - and the quality of its discharge is another witness to the resilience of the nation. Only fifteen months back, the French broadcasting system, and the Department of Posts, Telegraphs, and Telephones, which is responsible for the technical operation of the system, were under enemy control.

Itself host to the world's broadcasters last January, the BBC is represented at the Conference by a team of about twelve men. Correspondents and reporters have given listeners at home and overseas reports in half-a-dozen languages. \* \* \*

Every day the "programme" line between Paris and London has been open for most of the twenty-four hours, and over it have flowed the factual reports, the despatches for Radio Newsreel, the expert analyses, the contributions of the delegates themselves (from the Conference rostrum as well as from the local studio) that, in English, French, German, Russian, Finnish, and Portuguese, have come to BBC listeners.

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New Tube Checkers For Radio Service Men  
( "Sylvania News" )

We hope it will be a pleasant surprise to radio servicemen and dealers to learn that Sylvania is now making two types of radio tube testers. The Williamsport Sylvania plant that designed and manufactured radar test equipment during the war now devotes a large part of its facilities to the new service instruments.

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:::: TRADE NOTES ::::  
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The United Nations Relief and Rehabilitation Administration up to July 1 has sent abroad among other categories in its rehabilitation program 359,037 long tons of transportation and telecommunications equipment valued at \$145,355,267.

The two countries which received the greatest aid were Poland and Yugoslavia, the former receiving 90,293 long tons of transportation and telecommunications equipment valued at \$35,759,356 and the latter 71,409 tons, \$31,004,324.

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Lieut. Gen. James G. Harbord, Chairman of the Board of the Radio Corporation of America, announced last week that a dividend of 87½ cents per share has been declared by RCA on the outstanding shares of \$3.50 Cumulative First Preferred stock, for the period from July 1, 1946 to September 30, payable October 1, 1946 to holders of record at the close of business September 16, 1946.

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Seventeen companies covering the electrical and radio industries have affiliated themselves with the New York Credit Men's Association. Among those in the new credit group are: Crosley Distributing Corp.; Zenith Radionics Corporation of New York; General Electric Co.; Philco Distributors, Inc.; General Electric Supply Co.; Graybar Electric Supply Co.; and Westinghouse Electric Supply Co.; also Motorola-New York, Inc.

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The U.S. Embassy in Madrid has been requested by Bond Geddes, Vice-President of the Radio Manufacturers' Association, to file a protest against the trade-mark registration of the term "electronic".

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Apparently Argentina broadcasters also have their Petrillo to contend with. All private radio stations in that country were forced Monday to abandon their scheduled programs by a musicians' strike, in which announcers and technicians joined. In order not to deprive Argentina of the "public service", the Government ordered all the private stations to join in a hook-up with the state radio until the dispute was settled.

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Price reduction of Case 65 and 70 Lectrofilm capacitors "materially lower than previous prices", and "over 50 per cent lower" than like units for the same applications have been made by the General Electric Company. Capacitors of these sizes are used for radio-frequency blocking and by-pass applications.

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Emerson Radio and Phonograph Corporation and Subsidiary - Thirty-nine weeks to Aug. 3: Consolidated net income after \$577,168 provision for taxes, was \$767,192, equal to \$1.92 a share, compared with \$647,173 or \$1.62 a share for thirty-nine weeks to Aug. 4, 1945. Quarter to Aug. 3: Consolidated net income, \$423,282, or \$1.06 each on 400,000 capital shares.

R. C. Cosgrove, President of the Radio Manufacturers' Association, will be the principal speaker before the Electric Institute of Washington in the Federal Room of the Statler Hotel at a dinner meeting September 18. He will talk on "The Future Outlook for Radio and Appliances".

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The National Broadcasting Company has obtained the television rights to the Louis-Mauriello fight in Yankee Stadium in New York September 18th. Carleton D. Smith, Manager of WRC, advises that arrangements have been made to have the fight brought to Washington via the coaxial cable and that WRC has obtained the use of a few receiving sets for use in the Washington studios that night.

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A new direct radio telephone service between the Virgin Islands and San Juan, Puerto Rico was formally opened last week by an exchange of greetings between Jesus T. Pinero, Governor of Puerto Rico, and William H. Hastie, Governor of the Virgin Islands.

Providing for the first time direct telephone communication between the Virgin Islands and Puerto Rico, this service established through the joint facilities of All America Cables and the Radio Corporation of Porto Rico, will be extended to the United States in the near future through direct connection between this country and Charlotte Amalie, the central station point in the Virgin Islands.

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WNAX, Yankton, South Dakota, Cowles station, has a special correspondent, A. B. Christensen, at the Food and Agricultural Organization Conference in Copenhagen, Denmark.

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H. L. Edsall, author of "Borrow and Prosper" has resigned as Assistant Advertising and Sales Promotion Manager of RCA's Tube Department. Book title was said not to have had anything to do with the change.

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Dr. Alexander R. Stevenson, staff assistant to the General Electric Company's Vice-President in Charge of Engineering Policy, who died recently, during the first World War had charge of the radio and electrical section of the Air Service in France.

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KSDJ, a new 5000 watt station in San Diego, Calif., joins the CBS network October 1st as its 159th affiliate.

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The three radio transmitters which the Army installed in Algiers during the war may be silenced soon though now serving as short-wave relay stations by the State Department to the Balkans, and Central and Western Europe.

The French Government has banned their peacetime use and negotiations are now on to sell the stations to the French and to reach an agreement whereby the State Department can have time daily for relaying the broadcasts from U.S. to Europe as it is now doing.

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Mrs. Paul Porter, wife of Price Administrator and former FCC Chairman, has called on Washington women to volunteer for work with local Girl Scout troops in connection with Girl Scout Week, October 27 to November 3.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

RECEIVED

SEP 27 1946

J. H. MCDONALD

SEP 26 1946

J. H. MCDONALD

RECEIVED

SEP 30 1946

KEN R. DYKE

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*OK*

September 18, 1946

## IS PORTER'S FUTURE IN PUBLIC SERVICE BEFORE OR BEHIND HIM?

Disraeli was once quoted as saying never to believe a thing until it had been officially denied. Just so there were many who didn't take the rumor seriously that Paul Porter, having had his fill as the whipping-boy for the OPA, would soon resign until President Truman denied it.

The matter was brought to the attention of Mr. Truman at a White House press and radio conference when someone asked:

"The report is that Price Administrator Porter has asked to leave his post. Has he discussed this with you?"

The President replied by saying that he had not been asked that and he did not think Mr. Porter would ask it.

So now, especially in view of the confusion that seems to prevail at the White House at present, instead of the rumor being spiked, there are more people than ever who appear to believe it will be only a question of time until Porter gets out.

If so, then the next question is, where would he go? His old job as Chairman of the Federal Communications Commission is still under him as a sort of life-net. The further query is if he fails to stand by President Truman in the OPA, could he conscientiously accept his former post, and would the President offer it to him if he did?

A great many people seem to think that Mr. Porter might accept one or another of the lucrative commercial positions that are believed to have been offered to him, several supposedly from the broadcasting industry with which he was once connected. There are others who believe that he will stick to politics but that he has grown too big for his old position as head of the FCC. If he stands by the President to the finish of OPA, it is their belief he may be given another important trouble-shooting job.

There is still talk that Paul, an enthusiastic New Deal Democrat, is being groomed for the Kentucky senatorship in 1948 for the seat now occupied by Republican Senator W. A. Stanfill filling the unexpired term of Albert B. "Happy" Chandler. In which case, if he sticks it out at OPA or keeps up his present good relations with President Truman the FCC chairmanship would be a snug harbor until the Kentucky senatorship race begins. That is, if nothing better than FCC turns up.

In either case, the immense OPA organization that has been built up plus the 2500 new enforcement officers plus the friends Porter has made in the broadcasting industry while head of the FCC and the real estate men he was previously in touch with as rent control chief, form the nucleus of a political machine any young politician would be glad to have.

That Porter is not entirely ignoring his political chances, regardless of what his future may be, is the fact that when along with other prominent Government officials he accepted the invitation to substitute for one day for Drew Pearson, the columnist, when the latter went on his vacation, Porter's entire column was devoted to a eulogy of Senator Alben W. Barker, of Kentucky, President Truman's right-hand man in the Senate, a man who could be (and in the case of Porter no doubt has been) of great political help to anyone seeking public office, and could be of the greatest assistance to Paul in the Kentucky Senate race.

"I want to use this space to write about one of the greatest living Americans. He is not now a candidate for office so what I say can do him no harm", Paul wrote in Pearson's column. "I am the administrator of a temporary agency that has only one year to go, so I cannot justly be charged with attempting to curry his favor. And the further fact that no words of mine could add to his stature or diminish the luster of his distinguished career leaves me the justification that he is a fellow Kentuckian and my Senator and I want to say what I think about him."

