

# HEINL RADIO BUSINESS LETTER

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J. H. McDONALD



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W. W. PEGGES

August 1, 1945

## LARGE NETWORKS DENY THEY ARE TRYING TO HAMSTRING FM

There was a general denial by the heads of three major networks at the hearings which began Monday before the Federal Communications Commission on its suggested regulations to govern FM broadcasting that, as has been charged by the proponents of FM, the chains were really trying to block FM.

"In my opinion", Paul W. Kesten, acting President of the Columbia Broadcasting System, declared, "the issues before the Commission which most profoundly affect the future public service of the broadcasters are first, any restraints placed on FM programming, second, any unnecessary restraints placed on FM station ownership, and third, the whole question of where to license stations and how to define their coverage areas so that not only will local needs be properly satisfied, but so that nationwide coverage patterns for network programs -- essential always to listeners' enjoyment and vital to national unity and welfare in times of crisis -- can be physically attained."

Mr. Kesten had prefaced his statement by saying that he believed FM issues before the Commission at this time exceeded in total importance to the public and the broadcaster those of any hearing he could remember before the FCC. He said the Commission in deciding these issues was deciding the whole future of broadcasting.

Niles Trammell, President of the National Broadcasting Company, said "we must build the new upon the old, maintaining the vital services unimpaired and determining on the basis of experience the role which each service is to have."

Mark Woods, President of the American Broadcasting Company, sounded what appeared to be the keynote of the day when he said, "the proper approach to the whole problem of regulation should be one which will result in a minimum of restrictions so that the growth of FM will be as rapid as possible."

Mr. Trammell recommended amendment of the limiting regulation to permit all licensees of AM and FM stations to broadcast simultaneously their entire schedule of all programs over their FM facilities "in order that a complete program service may be immediately and continuously available to owners of both AM and FM receivers."

"Such a combined service", Mr. Trammell argued, "would provide FM with the best programs available, create a widespread audience for FM, encourage the production and distribution and use of FM receiving equipment, and, at the same time, extend the benefits of FM to well-recognized and popular programs."

Mr. Woods likewise objected to any regulation limiting simultaneous and duplication of any program on FM and AM in the same area by an AM broadcaster operating an FM station.

Identical programming of AM and FM transmitters owned by the same licensee is the single key to the program problem. Mr. Kesten argued: "With identical programming the listener can buy a simple FM set and not be cheated out of his favorite programs. With separate programming, he must sooner or later buy a combination FM-AM set or else two separate sets. Now this too would be a bonanza for set makers and set sellers - they tell me the extra cost to the listener for a combination set would range between \$15 and \$50 - and this I would begrudge. Because this would slow down, not speed up, the growth of FM."

Mr. Trammell contended the proposed commission government of two hours of programming per day on FM transmitters, separate and distinct from the licensee's AM program, "would compel the AM broadcaster to divide his resources, his audience, and his revenue, without any equivalent benefit to the radio listener."

Mr. Kesten said: "Most of us at CBS have believed FM was destined to replace AM as surely as the tungsten lamp was destined to replace the old carbon lamp."

"American listeners are accustomed to receiving over a hundred million dollars worth of program service in 30,000,000 homes. Unknown to most of these listeners, the physical plant which delivers this service to them is about to undergo a revolutionary change. Somehow the way must be found to permit all this to be accomplished without substantial injury to the listener. Putting it another way, we are about to tear up and replace all the roads over which millions of listeners travel, at the flick of a switch, to reach their favorite radio programs - yet we must not for one hour interrupt the enormous flow of listening traffic which these highways carry."

Mr. Kesten said that since all broadcasters cannot look forward to substantially larger total audiences, it is very evident that they will be assuming FM transmitting costs without tangible hope of additional return. The size of this additional investment he estimated at \$50,000,000 if each present AM broadcaster erects a corresponding FM transmitter. The witness stated that from the moment that FM sets are sold in any area, every hour of FM listening represents a reduction in the AM audience because no listener can tune in AM and FM at the same time.

Frank Stanton, Vice-President and General Manager of CBS, testified in support of the "Single Market Plan" of FM licensing, which he said would provide "maximum effective coverage with minimum use of the spectrum" in addition to minimizing public confusion during the changeover period from AM to FM broadcasting.

Mr. Stanton described the "Single Market Plan" as being "based on the simple and indisputable fact that, generally speaking, radio needs its strongest signal at the point of densest population, in the congested, built-up urban areas."

"The idea of having a wholly democratic radio in FM with the greatest possible of stations consistent with effective coverage" was advanced by Mr. Stanton as the basis for CBS' support of the single market plan.