Paul may have taken in a little too much territory in referring to Senator Berkley as a "fellow Kentuckian". As a matter of fact Porter was born in Missouri, Joplin to be exact, but apparently Missourians are not saying quite as much about this as they used to.

In a "fascination" poll conducted by Mrs. Raymond Clapper in Look magazine (Oct. 1) to determine who were the Capital's "most exciting men", Paul Porter finished 9th (following President Truman, who landed in eighth place). Winner was General Eisenhower, second was Paul's friend Senator Barkley, and third Chief Justice Vinson.

Of Mr. Porter, Mrs. Clapper wrote:

"In ninth place was 42-year-old Paul Porter, OPA Administrator. The ladies voted for him because of his good looks, his story-telling ability, and because 'he is a sweet character who talks to you as though you were the only important person in the room.' One voter wrote, 'Nothing is so serious that it keeps him from laughing. His great height, youthful face, and a certain husky quality in his voice fascinate me. Congressmen like him, so that must prove something.' Another voter warned, 'Nobody ever put Paul Porter in a corner without a comeback.' "

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Backing up radio musicians who had demanded more pay, musicians in theatres and night clubs in Buenos Aires have now also walked out.

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BIG RADIO SURPLUS SHAKEUP; PROSECUTIONS MAY FOLLOW

As a result of the sweeping investigation made by the Congressional Committee to Investigate the Disposal of Surplus Property, following complaints of how surplus radio, radar, and other electric equipment were being disposed of, a complete reorganization of the War Assets Administration's Electronics Division is well underway and eight cases of malpractice in disposal of surplus radio, radar and other electronics equipment have been presented to the Department of Justice for appropriate action.

Thus Representative Roger C. Slaughter (D), of Missouri, Chairman of the Investigating Committee, whose term ends January 1st will go out of office with the thanks and appreciation of the electronic industry despite the fact that he was defeated for renomination by President Truman personally.

To assist in a review of progress of the electronics disposal program by the Congressional Committee, War Assets Administrator Robert M. Littlejohn outlined for Chairman Slaughter eleven remedial steps taken to expedite the orderly placement of surplus electronics equipment in the hands of priority purchasers.

Administrator Littlejohn, in a letter to Representative Slaughter offering all assistance the Committee may desire, explained that on July 29, 1946, one week after he became WAA Administrator, the necessity of immediate remedial action in the electronics activities of WAA was brought to his attention.

"On that date and subsequent thereto, the following action has been taken by me in connection with this program", Administrator Littlejohn asserted:

1. The discharge of a substantial number of consultants and other employees whose services were considered unnecessary.
2. An immediate reorganization of the Electronics Division under George H. Moriarty.
3. The employment of a team from the management engineering concern of Cresap, McCormick and Paget to perfect a permanent organization in accordance with good business procedure.
4. The employment of Price, Waterhouse & Company and Arthur Young & Company, certified public accountants, to audit accounts and check records of the Washington office and the agency offices.
5. Revision of agency agreements from a "cost plus-fixed fee" basis to a "fixed price" basis.

6. Change in the methods of allocating materials from a geographical to a commodity basis, thereby eliminating possibility of favoritism.
7. Rapid elimination of a backlog of 10,000 veterans' certificates.
8. Completion of inventories of all agencies as of 15 September 1946.
9. Establishment of a price control unit to guarantee standard prices on all commodities.
10. Immediate action to scrap and dispose of all materials not commercially salable.
11. Screening of inventories in owning agency warehouses and eliminating further handling of commercially unsalable items

Mr. Littlejohn estimated that complete reorganization of the Electronics Division will consume about ninety days. He emphasized that :

"As rapidly as they are developed, indications of fraud, collusion, or criminal offense are prepared and sent to the Department of Justice and the Federal Bureau of Investigation. So far eight such cases have been presented."

The Administrator pointed out to Chairman Slaughter that he had no personal knowledge as to the background involved or the conditions which brought about the unsatisfactory situation which prevailed in the electronics disposal program prior to his becoming War Assets Administrator.

To make full use of the experience of industry, the WAA is organizing a number of advisory committees which will furnish advice on pricing, marketing and general policy.

An immediate function of the industry committees is to assist in arriving at uniform and fair prices for the wide variety of electronics items in surplus. In many cases these items have no commercial counterparts by which to gauge demand.

Committees of experts on electronics tubes, telephone equipment and wire and cable already have met to assist the Electronics Division in arriving at prices of these items. A committee on electronics components now is meeting and groups are being selected for the remaining classifications which are: radio and radar test equipment, radio broadcast and receiving equipment, radar, electronics subassemblies and miscellaneous communications equipment.

The lack of uniform prices has delayed the disposal program, and WAA will endeavor to build up standard prices for use by all sales agents with the assistance of the industry committees.

Industry committees also will be used to assist in determining the salability of electronics equipment. Plans now are under way to hold two major displays at which will be exhibited types of equipment on which sales demand is open to question. These will be viewed by experts from various industry fields.

WAA also plans to organize a general industry advisory committee to furnish advice on matters of major policy and procedures. This group will be representative of both large and small business and will include manufacturers and distributors. As a further check to make sure that disposal policies are in full accord with the public interest, WAA stated that it plans to obtain final views from veterans' organizations, representatives of small businesses, and consumer groups.

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### KRNT RADIO THEATRE WITH "OKLAHOMA" SHATTERS ALL RECORDS

A downpour of rain failed to dampen the spirit of the occasion last week when Cowles KRNT Radio Theater in Des Moines, claimed by Iowans to be the nation's largest legitimate playhouse, staged its formal opening with a complete sell-out for the musical "Oklahoma!" establishing a new record for any legitimate production.

Despite the deluge, Governor Robert S. Kerr of Oklahoma, guest of honor, played his role and unwaveringly climbed into a fringe-topped surrey for his ride to the brilliantly-lighted theater entrance where hundreds awaited the official party's arrival.

Governor and Mrs. Kerr, who had flown to Des Moines in their private plane, Governor and Mrs. Robert D. Blue, of Iowa, Mayor and Mrs. John MacVicar of Des Moines and other dignitaries were interviewed at the entrance in a KRNT premiere broadcast.

Hollywood-style premiere plans were carried out. The surrey, drawn by two spirited horses and driven by two Des Moines youths in cowboy costume, led the official party's procession to the theater from the Commodore Hotel following a dinner honoring the Oklahoma guests.

With a seating capacity of 4,200 at the overflowing KRNT Radio Theater, "Oklahoma!" broke its own national box-office record and opened a week's engagement that it was said tops all one-week attendance marks in the history of legitimate theater. The previous world's record of \$64,364.75 was grossed by "Oklahoma!" last October in Hartford, Conn. The total take in Des Moines was \$113,000 for the week.

The crowd chorused compliments on the spectacular beauty of the redecorated showhouse formerly the Shrine Auditorium, and remarked about the great acoustical improvement.

In his talk, Governor Kerr said the Middlewest, Iowa and Des Moines were fortunate to have such an outstanding entertainment center as KRNT Radio Theater and expressed appreciation for its opening with "Oklahoma!" which he lauded as capturing the youthful zest and pioneering spirit of the Midwest. At the conclusion of the performance amid lingering applause, the Governor presented a bouquet to the leading lady and joined the cast for the last curtain call.

At Des Moines Municipal airport, where the Oklahomans' plane landed, an official reception committee included Iowa Governor Blue, Mayor John MacVicar of Des Moines, Brig. Gen. Charles H. Grahl, Iowa Adjutant General, Luther Hill, Vice-President of The Register and Tribune Company of Des Moines, Phil Hoffman, Manager of Radio Station KRNT, and 12 girls from the "Oklahoma!" cast.

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FCC ENTHUSIASTIC OVER TRAIN RADIO; WOULD INSTALL AT ONCE

Officials of the Federal Communications Commission and others who witnessed a test of Farnsworth high frequency radio, applied to the operation of last week of a railroad train in the Potomac Switching Yard in Washington, D. C., one of the largest in the East, were unrestrained in their praise of the accomplishment.

"It was a very fine operation", FCC Commissioner E. K. Jett, technical member and former Chief Engineer of the Commission declared.

"A train radio communications system such as we saw so successfully demonstrated in Washington will undoubtedly be of great value not only for handling operating messages but will enhance the safety of life and property.

"It was a very good demonstration."

FCC Commissioner Ray C. Wakefield was evidently equally impressed by the demonstration and suggested immediate installation of similar systems on railroads throughout the country.

All of which was in striking contrast to what an official of the Association of American Railroads told this writer not so long ago. He pooh-poohed the idea that trains ever could be operated successfully by radio. "The whole thing is impractical", the official ejaculated. "Wouldn't work and would be too expensive and would take too long to install if it did."

Yet as is characteristic of the rapid progress of radio, this railroad man now sees the revolutionary change in train signalling taking place before his very eyes within a year and a half or two years at the most since the above prediction was made.

In connection with the Farnsworth test in Washington, an interesting incident was noted by Harry Lever, a reporter on the Washington Star. As the train which had been specially equipped for the demonstration stood motionless near the north end of Potomac Yards, many persons aboard did not realize that occurring before their eyes was an actual practical application of a radio-communicating system they had seen demonstrated only a few hours before.

In front of the stalled train, and on the same track, stood a halted freight whose electric engine had broken down. Seeing what had taken place, an official of the special contacted a control center further along the line by the new radio, and the center dispatched a Diesel engine to the scene.

The diesel coupled onto the stalled freight, moved it onto a siding, and the special rolled on its way down the cleared track.

The locomotive selected for the Washington test had a mobile radiotelephone in her cab, and with a similar system in the leading coach, crewmen on the ground and in signal towers maintained constant clear communication with the train and control points.

The innovation permits maximum efficiency in railroad yard operation by allowing for greater managerial control of a large operation and greater-coordination between the yardmaster and crews. It also permits complete communications coverage of the entire yard from any control point, and an instantaneous and direct communication link from the conductor or locomotive engineer to any control point.

Besides allowing for stepped-up operation, the communications system is said to provide an increased safety factor. Officials pointed out that "wild cars" can be reported quickly to all control points and all crews operating within the yard the instant they are observed. Accidents also can be reported immediately.

A main obstacle overcome in connection with the installation involved the antenna. Finally, a mobile antenna, known as the "fire-cracker" type and only 11 $\frac{3}{4}$  inches high, was developed. Perched in the engine cab, it permits a safe clearance of 14 inches and has proven satisfactory.

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FAXIMILE FOR WSB, ATLANTA

WSB, the Atlanta (Ga.) Journal, has become a participant in the Broadcasters' Faximile Analysis and is placing an order for Hogan Faximile equipment for manufacture by the General Electric Co. This brings up the number of BFA Participants to 24, of which 15 are newspaper-affiliated radio stations.

The negotiations for WSB's entry into the facsimile field were handled by J. Leonard Reinsch, Managing Director of all Cox radio stations.

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CBS PUTS ON HIGH FREQUENCY COLOR TV TEST IN LIGHTED ROOM

Successful completion of tests of live camera equipment developed by the Columbia Broadcasting System for color television was announced Friday by Frank Stanton, CBS President, following a series of demonstration held in a fully-lighted room with images broadcast from Columbia's ultra-high frequency color television transmitter atop the Chrysler Building.

"This live color television pickup for the ultra-high frequencies more than measures up to our most optimistic hopes", Mr. Stanton said. "Once again, we have convincing empirical answers to the theoretical questions raised in certain quarters concerning the practicability of color television as a broadcast service. This latest evidence clearly reaffirms our opinion, based on extensive experience with live color television pickup before the war, that full color is superior in every respect to black and white pictures."

The new live camera equipment, which uses an orthicon tube and is designed for studio work, has had more than two months' experimental operation in the CBS Engineering Research and Developmental Laboratories. It is of a design suitable for commercial manufacture. During the intensive test period our experimentation has proved that:

1. The CBS live color camera is technically stable and dependable.
2. The live pickup is capable of producing full-color pictures of superb faithfulness, greater beauty and appeal than marked the previous CBS demonstrations of color television pickup from film because the new camera transmits the actual colors of the scene and thereby eliminates any imperfections in the color film.
3. Color breakup, which some had predicted would be present in all fast action, is not discernible. This is true even in fast sports scenes such as boxing, which involve rapid movements.

Mr. Stanton also revealed that parallel tests have been under way at CBS using an image orthicon tube for color live pickup requiring only a fraction of the light needed by the older-type orthicon tube and giving even greater color fidelity. As a result of these very promising tests, CBS now has under construction image orthicon mobile pickup equipment which will be used for full color broadcasting of outdoor sports and for a variety of sporting events at Madison Square Garden. This remote live pickup color equipment is scheduled for operation by the year's end.

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AUGUST RADIO OUTPUT BEST EVER, SAYS RMA; ONLY 3 TV SETS

Production of radio receiving sets in August established a new record for the industry both for this year and as against pre-war averages, the Radio Manufacturers' Association advised Tuesday.

Member-companies reported an aggregate output of 1,442,757 sets during August, and it is estimated that the industry's total production for the month is well over 1,500,000. August's record for RMA companies was almost 350,000 above the industry's prewar monthly rate and about 400,000 above comparable July figures.

RMA is now engaged in a drive to free the radio industry from OPA price controls on the ground that current production is well ahead of the industry's prewar output.

Console and radio-phonograph production rose substantially and almost equalled the prewar unit average during August as RMA companies reported they manufactured 101,744 as compared with 71,500 in July. Table models of the electric type continued to dominate with 1,030,183 of which about 132,000 were radio-phonograph models.

FM set production dropped under July's output, reaching only 13,892 as compared with 19,642. Only three television receivers were reported, but some new lines are expected to be introduced this month.

Battery set receivers, all portable or table models, numbered 184,306 and auto sets totalled 124,645.

Production of radio receiving tubes dropped to 14,439,130 in July, RMA also reported, as against a peacetime record of 17,979,636 in June. Of the July output, 8,482,826 were for new sets and 5,212,922 for replacements. Exports totalled 759,491.

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RIGGIO REPLACES GEORGE WASHINGTON HILL AS TOBACCO HEAD

Vincent Riggio, Vice-President in Charge of Sales, was elected Tuesday to succeed George Washington Hill, President of the American Tobacco Company, who died last Friday.

Mr. Riggio has been associated with the company and a predecessor for forty-one years, having started in the tobacco business with Butler & Butler in 1905. Two years later he was made Assistant Secretary in Charge of Sales. The American Tobacco Company purchased Butler & Butler in 1907, and Mr. Hill became President of the firm, Mr. Riggio thus entering into a close association with Mr. Hill that spanned nearly forty years.

About 1400 persons attended the funeral services of Mr. Hill Monday afternoon in St. Bartholomew's Church in New York Monday afternoon. Among those present were Niles Trammell, President of the National Broadcasting Company and Mrs. Trammell.

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DREW PEARSON GOES AFTER WBAL WAVE; ALSO INTO MOVIES

Drew Pearson and his old partner Col. Robert S. Allen, former aide to General Patton, who lost an arm in the war, are seeking the wavelength of WBAL, Baltimore, 50 KW clear channel station operating on 1090 kc., which for years has been held by Hearst Radio.

In addition to seeking the WBAL wave, one of the most valuable in the country, Messrs. Pearson and Allen as stockholders in the new Public Service Radio Corporation, have filed application with the Federal Communications Commission for the construction of a new radio station in Baltimore.

The application listed Colonel Allen, soon due for discharge from the Army, as President, and Pearson as Vice-President and Treasurer, and Eli Frank, Jr., a Baltimore lawyer as Secretary.

Station WBAL comes up for license renewal hearing on October 1.

Marcus Cohn, attorney for Pearson and Allen, said yesterday the application filed with the FCC asked that their petition and the renewal hearing be held simultaneously, but sought a 60-day postponement to allow further preparation.

The Pearson and Allen station, Cohn said, proposes to stress educational program, news, round table discussions and music. Main studios would be in Baltimore, with a subsidiary studio in Washington.

Also Drew Pearson is to play the part of a Washington columnist, himself - in a new motion picture to be made under the personal direction of Spyros Skouras, President of the Twentieth Century-Fox.

Discussing this Richard L. Coe, movie critic of the Washington Post, wrote:

"It's a minor part", Mr. Pearson told us yesterday when we checked on some loose gossip we'd heard that he'd been having dealings with Producer Bryan Foy. "I'll be 'acting' myself, if you could call that acting."

Naturally, it will have a Washington background, so sometime within the next few months Drew will be hopping out to Hollywood for the properly authentic setting.

"It seems to be a pretty good story", Pearson told us. "It's about a GI who was a hero in the Pacific and comes to Washington as secretary to a Congressman. It develops that the Congressman is only using the lad as a front for some pretty crooked dealings. I know about it - at least the character I play named Drew Pearson knows about it - and I try to help the chap."