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GAMMONS MAY BE CBS V-P; BUTCHER BOOK SEEN AS BEST SELLER

There are those who believe that Earl H. Gammons, who has been pinch-hitting for Capt. Harry C. Butcher, USNR, as Washington Vice-President of the Columbia Broadcasting System, may now succeed Captain Butcher. When General Eisenhower drafted Mr. Butcher as his Naval Aide at the beginning of the war, Mr. Gammons, then General Manager of CBS-owned Minneapolis-St. Paul station, was called in for the duration as Director of the Washington office. It seems to be generally agreed that he has done an excellent job (the position hardly having been a bed of roses for a new man coming into Washington in wartime) and the logical conclusion seems to be that Mr. Gammons has more than an even chance to succeed Mr. Butcher, who resigned last week so that he would be able to give the necessary time to writing a book which already promises to be a best seller about his experiences under General Ike. This does not mean that Mr. Butcher has entirely severed his relations with the network as in the meantime he is down on the books as Consultant to CBS on public relations.

Furthermore, Columbia has loaned Captain Butcher his former assistant, Miss Gladys Hall, conceded to be one of the best secretaries in the National Capital, and an actress and comedienne of promise as those who attended a party Louis "WGN" Caldwell gave last Winter can testify.

A diary which Captain Butcher has kept of the spectacular rise of General Eisenhower will form the basis of the book which will be published by Simon and Shuster. In its original form the diary runs to more than a million words. Working title to the book is "Three Years with Eisenhower".

The current text was kept in loose-leaf binders, which were carried and kept in a field safe at the various headquarters and advance command posts. Two sets of microfilm copies were made and placed in separate safes for security. Captain Butcher, his publishers said, is working from one of the microfilms "blown-up" on paper.

Such exciting scenes as Mr. Butcher has witnessed, it would seem, might also later make first class radio and movie material. He represented the Supreme Allied Commander at the surrender of the Italian Fleet to Admiral Sir Walter Browne Cunningham in September 1943, and was also present at Reims, France when the German High Command finally bit the dust.

The book will be published next Winter.

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SET MANUFACTURING RECONVERSION MAY BE SLOWER THAN HOPED

Two snags seen by the Radio Manufacturers' Association which may slow up reconversion of the radio manufacturing industry are a shortage of critical components and an uncertainty of prices which will be allowed by OPA.

WPB officials state that the present outlook, based on the assumption that the Japanese war will continue through 1945, is for a relatively small output of newradios this Fall, growing steadily to a substantial volume by the first quarter of 1946. Of course, any sudden change in the military situation, they point out, will speed up civilian production.

A note of warning to the radio industry that the first stage of reconversion will be a "trial period" and that military requirements must be met if the supplemental civilian production is to be permitted comes from Melvin E. Karns, WPB Radio Reconversion Officer, in a statement to RMA.

If the WPB Radio and Radar Division and the radio industry "fail to make certain that military requirements are fully supported", Mr. Karns said, "the civilian production may have to be set aside." He called upon the industry to observe the "spirit and intent of existing priorities regulations".

Under regulations announced last week by OPA radio set manufacturers who obtain "spot" authorization to produce civilian radio sets may either sell at their 1942 prices or apply for individual adjustments pending a determination of the industry-wide "increase factor". For this purpose a "profit factor" of 3 percent has been given radio and phonograph manufacturers to use with allowable increases in basic wage rates and material costs in applying for higher prices.

As price ceilings have not been fixed, however, on radio parts and tubes, set manufacturers are unable to calculate accurately what their materials costs may be. Cost data is just now being requested of parts manufacturers, and several weeks' delay is in prospect before these prices are determined. Parts manufacturers meanwhile cannot avail themselves for individual adjustments under the "interim" formulas announced by OPA.

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NAB OFFICIAL ELECTED SECY OF NATL. ADVT. FEDERATION

Miss Helen Cornelius, Assistant Director of Broadcast Advertising, National Association of Broadcasters, has been elected Secretary of the National Federation of Advertising Clubs. Miss Cornelius is former Merchandise Editor of Harper's Bazaar and Survey Director of the Office of Civilian Requirements, War Production Board.

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PRATT, OF AM. CABLE & RADIO, HEADS RADIO PLANNING BOARD

Haraden Pratt, Vice President and Chief Engineer of the American Cable and Radio Corporation, was last week elected Chairman of the Radio Technical Planning Board, the world's leading engineering group concerned with the technical future of the radio industry and related services. Mr. Pratt will take office October 1, 1945. He succeeds Dr. W. G. R. Baker, Vice President, General Electric Company, who has been Chairman since the RTPB was organized in September 1943.

Long recognized as one of the leading contributors to radio, Mr. Pratt now assumes a position of even greater influence with an organization that is responsible for the scientific development of radio as applied to both communications and industry. The Radio Technical Planning Board is a non-profit group, sponsored by the Institute of Radio Engineers, the Radio Manufacturers' Association, the American Institute of Electrical Engineers, and a long list of organizations in allied fields.