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MCCORMICK GETS PLANS FOR \$5,500,000 CHICAGO RADIO CENTER

Plans calling for the expenditure of over \$5,550,000 for the construction of a building to house television and FM studios and equipment were submitted last week to Col. Robert R. McCormick, publisher of the Chicago Tribune and owner of WGN, in Chicago, by A. N. Rebori, local architect. Sketches of the proposed structure call for an outdoor television court to accommodate 40,000 people, a super-multifrequency tower, and buildings to house video and FM transmitting equipment.

Rebori said that if the plans are accepted by McCormick the building will be located in the section south of the Tribune Tower extending to the Chicago River and that the entire project will cover approximately 86,000 square feet.

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NBC'S TV DEPT. STEPS OUT WITH PRESIDENT'S REGATTA AWARD

Beginning this year a silver trophy will be awarded to the winner of the President's Cup Regatta hydroplane race in Washington by the Television Department of the National Broadcasting Company, Sunday, September 22nd. Presentation will be made by Carleton D. Smith, who makes his bow with the additional title of General Manager of WNBW, NBC television station now under construction in Washington.

The regatta events will be filmed and flown to New York for viewing over WNBT, NBC's New York television outlet, on Monday evening, September 23rd. The President's Cup Regatta Committee will be NBC's guests in Washington the same evening and will view the films as transmitted through the coaxial cable from New York.

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HILLS HEADS NEW RCA COMMUNICATIONS FINANCE DEPARTMENT

Laurence G. Hills, formerly Vice-President and Controller of RCA Communications, Inc., now has the title of Vice-President in Charge of Finance and is head of the newly created Finance Department of the company.

Mr. Hills was born in London, coming to the United States at the age of 14. After serving in the A.E.F. during World War I, he secured a position with the Marconi Wireless Telegraph Company in 1919 where later he served in the office of the Auditor of the Trans-Oceanic Department. When RCA Communications was organized in 1929, he was appointed General Auditor and in 1934, he was promoted to Controller. In 1940, he was elected Vice-President and Controller.

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RESEARCHERS FIND 90% SET OWNERS SATISFIED WITH SERVICING

Addressing the American Marketing Association in New York last week, and telling of Sylvania Electric Products research, Paul S. Ellison, Director of Public Relations, and Frank Mansfield, Director of Sales Research, revealed that Sylvania researchers learned that 90% of the people sampled on the question of how they like the men who serviced their radios, answered in the positive: they like them fine. Other facts reported were that the greatest percentage (31.8%) of radio sets last seven years.

Mr. Mansfield, in discussing Sylvania's research in radio, said that 58% of the radio set owners had one set each with the remaining percentage owning two or more. The speaker credited the growth of Sylvania to a \$100,000,000 a year business to the efforts of the company's advertising men, and also to the technique of using directly in their advertising the results of market research.

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NEARLY 600 RADIO CORRESPONDENTS ACCREDITED TO U.N.

The Public Information Department of the United Nations Secretariat has provided facilities for accredited correspondents representing 270 newspapers from 30 countries. Coverage has also been provided by seven major broadcasting organizations and nine other radio companies, by newsreel and television agencies, and in a different field by the representatives of 96 voluntary organizations, the State Department advises. A total of 800 journalists and 580 radio correspondents have been accredited and more than 300 press releases issued.

Plans are now being made for periodic conferences at UN headquarters in New York with delegates from each of the three main groups of media: press and publications, radio and telecommunications, and films and visual aids.

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RADIO SET AS GOOD AS EVER AFTER SOAKING DAY IN LAKE

On the day that he was to start his return from his vacation in Canada to the United States, Ted Leitzell of Zenith Radio Corporation, inadvertently started the motor on his boat with the anchor down, and a short-wave portable radio which he had taken with him, bounced over the side into 40 feet of water. Mr. Leitzell tried to retrieve the set but failed.

Several days after his return to work, Leitzell received a letter from Victor Haft, teacher of Russian in a Dukhobor school, and Leitzell's guide, advising him the radio had been recovered and saying:

"We dumped the water out of it and took the set to shore, where we set it in the sun to dry. That night, I turned on the set without changing the dial from where you had left it. We heard WGN, that station in your Chicago, just as clear as ever."

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SCISSORS AND PASTE

"PTM" Almost Too Much For Editor To Grasp  
( "Washington Evening Star" )

The new radio system developed by the International Telephone and Telegraph Corporation undoubtedly is as complicated as the simplifying newspaper descriptions make it sound. Akin to radar, utilizing ultra-high frequency waves, and based on the principle of "pulse time modulation", it results in something called "multiplexing" - an operation not quite clear enough to be understood by most of us laymen who find this age getting almost too scientific to be bearable. \* \* \*

Thus, at the I. T. & T. demonstration there was simultaneous reception - and apparently it was exceedingly good - of a teletype message, a news report, stock market quotations, a facsimile newspaper, music, etc., etc.

In other words, it would appear that we are coming to the time when we shall be able to turn on the radio at a single dial number and get not one program but a multiplication of programs from which we can make our own selection or have them all go on at once over separate devices hooked to the single receiving set and located at various places around the house. Whether this will serve to increase our happiness or wisdom is problematical. The development, though, is expected to do away with such things as static, to effect a great improvement in the tone quality of broadcasting, and to make it possible for the unseen audience to tune out exasperating announcers. All of which, irrespective of happiness and wisdom, is plainly scientific progress.

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Complex Nuremberg Headphone Interpreting System Explained  
( Dena A. Schmidt in "New York Times" )

Long though the Nuremberg trials have been, they would have been far longer but for a remarkable team of interpreters and translators using a mechanical aid to international cooperation called the "quadrilingual simultaneous interpreting system".

The system, thoroughly worked out in the months since the International Military Tribunal began operations last Nov. 20, is to be used when the United Nations General Assembly meets in New York. It will be a vast improvement over the arrangements at the Old League of Nations when sessions were delayed interminably while translators slogged along well in the wake of the proceedings.

This is the way it works. Every member of the tribunal, the twenty-one defendants, the press and the spectators has a pair of earphones and a little switchboard with five numbers on a dial attached to his seat. Participants in the trial speak into microphones and anyone present can listen to the whole proceedings in any language he pleases. No. 1 on the dial reproduces the proceedings verbatim for those who want to hear it in the original, No. 2 reproduces it all in English, No. 3 in Russian, No. 4 in French and No. 5 in German. Thus Hermann Goering, or a witness or a prosecutor, in effect speaks in four languages simultaneously.

Words spoken into the microphone are piped to interpreters sitting behind a plate-glass shield in the rear of the courtroom, English and Russian translators in front and French and German behind. As the words come to them through earphones they translate into each of the four languages. There are three complete teams, or twelve interpreters, each of whom works not more than an hour and a half at one time, a total of three hours a day. While one team is at work another is in reserve, lounging and listening in the adjoining room, while a third team has the day off.

Within handy reach of the interpreters are little plywood disks marked "slows" which the interpreters seize and hold up to the monitor if they cannot keep up. The monitor then presses a button turning on a yellow light in front of the British presiding judge, Sir Geoffrey Lawrence, who then tells the speaker to pause after each sentence to give the interpreter a chance.

If the interpreter gets in a real jam the monitor presses a button lighting a red light and the proceedings come to a halt.

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Naval Communications Seeks Post Graduate Students  
( "Army and Navy Journal " )

Applications are desired for a one-year postgraduate course in applied communications for a class convening in January 1947. Eligible are line officers commissioned Ensign 6 June 1940 to 19 June 1942 inclusive and transferred line officers of corresponding dates of precedence. Training in applied communications is in general of an operational nature but requires a sound educational background. Applicants should have successfully completed courses in mathematics through quadratics as a minimum and have had at least one year of sea duty and have had sufficient communications duty to evidence suitability for further communications training. Signed agreements not to resign during the curriculum and to serve three years in the naval service after completion of their studies must be submitted with applications. Applications should be submitted via official channels to reach the Bureau of Naval Personnel prior to 15 October.

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Preferred Service  
( Leonard Lyson in "Washington Post" )

David Sarnoff, President of the Radio Corporation of America, sat down at a restaurant table at which two lawyers were the hosts. The other guests were actors, actresses and newspaper men. The waiter asked : "Whose order shall I take first?" Sarnoff told him: "Mine. At this table I'm the only possible client."

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::: TRADE NOTES :::  
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General Electric is checking up very carefully on the reaction of the audience of its television station WRGB in Schenectady. Attached to each of the advance programs sent weekly to those in the area having television sets is a prepaid return post-card for the rating of each program (A) excellent (B) good (C) Fair or (D) poor. In addition to general comments the quality of reception is asked for as well as the number of persons seeing each performance.

-----  
The most popular place in the Capital tonight (Wednesday) will be the National Broadcasting Company studios where those lucky enough to have tickets of admission will see the Joe Louis-Tami Mauriello fight in New York by television. As was done so successfully in the last fight of Joe Louis, the match will again be brought to Washington by A. T. & T. coaxial cable.

Also again has the demand for "ringside tele" tickets been so great that Frank M. Russell, Vice-President, and Carleton Smith, General Manager of National Broadcasting Company, have been reported to be entering and leaving their offices secretly for the past week.

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An informal conference will be held in Room 2232 in the New Post Office Building in Washington next Friday, September 20th, on a proposed revision of the schedule having to do with employees and their compensation in the "Annual Financial Reports of Networks and Licensees of Broadcast Stations." The conference will begin at 10 A.M. and all persons interested in this matter are invited to attend.

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A new line of "plug-in" amplifiers, the first in the broadcast field employing standard type plugs which permit a complete amplifier unit to be removed from the rack and another to be installed in its place with no greater effort than that required for changing an ordinary radio tube, is now being turned out by the RCA Engineering Products Department.

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Charles R. Denny, Jr., Acting Chairman of the Federal Communications Commission, has been selected to head volunteer solicitors in the forthcoming Community Chest Federation campaign in the FCC. The campaign, opening October 22nd, is for \$4,200,000 to support 125 agencies in the Washington area.

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Manufactured and modified to NBC specifications by the Armour Research Institute in Chicago, Station WRC, Washington, has just received the latest, a new wire recorder which records one continuous hour of voice transmission on thin piano wire wound on metal spools. Each spool contains 2 miles of .004 wire, capable of recording voice instantly through electrical impulses.

The entire recording unit weighs less than forty pounds and is mounted in a metal case the size of an overnight bag. Microphone and recorder can be set up for action in two minutes time, and with 150 feet of microphone cable special events men are given a wide field of action. Power for the unit is supplied from any 115 volt AC outlet.

Another Petrillo victory was foreshadowed in New York Tuesday when more than 50 hotels, including the Waldorf Astoria, through the intercession of Mayor O'Dwyer, agreed to pay the same 20 percent wage increase that averted a strike in the night clubs last week.

The New York Local of the American Federation of Musicians had demanded a 25% increase.

-----  
The added burden the already overcrowded New York broadcasting stations have been carrying for the past 17 days due to the truck drivers' strike forcing newspapers to reduce their size and drop display advertising was eased somewhat Tuesday when a tentative agreement permitted resumption of print paper to the newspapers.

Practically all of the newspapers beginning this (Wednesday) morning again began to carry their normal quota of advertising.

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The Florida Citrus Commission has authorized a program of spot or chain break radio announcements to cost \$320,000.

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Sponsorship of the "Breakfast Club", of all time periods on the American network from 9 AM to 12:30 PM, Monday through Friday, have now been sold. All but the first of these periods are being broadcast on renewed contracts, and all but three of the 70 quarter-hours are on a full-network basis.

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A plan to allow battery manufacturers to carry over 20 per cent of any unused quarterly lead allotments into the next quarter of the year has been recommended by the Automotive Battery Industry Advisory Committee, the Civilian Production Administration said Monday. This plan would permit the battery manufacturers to utilize more fully their permitted quantities of lead.

As an example, industry spokesmen said, the battery manufacturers were permitted to use approximately 58,000 tons of lead in the third quarter but were able to obtain only about 54,000 tons.

If this plan is adopted, John E. Graham, Chief of CPA's Automotive Branch reported, any battery manufacturer whose production was curtailed in a quarterly period because of shortages of lead, or for other reasons would be able to make up at least part of his production at a later date.

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The State Department announced today that the United States is resuming normal notification of radio frequencies to the International Telecommunications Union at Berne, Switzerland. Effective Tuesday, all new radio frequencies assigned to radio stations in this country will be registered in Berne.

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More than 100,000 patents will become available as a result of a recent agreement on German-owned patents reached by a twelve-nation conference in London, the State Department reports. 19,000 of the German patents, seized by the United States are now licensable under the agreement.

Information on enemy patents vested in the Alien Property Custodian may be obtained from Office of the Alien Property Custodian, Washington 25, D. C.

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# HEINL RADIO BUSINESS LETTER

1000 DEWEYER PLAZA, NEW YORK, N. Y.

2400 CALIFORNIA STREET

WASHINGTON, D. C.

RECEIVED  
OCT 4 1946  
J. H. MACDONALD

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September 25, 1946

## SENATOR O'MAHONEY SEES DISHONESTY IN SURPLUS RADIO SALES

Jumping the gun on the House Surplus Property Committee which began its hearings in Washington Monday, Senator Joseph C. O'Mahoney (D), of Wyoming, Chairman of the Senate Military Affairs sub-committee on Surplus Property Disposal created a sensation at the Capitol by releasing an advance report of the findings of his Committee.

Lax practices on the part of some of the branches of War Assets Administration in connection with the sale of surplus through agents were scored by Senator O'Mahoney, who called for a reappraisal of the industry agent method of selling surpluses.

In electronics and radio communications equipment, Senator O'Mahoney said the terms of the agreements "coupled with incompetent, lax, and, as contended, dishonest supervision, has produced extremely undesirable results in the disposal of electronics."

It was found in the electronics field that expenses of one out of four agents exceeded sales receipts.

"Under some of the existing agency agreements and the practices followed by those responsible for their administration", Senator O'Mahoney contended, "veterans have not been afforded adequate opportunities to purchase the surplus to which they are entitled." The Senator insisted that in the course of the overhauling of the agency system of selling surplus special safeguards must be adopted to assist veterans and other priority claimants in their efforts to obtain surpluses.

With regard to electronics surplus disposal, Senator O'Mahoney's report says, in part:

"Electronics include radio, radar, and telephone and wire communications equipment. The original cost of surplus electronics expected to become surplus is estimated to be \$1,800,000,000. Of this total, roughly one-third is judged to be either in such poor condition or so highly specialized as to be salable only as scrap. An additional \$400,000,000 to \$500,000,000 worth of equipment is believed to be salable only at drastically reduced prices. The amount of readily marketable electronics is likely to total \$700,000,000 to \$800,000,000.

"The latest published statistics indicate that as of June 28, 1946, about \$540,800,000 electronics - including salable equipment as well as scrap - had been declared surplus. Total sales amounted to \$84,384,000, for which the Government received about \$26,700,000. In other words, as of the end of June sales amounted to only about 16 percent of the total amount of electronics equipment which had then been declared surplus.

"Virtually all sales have been made through agents. The number of agents has fluctuated and is now 81.

"Under the electronics agreement the agent is responsible for sorting, warehousing, inspecting, and selling the surplus he receives. Sales prices are established by War Assets Administration, which frequently follows the agent's recommendations. All expenses incurred by the agent, including warehousing, inspecting, and selling, are defrayed by the Government, which in addition pays the agent a commission of 10 percent (5 percent if the purchaser is a Federal agency). The terms of the electronics agreement, coupled with incompetent, lax, and as is contended, sometimes dishonest supervision, has produced extremely undesirable results in the disposal of electronics. Little surplus has been sold and the cost of sale has been high. Priority claimants, particularly veterans, have been grossly neglected. Favored agents and customers have reaped substantial benefits.

"Inefficiency and favoritism were further responsible for substantial price differences among agents, although technically all agents were supposed to sell at the same price. For example, it was found that one agent was authorized to sell equipment for a portable public address system (identified as LS-104/TIQ3) for \$18, while another agent's price was \$40.05. When the latter learned of this discrepancy and called it to the attention of the Electronics Branch, he received a new price of \$30, which price still was higher than the resale price of purchasers from the former agent. Moreover, in some cases, several agents undertook to set their own prices, without waiting for War Assets Administration's approval."

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PRESIDENT STILL HAS THE ANSWER REGARDING PAUL PORTER

Although the dopesters mentioned Price Administrator Paul Porter as a successor to Secretary Wallace, insiders didn't take the guess seriously notwithstanding the fact that Paul was called to the White House last Friday, the day Wallace was fired.

Following that conference, Porter gave the impression that if he would remain with OPA until that was washed up and at the moment, at least, even FCC was out of his mind. In other words that the whole thing was up to the President.

"Paul Porter, in my opinion, is just another career politician", an observer remarked. "He will do whatever President Truman tells him to do. If the President told him to go out and sweep Pennsylvania Avenue, he would go out and sweep Pennsylvania Avenue."

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BROADCASTERS' ANNUAL MEETING PRE-REGISTRATION NEARS 1000

Advance registrations for the annual convention of the National Broadcasters' Convention at Chicago, now less than a month away (Oct. 21-24) have climbed to 859.

On Monday, several of the standing executive committees of NAB will hold sessions in the morning. The afternoon will be given over entirely to FM and facsimile. That night the NAB Board of Directors is to meet in closed session.