Mr. Pratt, in addition to his position with the American Cable and Radio Corporation, is Vice President and Chief Engineer, Mackay Radio and Telegraph Company, All America Cables & Radio, Inc., The Commercial Cable Company; Vice President, Federal Telephone and Radio Corporation, all associates of the International Telephone and Telegraph Corporation, and is Fellow, Director, Secretary and Past President, Institute of Radio Engineers. For his distinguished service in the field of radio communications, Mr. Pratt was awarded the 1944 IRE Medal of Honor.

Other new RTPB officers elected were: Howard S. Frazier, Director of Engineering of the National Association of Broadcasters, as Vice Chairman; Will Baltin, Secretary-Treasurer of Television Broadcasters' Association, as Treasurer, and W. H. Crew of the Institute of Radio Engineers as Secretary.

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WTOP BLOWOUT REALLY KEPT 'EM IN SUSPENSE

Just before a program called "Suspense" concluded over CBS station WTOP in Washington, D. C., last Thursday night at 8:26 a power fuse was blown putting the transmitter off the air. The station switchboard was immediately flooded with telephone calls from listeners who had actually been left in suspense and wanted to know how the program came out. WTOP was back on the air at 9:04 P.M.

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CRAVEN ANXIOUS TO DEVELOP FM; QUESTIONS PROPOSED RULES

Former FCC Commissioner T. A. M. Craven, now Vice-President of the Cowles Broadcasting Company, testifying at the FM allocations hearings on Tuesday, said:

"The Commission decided wisely with respect to the technical aspects of FM. That decision augured well for the future of FM broadcasting. It is of paramount importance that the Commission decide just as wisely for the economic aspects as it did for the technical aspects of this new service. We are anxious that FM develop rapidly."

Commander Craven, however, took exception to certain proposed regulations governing FM saying, with respect to the rules relating to ownership of FM stations by licensees of AM stations, multiple ownership, ownership of FM stations by licensees of AM stations, program duplication, and 20 channel reservations for newcomers:

"In their aggregate, these rules do not appear to be a sound basis for a wise decision. The effect of regulations such as these may retard rather than foster the rapid development of FM and wider competition in broadcasting. The reason for such an undesired probability is that the proposed regulations appear to be an attempt to control the economics of FM broadcasting at a time when such economics are undeveloped. Moreover, the rules appear to be an attempt to control competition by applying theories which are contrary to sound business principles. In their present form, they would cause men of sound judgment to hesitate more than usual before taking the risk of a new business venture."

As to ownership of FM stations by licensees of AM stations, Mr. Craven said:

"There is an implication that AM and FM are or will be identical in value as instrumentalities of mass communication. Consequently, if the same person were licensed to operate both an AM and FM station in the same community, the Commission seems to fear it would foster a tendency toward monopoly rather than toward greater competition. In our opinion, not only is this concept of AM and FM fallacious but also the fear is illogical. \* \* \* It is predicted that FM will possess better technical quality and larger service areas than most AM regional and local stations of today. Thus, it is predicted by some that the public will prefer FM and will discard AM provided FM program content is at least equal in interest to AM programs. If this concept proves to be true, the quicker the AM broadcasters modernize their plant by installing FM, the sooner the public will receive better service. Likewise, if this concept is correct, the broadcaster will desire to cease operating by a method which the public does not prefer. Thus, AM may decline in value to a vastly inferior position as compared to FM. Consequently, the Commission should encourage AM broadcasters to

modernize their plant as soon as possible and help make FM a going concern at an early date."

Regarding multiple ownership, the witness observed:

"Rule No. 3 relates to multiple ownership of FM stations. We see no harm in ownership of more than 6 stations under circumstances where public interest can be served. It is possible that in searching for a method to secure good FM service in rural areas, the Commission might desire to encourage licensees operating stations in rich markets to provide service in lean markets. In such an event, the Commission should have flexibility of action. It should not be handicapped by its own arbitrary rules. FM is too new. If evils develop, corrective action can be taken. It seems unwise at the time FM is just starting to anticipate evils which may never develop."

With respect to duplication of programs and 20 channel reservations for newcomers, Mr. Craven said:

"We do not object to 'newcomers'. In fact, we advocated the allocation of as many channels as necessary to provide for all the 'newcomers' the traffic will bear. We believe that the better the allocation makes possible the application of the doctrine of unlimited opportunity for competition, the better off radio will be. \* \* \* \*

"We do not object to utilizing the full fidelity capability of the FM system for even more than two hours. Most AM broadcasters will modernize their studios, their frequency response on all equipment between the talent and the listeners' receiver and do whatever else is necessary to get FM across. However, we cannot guarantee to be able to secure enough local talent to interest the public in both AM and FM as separate program services. We believe that if the Commission adopts the proposed rule relating to program duplication in its present form, the net result will be harmful to FM developments because the best talent may be heard over AM at a time when FM is forced to use local talent to demonstrate full fidelity capabilities. High grade talent is not available in all communities and transcriptions just won't be competitive with high grade talent brought via networks. Consequently, the effect of the program duplication rule is discouragement rather than encouragement to the development of a newart. This does not make the newcomers' burden easier."