President Justin Miller will deliver the convention's keynote speech on Tuesday, October 22nd, at 10 A.M.

On Wednesday discussions of music copyright, small market stations, public relations and the NAB business session are scheduled. At this latter meeting, directors-at-large will be elected and the membership will vote on proposed By-Law amendments. At a no-host dinner that evening freedom of the press, freedom of speech, freedom to listen, etc., will be discussed by a well selected panel.

Thursday's schedule includes a talk by a representative of the Civil Aeronautics Administration. The rest of the day will be taken up with the retail advertising and the broadcast advertising clinics. The banquet takes place that evening.

The exhibits of radio broadcasting equipment and services by the associate members of NAB will be one of the outstanding features of the convention. Only firms which are in associate membership in the organization are eligible to exhibit.

The show this year will be in two divisions - those exhibiting lighter equipment and transcription companies and program services, all will be located on the 8th floor of the Palmer House where some 70 rooms have been set aside for their use. The manufacturers of heavy and bulky equipment such as transmitters will display in a show to be staged in the Exhibition Hall on the 4th floor of the Palmer House. Some 4,000 square feet of space has been reserved.

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DON LEE TO EXPLORE "BEER BOTTLE COLOR TELEVISION" THEORY

Granted a license recently by the Federal Communications Commission to do research in color television, the Don Lee Television System has begun a special three-year research project, under the direction of Harry R. Lubcke, Don Lee video chief.

Briefly, Mr. Lubcke has explored various means of color transmission and has come up with his own method which has been dubbed the "Beer Bottle Theory of Television". His explanation:

"If you look at the sun through a brown beer bottle, you see a brown sun; if you look at it through a green bottle, you see a green sun, etc. Do this electronically fast enough (180 times per second) and you will have the illusion of a constant image in as many colors as you use different colored bottles."

By scanning the image through stationary color filters (the beer bottle at the transmitter there would be no moving parts in either the studio or the home teleceiver, according to Mr. Lubcke, who has been Don Lee head of television for sixteen years.

Further, Lubcke proposes to sandwich the sound waves simultaneously between the carrier wave bands. There will be a "soup-strainer" arrangement at your home teleceiver to act as a traffic cop directing the sound (audio) to the loud speaker and the image (video) to your viewing screen. Live images in costume and cino film will be used in the color experiments.

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WOLL, SON OF AFL V-P, ASKS TO QUIT ON PETRILLO

J. Albert Woll, U.S. Attorney at Chicago, and son of Matthew Woll, Vice-President and Counsel for the American Federation of Labor, has requested the Attorney General to assign someone else to press the case against James C. Petrillo, President of the American Federation of Labor. If this request is not granted, there might be a situation where the son is prosecuting Mr. Petrillo whereas the father is defending him, as Matthew Woll, has frequently appeared in behalf of Mr. Petrillo in important cases.

Mr. Petrillo is charged, in a criminal information, with violation of the Lea Act, which prohibits a union forcing radio stations to hire unnecessary musicians.

Reports from Washington indicated that Mr. Woll's withdrawal had been accepted by the Attorney General's office and that a special Assistant Attorney General would be named to prosecute the case. Mr. Woll's withdrawal had been asked by Dr. Joseph E. Maddy, Director of the National Music Camp, who was expelled from the Musicians' Union.

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DAYLIGHT SAVING HEADACHE FOR 1946 ENDS SEPT. 29

Another daylight saving season - that of 1946 - ends next Sunday, September 29th, to the relief of numerous broadcasters and network officials.

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WOL, WASHINGTON, READIES FOR POWER BOOST; ALSO FM, COLOR TV

While WOL, Cowles Washington Mutual outlet has been testing with a stronger daytime signal for some weeks, the switch that puts the new 5,000 watts into full time operation will be thrown on October 1st.

Coincident with the increased facilities, WOL will launch an intensive promotion campaign to acquaint the District of Columbia with the fact that "The Voice of Washington is Five Times Stronger". The move also is timed to the presentation of the World Series exclusively over WOL-Mutual.

The new transmitter for WOL, is one of the showplaces of Montgomery County and T.A.M. Craven, Cowles Vice-President in Charge of Engineering, is already rushing preparations for FM and color television which will be ready about the turn of the year.

A new program schedule will go into effect at the Washington outlet at the same time with one of the chief changes concerning the return of Art Brown to WOL after a year's absence in New York. Brown, one of radio's top entertainers and "morning man" at WOL for eleven years, will take over the 6:00 to 9:30 AM spot.

Tom Means, Promotion Manager for the Cowles Washington flagship has announced a heavy newspaper campaign to be placed in all Washington newspapers as well as all outlying papers in areas heretofore not reached by WOL. This will be supplemented by car cards, movie trailers, billboards, and mailings to all civic organizations and community leaders.

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AD MEN TOLD OF RADIO RESULTS OBTAINED BY "AUDIMETERS"

Daytime serials have the best audience-holding record of any type of radio program, but 40 percent of the audience does 90 percent of the listening to them.

News programs rank second in ability to retain interest.

Mystery dramas have a substantially greater appeal in large cities than in small communities or among farm families.

These and other glimpses of the habits of the Nation's radio set owners were given the Advertising Club of Washington, D.C. last week by Charles A. Wolcott, Vice-President of the A. C. Nielson Co., a marketing research organization.

Speaking at a luncheon meeting in the Hotel Statler, Mr. Wolcott explained the findings were obtained from audimeters - small devices installed in the homes of listeners to record on a tape every use of the radio switch and every time the dial setting is changed.

Approximately 1,300 audimeters have been placed in 1,100 homes.

The admen were told of plans to increase the size of the sample and of experiments with audimeters linked to a central office by telephone lines, eliminating the necessity of periodic calls to the homes to collect data.

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

There was a story sometime ago that C. D. Wagoner, Publicity dean of General Electric, was to retire. We doubted this because G. E. couldn't run without him. Proof of our assumption that "Wag" was still doing business at the same old stand and as usual had his eye on the ball, was a letter just received from him, which read in part :

"Reading the item in the September 4 issue, regarding the Assistant Postmaster General of Great Britain talking to Europe from a moving automobile, your statement that 'this was the first overseas radio telephone call from a moving automobile' brought back happy memories of two broadcasts General Electric made back in October of 1934.

"On October 15, 1934, Chester H. Lang, now a Vice President of General Electric but at that time Manager of the Publicity Department, carried on a two-way telephone conversation with R. E. Farmer of Sydney, Australia, while he (Lang) was riding in a radio equipped automobile along the streets of Schenectady.

"Then on September 26, 1935, when Henry Ford visited Schenectady he talked with his manager in Buenos Aires while riding in a radio equipped Ford car.

"I know you like to be accurate in your reports so I thought you would not take offense in me reminding you of these two broadcasts from an auto overseas, both long before the one by the Postmaster to England."

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BEN COHEN, U.N., TO SPEAK AT BROADCASTERS' CONVENTION

Benjamin Cohen, Assistant Secretary General of the United Nations, has accepted an invitation to address the forthcoming National Broadcasters' Convention in Chicago October 21st.

Mr. Cohen, who is scheduled to speak on the morning of October 22nd, will discuss the United Nations' radio plans and their relation to American broadcasting.

Mr. Cohen, who is a native of Chile, will have just returned from a tour of South America at the time of the NAB Convention.

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## PROBERS TOLD RADIO SURPLUS LOST MILLIONS TO U.S.

Following close upon the heels of the Senate report showing gross incompetency and alleged dishonesty in the disposal of surplus electronic property, a House Committee, headed by Roger C. Slaughter, D., of Missouri, came through with a bigger sensation - that sales in June of electronic equipment, which cost the Government \$27,000,000 during the war, brought only \$5,000,000 at surplus sales with Uncle Sam a further loser by having to pay private sales agents \$1,400,000.

Representative Slaughter ruefully explained further that the sales costs did not include the expense of maintaining ninety employees in the WAA's general office working on electronics, nor fifty persons employed at \$35 a day as consultants to determine what materials should be scrapped.

When the facts are considered, Mr. Slaughter remarked, "it would seem that the Government would be better off just to give the stuff away."

War Assets Deputy Administrator Frank R. Creedon, summing up said electric equipment that cost the Government 97 million dollars was sold for only 29 millions, and the expense of the sale came to more than 9 million. Mr. Creedon declared Veterans weren't properly taken care of, that he found 10,000 Veteran priority certificates waiting to be processed.

Brig. Gen. James A. Mollison, another WAA Administrator said he had found about 200 radio trucks, estimated to be worth \$7,800, had been sold at \$4,500 to Hallicrafters, Chicago, before establishment of the War Assets Administration last March, and that "authorizations" (to which it was later alleged a forged signature had been signed) were found to have been written on WAA stationery that was not in existence when the sales were made. General Mollison said as a result of this, he had cancelled the Hallicrafter contract. Hallicrafters was the WAA agent for sale of all the radio and telephone equipment in the Chicago Signal Depot last February.

William L. Foss, formerly with the WAA, now consulting engineer with Maj. Gen. Roger B. Cotton, retired, told the Committee that Hallicrafters has paid his firm \$4,400 for short-wave work.

The General further told the Committee that he had found, when he took over the aircraft and electronics division a few weeks ago, that there were a "favored few" sales agents who got the best of the electronics equipment for sale. Belmont Radio, Inc., Chicago, he said, "had a monopoly on airborne radar equipment. That was not a good practice."

It was brought out that the Western Electric Co. was allowed to go over WAA inventories to find telephone equipment it wanted to purchase and knew in advance what was going to be sold.

E. J. Donohue, Assistant Committee Counsel, then asked a WAA official if it were not true that the United States Office of Education had been obliged to drop a similar search of the inventories while hunting for materials needed by educational institutions.

ASSOCIATES TO HONOR BRIG. GEN. SARNOFF'S 40 YEARS IN RADIO

In tribute to the 40th anniversary of his career in wireless and radio, Brig. Gen. David Sarnoff, President of the Radio Corporation of America, will be the guest of honor at a dinner to be held next Monday, September 30th, in the Waldorf Astoria Hotel, New York City. In addition to officials of RCA and its subsidiary companies, the dinner will be attended by leading executives in communications and Government officials.

Lieut. Gen. James G. Harbord, USA Ret., Chairman of the RCA Board of Directors, will preside. The principal speakers of the evening will be Dr. Karl T. Compton, President of M.I.T., and Owen D. Young, who, as Vice-President of the General Electric Company at the time, was instrumental in the formation of RCA.

Among those who have accepted invitations to the dinner are Maj. Gen. H. C. Ingles, Chief Signal Officer of the Army; Charles R. Denny, Jr., Acting Chairman of the Federal Communications Commission; New York's Mayor William O'Dwyer; Dr. F. B. Llewellyn, IRE President, and C. E. Wilson, President of General Electric Company.

General Sarnoff entered the wireless field in September 1906 as an office boy for the Marconi Wireless Telegraph Co., of America, learned the Morse code in his spare time and a year later was promoted to operator. After steady advancement through the company he was made General Manager in 1921 and President in 1930.

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WEAF TO BECOME WNBC ABOUT NOV. 1

Station WEAf, New York City, which has been known by that call for more than twenty-four years, will become WNBC about November 1st. The change, it was said, already has the approval of the Federal Communications Commission. At the same time the NBC frequency modulation transmitter, WEAf-FM, will be changed to WNBC-FM.

On July 25, 1922, the American Telephone and Telegraph Company started a broadcasting station in downtown Manhattan called WBAY, which became WEAf on August 16, the same year. When the NBC network was formed in Nov. 1926, the transmitter became the key station.

A few weeks ago the Columbia Broadcasting System announced its key outlet, WABC, beginning November 1st, will be known as WCBS.

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PROCTER & GAMBLE SPEND MORE ADVERTISING THAN U.S. - BENTON

Speaking at the Women's National Press Club in Washington, Assistant Secretary of State William Benton said that appropriations for work of the International Information Office, including all mediums of public presentation, the press, radio and the motion pictures amount to but \$19,000,000 annually.

"Nineteen million dollars is less than Proctor & Gamble spend annually on national advertising", he remarked.

Through the same mediums, motion pictures, news and radio broadcasts of a healthier variety the State Department hopes to present a more truthful concept of Uncle Sam and his people, Mr. Benton said.

While the International Information Office is already sponsoring broadcasts each week in 24 languages beamed all over the world, the broadcast in Russian now being prepared will be the first thus attempted, Mr. Benton said.

A staff, including personnel who speak Russian, has been recruited and negotiations are underway for reception of the broadcast in Russian.

When asked how the State Department's program is being received in other countries, he answered, "We haven't had any complaints I have been told that people in central Europe and the Balkans depend upon our American voice broadcast for objective reporting, but I cannot say that it is more objective than Britain's BBC reports."

The Assistant Secretary told about the popularity of the magazine America in the Soviet. While the actual distribution is 50,000 copies monthly, each magazine is read by from three to five persons.

(Editor's Note: This at the most would mean a circulation of 150,000 which would seem small as compared to the population of Russia which, according to the National Geographic Society, is about 170,000,000.)

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JAMES L. FLY AIDS WITH FORMULA TO END SEA STRIKE

James L. Fly, former Chairman of the Federal Communications Commission, appeared in a new role in New York City by advancing a formula for the settlement of the maritime strike in an arbitration award that provided for the elimination of pay inequities throughout the shipping industry.

Joseph Curran, President of the National Maritime Union, CIO called off its strike against Atlantic and Gulf ship-owners explaining that the arbitration award handed down by Mr. Fly and additional assurances from the Maritime Commission had given the striking unions their major objective - wage parity with other unions. This, he said, removed the reason for the strike and enabled his union to take action on a return to work.

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FIGHT CONTINUES TO PRY RADIO PRICES LOOSE FROM OPA

RMA Section Chairmen of the Radio Manufacturers' Association's Parts Division will meet in Washington October 1st to make plans for the collection of data to aid the OPA Radio Parts industry Advisory Committee in preparing a petition for decontrol.

The OPA Industry Advisory Committee has scheduled a meeting of the Committee for 10 A.M. on September 30th at OPA headquarters. Members of the Committee will meet with the RMA Section Chairmen on the following day.

A double-barrel assault on OPA price control, with the aim of freeing both radio set and parts manufacturers before the end of the year, was decided upon following an OPA conference of industry Advisory Committee Chairmen in Washington recently.

Chairman R. C. Sprague, an RMA Director, who attended the meeting, immediately joined forces with RMA President R. C. Cosgrove, who previously had announced plans for an industry decontrol drive.

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WJZ TO CELEBRATE SILVER JUBILEE

WJZ, New York's first radio broadcasting station and key station of the American Broadcasting Company, will celebrate 25 years on the air the week of October 1 to 7, which will be known as "WJZ's 25th Anniversary Week."

It was on September 9, 1921, that the Westinghouse Electric and Manufacturing Company was granted a license to operate a broadcasting station in Newark. The site selected for the transmitter was the roof of the Westinghouse factory where a shack was hastily erected to house the 500-watt transmitter.

A ladies powder room was converted into a broadcasting studio. Old rugs were used as drapes, a piano was rented and there was an old-fashioned phonograph with a large horn. A few discarded chairs and an old table completed the studio equipment.

Then on October 7th Tommy Cowan threw a switch and WJZ was officially born. Mr. Cowan discovered a singer named Milton J. Cross and lured him to the Newark studios to sing for the then small radio audience. Mr. Cross became interested in this new business, and when there was an opening for a second announcer he got the job.

In the Spring of 1923, WJZ was taken over by the Radio Corporation of America and moved to the sixth floor of the old Aeolian Hall on 42nd Street, where it operated until September 1927. A year later the station's operation was transferred to the newly formed National Broadcasting Company and it then moved to 711 Fifth Avenue.

In May 1925, the WJZ officials decided to let listeners see a broadcasting studio in action. A concert featuring Keith McLeod, Godfrey Ludlow and Milton Cross was arranged. Tickets were offered to persons writing for them. For every available seat, there were twenty requests, and while the visual concert was not repeated, it was a huge success for people who managed to get tickets.

Then in 1926 came the organization of the National Broadcasting Company, and WJZ, which had been taken over by the Radio Corporation of America became the key station of NBC's Blue Network.

For the next 16 years WJZ was operated by the National Broadcasting Company. In 1942, The Blue Network was separated from NBC and operated directly under the Radio Corporation of America with Mark Woods, now President of the American Broadcasting Company, serving as President. In 1943 The Blue Network Company was sold to Edward J. Noble.

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RADIO, PRESS, PICTURES EMPHASIZED AS PEACE AIDS

Promotion of international understanding through the press, radio and motion pictures got top attention at the first meeting of the National Commission on Educational, Scientific and Cultural Cooperation held this week.

The Commission, established to advise the United States delegation to the United Nations Educational, Scientific and Cultural Organization (UNESCO) will continue its sessions through Thursday.

Assistant Secretary of State William Benton, in his opening address, urged the Commission to consider extensive use of the instruments of mass information.

This theme will be continued today at a round-table on mass communications presided over by Edward R. Murrow, a Vice-President and former European news chief of the Columbia Broadcasting System.