As to station classification, Commander Craven said:

"We believe the objective should be to provide rural coverage as well as city or town coverage. This appears to be the intent of the Commission. Unfortunately, however, the proposed classification of stations and the limitations placed upon each class do not appear to be such as to insure the accomplishment of the desired objective."

"It is our opinion that the Commission should designate only one class of station and should encourage all stations to serve as large a rural area as the circumstances justify or require.

"The Commission should prescribe the service area objectives for each community. In so doing, it could likewise specify the minimum area which must be served. Applicants could then propose the ESR which would comply with the requirements of either the objective or the minimum area. Those who would serve only the minimum area would be expected to achieve the objective as soon as economic circumstances permitted. Exception to this general principle could be made when justified, such as in places like New York City, Chicago and Los Angeles' metropolitan districts."

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### PETRILLO LOSES APPEAL IN PLATTER TURNERS' DISPUTE

The United States Circuit Court of Appeals in New York has ruled the National Broadcasting Company and the American Broadcasting Company must comply with an order of the National Labor Relations Board to bargain with "platter turners" collectively at all their stations, except Chicago, with the National Association of Broadcast Engineers and Technicians.

The Court rejected the issue raised by the Federation that the Association was a "company-dominated union".

Four months ago the NLRB decided that the Federation, which had intervened in proceedings before the Board, was the proper collective bargaining agent in Chicago for the "platter-turners", who have charge of the recorded music apparatus in broadcasting stations.

While not contesting the order of the NLRB, the broadcasting companies asked the Court for clarification of the ruling so they would be protected against strikes threatened by the Petrillo group.

The Court said it was not convinced of the necessity to restraining the Federation. Judge Thomas W. Swan, who wrote the opinion, said:

"We shall not assume that the AFM will not respect our decision. If an attempt to prevent the companies from complying with our order is made it would seem that the ordinary contempt procedures available against a person with knowledge of the decree, although not named in it, would enable the court to protect its order."

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CROSLEY SALE HEARING CONTINUES AUG. 2; STRIKE CLOSES PLANTS

Oral arguments on principal questions growing out of the sale of the \$21,000,000 sale of The Crosley Corporation of Cincinnati, including WLW, to the Aviation Corporation will be heard by the Federal Communications Commission from counsel at 10:30 o'clock tomorrow (Thursday) morning. This will be a continuation of the sessions which began last week.

While details of the sale were being settled, a strike of approximately 5,000 employees of The Crosley Corporation in Cincinnati was reported.

A spokesman for the International Brotherhood of Electrical Workers said the strike had "closed the entire" plant engaged in war production. A company spokesman said plants No. 2 and 9 were out.

The Crosley Union said through a spokesman that the action climaxed a number of grievances", among them the refusal of the plant's industrial relations director to confer with a Union Vice-President on an important matter".

The Union, several weeks ago, voted two-to-one to strike in event a new contract was not negotiated within an allotted 30-day period as prescribed by the War Labor Board, but both the Union and company announced last Wednesday that agreement had been "successfully" reached.

The company, in a lengthy statement, said the walkout violated a union no-strike pledge, and denied a union contention that an official had been "too busy" to see its spokesman.

A financial report of The Crosley Corporation and subsidiaries for the past six months showed a net profit of \$1,318,819, equal to \$2.42 a share, after \$612,000 provision for contingencies, compared with \$2,556,288 or \$4.68 a share, last year; net sales, \$55,900,287 compared with \$49,088,606.

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RCA INCREASES PROFIT

David Sarnoff, President of the Radio Corporation of America, reported Monday that the company and its subsidiaries had a gross income of \$163,300,680 in the first six months of 1945. This compares with \$156,166,006 in the same period in 1944. Provisions for Federal income taxes amounted to \$13,725,100 for the first six months of this year, against \$14,290,650 last year.

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COMMUNICATIONS MEN TO VISIT GERMANY; BROADCASTERS AUG. 15

The Foreign Economic Administration has revealed that the following group representing the communications industry will go to Germany to study German inventions:

John A. Parrott of American Telephone and Telegraph Company; Pierre Mertz and John A. Townsend of Bell Telephone Laboratories, Inc.; Todos M. Odarenko of Federal Telephone and Radio Laboratories; C. W. Hansell of Radio Corporation of America and Frederick E. Henderson and Roland H. McCarthy of Western Electric Company.

Representatives of the four major radio networks and of the various classes of American radio stations will make a three-week inspection trip in Europe in mid-August under the guidance of the War Department.

The tour group, which will visit England, France and Germany, will include Justin Miller, President-elect of the National Association of Broadcasters; J. Leonard Reinsch, Managing Director of the Cox radio stations; Robert Swezey, Vice-President of the Mutual Broadcasting System; Mark Woods, President of the American Broadcasting Company; Joseph Reams, Vice-President of the Columbia Broadcasting System, and William S. Hedges, Vice-President of the National Broadcasting Company. Col. E. M. Kirby, Chief of the Radio Branch in the War Department Bureau of Public Relations, will be the escorting officer.

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1100 HONOR COL. McCORMICK OF WGN ON 65TH BIRTHDAY

A cross-section of Chicago and Illinois gave a dinner to Col. Robert R. McCormick, editor and publisher of the Chicago Tribune and owner of Station WGN, Monday night on his 65th birthday in recognition of his contributions to Chicago and the nation.

Eleven hundred persons were at the tables in the grand ballroom of the Palmer House. Business, labor, industry, the professions, bench and bar, colleges, and officialdom, both Republican and Democratic, were represented in the gathering.

Silas H. Strawn was toastmaster and Dr. Franklyn Bliss Snyder, President of Northwestern University, was the chief speaker.

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EMPIRE STATE PLANE PLUNGE GIVES RADIO ANOTHER BIG CHANCE

The Empire State Building crash gave radio another opportunity to be of service in a great emergency. Largely through radio, news of the tragedy was known throughout the world in almost a matter of minutes. In New York City the radio flash caused thousands to look out of their windows in time to actually see the top of the building in flames and smoke.

Mayor LaGuardia hearing four alarms of fire from 34th St. and 5th Avenue over the 2-way radio in his auto as he was arriving at City Hall, reached the scene with the firemen.

Edward Kenny, a WOR employee, saw the plane hit from the top of the station's building at Broadway and 40th Street, enabling WOR to be on the air within a couple of minutes. Stanley Lomax, WOR announcer, gave one of the best eye witness accounts. A listener within a few blocks of the Empire State Building heard what she thought was thunder but didn't know what it was until WHN cut in with a bulletin on a program to which she was listening.

So far as is known, the NBC-General Electric television mast on top of the Empire State Building was uninjured. Luckily employees in the television laboratory, a few floors above the doomed portion of the building, had not yet arrived. It is from the Empire State Building that television programs are sent back and forth to Schenectady, a distance of 127 miles. The plane itself had inquired for landing information by radio an instant before its occupants met their death.

Employees of the Communications Division of Raytheon not only heard the plane pass their building in 42nd Street, but saw the catastrophe.

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DR. A. HOYT TAYLOR NAMED NAVAL RESEARCH LAB COORDINATOR

Rear Admiral Harold Bowen, Chief of Research and Inventions, has revealed that as a result of war experience, there will be a re-organization of the electronic work at the Naval Research Laboratory in Washington.

Four new divisions formerly operated as a single radio division under Dr. A. Hoyt Taylor will make up the new electronics organization. Dr. Taylor, who was one of the inventors of radar, has been designated Chief Consultant and Chief Coordinator for Electronics.

A pioneer in the development of radar and a well-known authority in the field of electronics and wartime applications of radio, Dr. Robert M. Page heads the newly created Fire Control Division as Superintendent.

Dr. Jonn M. Miller has been named head of the Special Electronics Research and Development Division. He is well known for discovery of Miller effect and development of the vacuum tube bridge. Dr. Miller is a Fellow of the Institute of Radio Engineers, Yale and holds more than 20 electronic patents. After previous service at the Naval Research Laboratory, he became associated with Atwater Kent and later served as Assistant head of RCA Manufacturing Company's Research Laboratory, working in the ultra-high frequency and television fields.

A. Gebhard heads the ship-to-shore radio division.

Still in the formative stage in the electronics organization is a new airborne electronics division. R. A. Gordon has been appointed Assistant Superintendent of this division. Mr. Gordon was formerly Chief of the Aircraft Section of the Radio Division.

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#### RESTRICTIONS LIFTED FOR ELECTRONIC REPAIR PARTS

Restrictions on the production and sale of parts required for the manufacture and repair of electronic equipment, including radio sets, were removed by the War Production Board last Thursday as a major step in reconversion of the radio industry. In addition, restrictions were removed from the sale of electronic equipment when produced under WPB authorization, the agency announced.

This was affected by amendment to the WPB limitation order (L-265) controlling electronic equipment.

Although electronic equipment may now be assembled and sold under "spot" authorizations, WPB said that the public need not expect any quantity of new sets in the near future, since manufacturers must first seek WPB permission and then obtain materials and component parts before they can assemble sets and release them to retailers.