Specifically it was recommended that American representatives in UNESCO should work for freedom from censorship, arbitrary imposts and quotas and "pirating", freedom of access to news sources, communication and motion picture exhibition and freedom to listen to radio broadcasting of one's choice.

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A mountain of mail - 94 bags containing an estimated 25,000 still-to-be answered letters - has piled up at CBS headquarters in New York for the "Arthur Godfrey's Talent Scouts" program (CBS, Tuesdays, 10 P.M., EDT.)

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SURPLUS RADIO TEST EQUIPMENT PLANT FOR SALE

A radio test equipment and electronics plant in Norwood, Mass., which was operated by the Bendix Aviation Corp. for the Navy during the war, is for sale or lease, War Assets Administration will announce tomorrow, September 26th.

One building containing 87,000 sq. ft. of floor space occupies a site of almost 27 acres. The structure is of steel frame on concrete foundation and has brick walls. It is equipped with automatic sprinkler facilities.

The plant contains some standard and special production machinery required for the manufacture of radio equipment and has complete utilities. The property is connected with a spur line of the New York, New Haven and Hartford Railroad.

Detailed data on the plant may be obtained from the WAA Regional Office, 600 Washington Street, Boston 11, Mass.

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CHIEF JUSTICE ADMINISTERS OATH TO TRADE COMMISSIONER DAVIS

Quite an occasion was made of the swearing in of Judge Ewin L. Davis, of Tennessee, who as a former member of Congress, had much to do with framing the original Radio Act, for his third term as a member of the Federal Trade Commission last Thursday.

Judge Davis swerved as Chairman of the Commission in 1935, 1940 and 1945.

Before becoming a member of the Commission, Judge Davis had long experience in the judicial and legislative branches of Government. He was Judge of the Seventh Judicial Circuit of Tennessee, 1910 to 1918, and a member of the House of Representatives for seven terms, 1919 to 1933. In Congress he was an authority on radio legislation and a leader in the drafting and enactment of the Radio Act of 1927. He was Chairman of the House Committee on Merchant Marine, Radio and Fisheries during the Seventy-second Congress, and among the things he personally wrote into the radio law were that transcriptions should be announced as such.

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Salo in his cartoon series, "Laughing Matter" in the Chicago Tribune, shows a radio going full blast walking along behind the owner and the latter explaining to the astonished passers-by: "It's the latest thing in portable radios."

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Marshall Field, Ford Buy Television Time  
( "Variety" )

Television's steady expansion into a top-coin advertising medium spread westward from New York to Chicago this week as Marshall Field 3d announced his decision to bankroll the "Don McNeill Dinner Club" and Ford Motors stepped in to sponsor all home football games of Northwestern University. All telecasts under both companies' aegis will be carried over WBKB, Balaban & Katz tele outlet in Chi.

Announcement of the new bank-rollers, coupled with the disclosure this week that RCA-Victor is all set to swing into full production on its 1946 line of television receivers (\$300 to \$2,000 approximate cost), points up the optimistic predictions of tele's chief proponents that video will project itself as one of the nation's top forms of entertainment in the next 12 months.

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Houston Via Radio Car Asks St. Louis Reporter How About It!  
( "Editor and Publisher" )

While driving in downtown St. Louis, a St. Louis Globe-Democrat reporter got a buzz on the telephone in his special radiotelephone car. The call was from Houston where a reporter was trying out the Houston (Tex.) Post radiotelephone car. After exchanging choice bits of news in their respective cities (890 miles apart), the reporters said their good-byes - and another chapter was added to the history of communication.

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St. Louis Auto Driver Calls Hawaii By Radiotelephone  
( "Long Lines" )

One of the first overseas calls ever made from a mobile radiotelephone was put through to Honolulu from St. Louis on July 16 by a Chicago radio engineer enroute to Hawaii. Roger Pierce, speaking from a Southwestern Bell automobile, reached the Mutual Telephone Company in Hawaii, about 4,600 miles away.

The call was transmitted by radio to the Company's operator in the telephone building at St. Louis, then by land wires to San Francisco, by radio to Honolulu, and again by wire to the persons called. The twenty-minute conversation was heard clearly at both ends, Mr. Pierce reported.

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Sold!  
(Milton Berle in "Variety" )

"Can I see you a minute?"  
"Sorry, got no time."  
"Oh, a network, eh?"

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: : : TRADE NOTES : : :  
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Manufacturers of radio receiver tubes and allied special purpose tubes may now sell these products to original radio equipment manufactures on an adjustable pricing basis, the Office of Price Administration announced last week.

The special purpose tubes covered by this action are similar to radio tubes but are of different electronic characteristics and use, OPA said. They explained that manufacturers of radio receiver tubes and allied special purpose tubes were granted a 27.5 percent increase in their ceiling prices for all sales of tubes except for replacement purposes on May 2, 1946.

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After rounding out six years of service in Chicago the call letters of Zenith's pioneer radio station have been changed from WWZR to WEFM. These letters not only signify FM but also include the initials of Commander E. F. McDonald, Jr., President of Zenith.

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When President Truman announced at his morning press-radio conference that Secretary Wallace's resignation had been requested, a special events crew raced to Mr. Wallace's office at the Commerce Department with Station WRC's newly acquired wire recorder. The recorder was set up within two minutes, in time to record Mr. Wallace's voice as he read his 45 second resignation letter to the press.

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C. P. Jaeger has been elected Vice President of Audience Records, Inc., a new corporation uniting radio and motion picture stars as director-stockholders under a single banner for production of record albums, it has been announced by H. Paul Warwick, President. Mr. Jaeger, former Vice-President of the American Broadcasting Company, will be in charge of sales and manufacture. Norman Morrill was made Vice-President in charge of recording.

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Installation of a modern marine loran receiver aboard the S.S. AMERICA will be completed by the Radiomarine Corporation of America at the Newport News Ship Building & Dry Dock Co., Newport News, Va. during the first week of October. The AMERICA will be the largest American passenger liner equipped with loran - a modern radio electronic method of long-range navigation.

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Outstanding contributions toward the development of television, technically and commercially, will be formally recognized by the television industry on Thursday, October 10, when the Annual TBA Awards of Merit will be presented at the Banquet session highlighting the Second Television Conference and Exhibition of the Television Broadcasters' Association, Inc.

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The Rural Electrification Administration and private power concerns have passed the half-way mark in extending electricity to the country's farms. In reporting this, the REA estimated that 52.9 per cent of the farms are now on circuits with central station electric services.

The Radio Manufacturers' Association's Surplus Property Disposal Committee, under Chairman M. F. Balcom, has been enlarged because of the problems arising out of the latest WAA reorganization.

Starting Monday, September 30, WGY, General Electric's 50 kilowatt broadcast station at Schenectady, will add five additional news periods to its daily programs. At present, WGY broadcasts studio news eight times a day, sports twice, and takes three network news spots. Under the new schedule, studio news will be increased to 13 a day, Monday through Saturday.

The United States Television Manufacturing Corporation announced that it expects to reach a production rate in 1947 of \$10,000,000 yearly. Last night the company, in conjunction with two department stores in New York and Newark, held demonstrations of "big picture" television with a showing of the Louis-Mauriello fight. Two other stores will demonstrate the sets tonight. The stores giving the showings include Bloomingdale's, Macy's in New York, Bamberger's in Newark and Abraham & Straus in Brooklyn. The company stated that it is already delivering sets with "big picture" screens.

The latest OPA list of manufacturers and non-manufacturers, both for radio sets and for phonographs as of September 1st, includes the names of 211 radio producers, plus 20 non-producers, and 176 phonograph manufacturers, plus 10 non-manufacturers. The radio lists do not include auto manufacturers given prices on radio sets installed in new cars.

The latest thing in residential architecture is a television alcove which forms one end of a room especially designed for home audiences.

North American Philips Company, Inc., recently completed the work of moving its Wire Division from Dobbs Ferry, N.Y. to Lewiston, Maine. In 1942, in order to facilitate war production of electronic tubes and other products, Philips purchased an existing plant at Lewiston located on an area of approximately 15 acres. Until the recent expansion, the plant has manufactured tungsten and molybdenum products.

In a further step to strengthen the Washington, D.C. Fire Department, \$39,600 was earmarked in the current estimates for the purchase of 72 two-way ultra-high frequency radios for fire equipment. An additional three fire alarm and radio operators were requested at \$2,168 each to help operate the new equipment.

Webster, the cartoonist, keeps hammering away at certain commercials. Recently in "The Unseen Audience" in cartoon captioned "The Never-Ending Demand for Novelty", he showed the husband turning a knob at the radio and his wife saying to him:

"Rodman, I'm getting sick and tired of headache remedies and laundry soap. Let's listen tonight to hair tonics and cosmetics and tooth paste."

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