There are no restrictions on either the production or sale of component parts for electronic equipment under the amended order just issued, WPB pointed out, adding that the only remaining limitations on quantities that may be purchased are those on inventories in Priorities Regulation 1.

Manufacturers who wish to assemble the more common types of end equipment must have an authorization from WPB. Application form WPB-4000, which requires a listing of the major electronic components to be used, should be filed as soon as possible, WPB said.

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::: SCISSORS AND PASTE :::  
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Elliott's Resignation  
("Washington Times-Herald")

Elliott's resignation and his war record have no bearing on the continuing charges that he negotiated big loans for his radio business while his father was President; that he did not pay up in full or anywhere near it; that in one case (John Hartford of the A. & P.) Elliott got his father to put the clincher argument by telephone to the hesitating prospective lender of \$200,000; that in another case there has arisen a question whether F. D. Roosevelt himself viewed the presidency as a legitimate medium for the sale of public offices.

The full story of Elliott Roosevelt's financial transaction needs to be dug up and put on record for the American people to read and ponder. The people need to know what kind of man Elliott is. Both the people and history need to know what kind of man Franklin D. Roosevelt was - need the full, round, three-dimensional picture of him.

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Col. McCormick Can't See Facsimile Competing With Press  
(Jerry Walker in "Editor & Publisher")

Suppose a newspaper with 100,000 circulation (to use an easy figure) could switch to total facsimile operation . . . no presses, no typesetting machines, no stereotypes, no newsprint tonnage. At \$100 a set, it would mean an investment of \$10,000,000 to equip the homes of all the subscribers. Circulation revenue would come from service fees, delivery of the facsimile paper into any home being controllable.

There's also the possibility, as radio set manufacturers see it, that the general public would be willing to own a facsimile attachment, thus relieving the publisher of much of the original cash outlay, and would become subscribers to a particular paper, the set being equipped with a selective gadget.

Col. Robert R. McCormick, publisher of the Chicago Tribune and operator of radio facsimile, FM and television facilities, would dispute the proposition that newspapers should consider delivering all their circulation by facsimile. Just the other day he discussed this probable post-war development:

"I can conceive how any news conscious person on a hunting or fishing trip, or the crew of a ship, possibly people in an automobile, would like a facsimile newspaper. I can conceive that a farmer not receiving a daily paper would like to find one at breakfast time and again at supper time.

"It does not seem probable that it can compete with the newspaper when the newspaper can be delivered, for, after all, the facsimile machine will be an individual printing press. It hardly seems likely that a million facsimile newspapers, printing one newspaper per day, can be produced in economic competition with printing presses printing 40 to 50 thousand copies an hour."

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LaGuardia Bobs Up Again As Commentator Possibility  
( "Variety" )

ABC (Blue reportedly has offered Mayor LaGuardia to White Owl for a 15-minute network commentary (probably around \$1,500) program, indicating that the mayor, after bowing out of office, will definitely be available for a commercial web spot.

Chief hitch at the moment is said to be the fear that, at the last moment, LaGuardia may do a switch and throw his hat into the political ring again and run for re-election.

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Paley Sues British Paper Re Radio Luxembourg  
(Danton Walker in "Washington Times-Herald")

Bill Paley, CBS President and now an OWI Chief in Europe, is suing a British daily for stating that he's trying to buy Radio Luxembourg for his network.

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Radio Was God-send to Army Plane-Crash Jungle Survivors  
(From "Shangri-La" Diary by Wac Corporal Margaret Hastings in "Washington Post")

It took the men a long time to get the first cargo chute that had been dropped to us by the Army rescue plane out of the jungle. But its contents were priceless. It was an F-M radio, operated somewhat like a walkie-talkie.

McCollom swiftly set it up. The plane was still circling over head and Decker and I were in a true fever as we watched it and then McCollom.

"This is Lieut. McCollom", McCollom said into the mouth-piece. "This is Lieut. McCollom. Give me a call. Do you read me? Over."

Instantly and clearly, the reply came:

"This is 311 (number of circling plane) calling 925 (number of plane that crashed.) 311 calling 925. I read you 5 x 5."

That meant the plane could hear us perfectly.

I looked at McCollom and Decker. They were crying, just as I was.

McCollom reported the details of the crash and told the names of the survivors. An Army doctor in the plane overhead asked how we were.

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"Today science is the keystone of victory - tomorrow the keystone of the future." Those words were credited to David Sarnoff, President of the Radio Corporation of America in a quarter-page newspaper advertisement by Popular Science Monthly, along with a picture of Mr. Sarnoff at his desk keeping in practice on a telegraph instrument he has installed there.

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:::: TRADE NOTES ::::  
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Establishment by the Federal Government of a National War Museum which will exhibit radio and radar military equipment of historical character has been proposed by the RME Advertising Committee.

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A 31-page question-and-answer pamphlet explaining the "Single Market" Plan suggested to the FCC by the Columbia Broadcasting System, is now being distributed by the network to all broadcasting stations throughout the country, to both licensees and applicants for FM stations. The pamphlet lists 38 major questions asked by station managers about the "Single Market" Plan. It is illustrated with color charts and maps, and is designed to explain why the Plan is in the interest of the public and broadcaster alike.

Preliminary questions and answers define the "Single Market" Plan. Subsequent ones reveal how the Plan functions, and why it is based on the U. S. Census of population rather than on "trading areas" as defined by various organizations.

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Within the next few months WPB promises 4,000,000 radio tubes a month for civilian use. Radio tubes for the replacement market numbered about 2,300,000 in May and 3,200,000 in June, according to WPB, and are expected to reach 4,000,000 a month by the end of July.

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Radio & Appliances, a new monthly for retailers, will be launched in November by the Ziff-Davis Publishing Company, Chicago.

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Sylvania Electric Products, Inc., and wholly-owned subsidiary, Colonial Radio Corporation - Six months: Earnings of \$1,595,608, equaled \$1.59 each on 1,005,000 common shares, against \$849,108, or 84 cents a share, last year. Consolidated sales reached new high of \$75,821,874, up 88 percent over \$40,320,350 in 1944.

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There is in preparation a review of the part radar has played in the War. Here's hoping this will not result in another series of "off agin - on agin - Finnegan" news releases such as the previous ones having to do with radar were.

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Paul W. Mowrey, Director of Television for the American Broadcasting Company, told students at the University of Denver that "Television now is beginning a new and exciting era for the American public. A medium utilizing sight, sound and motion in one form of presentation is about to be launched in a serious, commercial way. The challenge with this forceful medium of giving the public the best in program service - concentrating on public service, education and entertainment - is the greatest challenge that has ever been given into the hands of the radio industry."

Oscar Katz, Assistant Director of Research for the Columbia Broadcasting System, has been named Associate Director of Research, Elmo C. Wilson, CBS Director of Research, announced last week.

Mr. Katz joined CBS in February, 1938, after three years with National Markets Analysis, Inc. He is co-author, with Dr. Ernest Dichter, CBS Consulting Psychologist on Programs, of a series of nine articles on television which recently appeared in Tide Magazine.

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The Foreign Economic Administration's Radio Advisory Committee on Exports held a meeting in Washington Wednesday, July 25, to discuss proposed relaxation of controls under WPB Order L-265 (governing electronic equipment) and the reconversion outlook FEA announced.

Other items on the agenda were discussions of the difficulties faced in the licensing of radio transmitting tubes and of general licensing problems.

The Committee consists of representatives from the radio industry, both receiving set and tube manufacturers, and independent exporters of radio equipment.

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Lord Mountbatten after a 9-year tour of duty as a wireless officer is credited with having written the British Navy's first textbook on naval receiving and sending sets and inaugurating many reforms in naval communications.

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The Federal Communications Commission granted consent to voluntary control of Symons Broadcasting Company, licensee of KFPY, Spokane, to John L. Wheeler of Los Angeles, son of Senator Burton K. Wheeler of Montana, E. B. Craney of Butte, Mont., and KIRO, Seattle. Consideration was \$348,497 for 99.8% of the outstanding capital stock.

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As a supplement of the August issue of Electronic Industries magazine, of 480 Lexington Ave., New York, a four-color chart has been issued showing all the final frequency allocations between 25 and 30 million kilocycles, as well as the allocations which have been proposed by Federal Communications Commission for the region below 25 kilocycles.

This Frequency Allocations Chart represents the first general picture of the entire radio spectrum to appear and because of the intense interest of all industries in various particular frequencies, many never before definitely allotted for specific purposes, it has been made minutely complete.

Although that portion of the spectrum lying below 25 kc is at present only a proposal of FCC it is believed that there may be no great change in that region. In any case it likely will be several months before this region below 25 kc is allocated in final form.

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# HEINL RADIO BUSINESS LETTER

RECEIVED

AUG 13 1945

2400 CALIFORNIA STREET

WASHINGTON, D. C.

J. H. MacDONALD

  
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## 4,000,000 SETS AUTHORIZED OCT. 1-MARCH 1; PRICE RISE LOOMS

Melvin E. Karns, new Director of the War Production Board Radio and Radar Division, who has just succeeded Louis J. Chatten, states there is a possibility that more than 4,000,000 new home sets might be produced between October of this year and March of 1946.

"The public will not have much trouble buying new radios as Christmas presents", WPB Staff Chief John D. Small said.

R. C. Cosgrove, Crosley Vice-President, and President of the Radio Manufacturers' Association, has expressed apprehension over the apparent fall-down of the OPA in revising radio set prices "delaying many manufacturers from getting into production and preventing some from resuming production altogether." Also manufacturers seemed to agree that there might be a rise of 20 to 35 percent in the price of sets.

A factor in set prices will be the terrific competition among manufacturers.

"Everyone knows that the radio business is entering its most competitive era", said Henry C. Bonfig, Vice-President of the Zenith Radio Corporation. "As of this week, there are 106 radio manufacturers as compared to 54 pre-war. This means that the dealers with the best product, the soundest merchandising, the smartest planning and the best carrying out of those plans will win out."

Isador Goldberg, President of the Pilot Radio Corporation, was not too optimistic over the immediate outlook declaring that WPB action did not overcome the continuing shortage of materials.

Harold Boeschstein, Operations Vice-President of WPB, said that the resignation of Mr. Chatten was deeply regretted. He will return to the electronic industry, with which he had been associated for more than 20 years, most of the time as Vice-President and General Manager of Fada Radio and Electric Co., Long Island City, N. Y.

Mr. Karns went to WPB in November 1944, from RCA Victor Division, Camden, N.J. He holds degrees of bachelor of science in electrical Engineering from Kansas State College and doctor of laws from the South Jersey Law School. Mr. Karns was formerly with the Westinghouse Electrical and Manufacturing Co. Since last January, he has been Assistant Director of the Radio and Radar Division under Mr. Chatten.

Despite a statement recently credited to Mr. Karns that the outlook was for a relatively small output of civilian sets this Fall, the WPB Radio Director was more optimistic in assuming his new office.

Reconversion of the radio industry from war to civilian production, Mr. Karns predicted at a meeting of the Receiving Tube Scheduling Industry Advisory Committee just held in Washington, is expected to be easier and quicker than that of any other major industry and will be accomplished without interference with the war effort.

Unless there is an unforeseen turn in the military situation and on the clear understanding that war needs must be filled first, the radio and electronics end equipment industry will be authorized to produce for civilians approximately one-half its pre-war civilian output during the last quarter of 1945, and approximately its full pre-war production in the first quarter of 1946, Mr. Karns stated.

Mr. Karns pointed out, however, that the amount of electronic equipment, including home radio sets, that will actually be produced and available to consumers during these periods might well be considerably under that authorized due to the continued tightness of materials, components and manpower. This statement was made to allay any false impression that sufficient production and delivery of home radio sets will be achieved to satisfy public demands by the end of the year.

The Committee met in a two-day session to review and schedule the production and distribution of radio receiving tubes and to adjust manufacturers' production schedules in filling rated orders of the Army, Navy, lend lease and for international aid for the balance of this year. Although military requirements for receiving tubes are less critical than formerly, tube manufacturers were advised that military orders must still take precedence over other rated orders in their production schedules and that orders for replacement tubes must be filled before tubes are offered for sale for home set production.

A general discussion was held concerning the recently revised L-265 order which, as the first step in the reconversion of the radio industry, removes the basic restrictions on the production of all radio components and relaxes the restrictions on the sale of all radio end equipment, which may now be produced under WPB "spot" authorization.

Bob Almy, Manager of Distributor Sales of Sylvania Products, Inc., one of the large tube manufacturers, said that shipments of tubes are continuing to improve in both type and quantity. Several types which formerly were on the critical list are now available in adequate supply. The shortage of battery types is still acute, particularly since more batteries have been released, Mr. Almy noted.

RCA-Victor plans to concentrate on early delivery of table models, plus a limited quantity of the large consoles, according to Joseph B. Elliott, General Manager of the concern's home instrument division. He estimated that prices would be "slightly higher" than before the war.

Philco types will include midgets and the larger consoles as well as some FM models, with the top price probably in the neighborhood of \$175, Larry F. Hardy, head of the Radio Division, said. He predicted that the prices would be only 20 percent above pre-war levels.

H. J. Mandernach, District Manager for the General Electric Company, agreed that the first sets would be mostly of the AM type, with FM following soon thereafter. He expected chief emphasis would be on the smaller table models, the wood needed for the larger console cabinets still being restricted.

Arthur Freed, Vice-President of the Freed Radio Corporation, doubted if his concern would begin civilian production before the end of the war. He predicted that retail costs would be one-third higher.

Dorman D. Israel, Vice-President of the Emerson Radio and Phonograph Corporation, in charge of engineering and production, said their types would be a compact table-model receiver, a table-model radio and phonograph combination and an AC-DC-battery portable. He believed increased labor costs would raise the price of sets by 30 per cent, the concern having previously indicated that its retail prices would range from \$25 to \$85.

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GEO. F. SCHECKLEN ELECTED V-P & GEN. MANAGER OF RADIOMARINE

Capt. George F. Shecklen, USNR, 48 years old, has been elected Vice President and General Manager and also a Director of the Radiomarine Corporation of America. Before entering the Navy on active duty in December, 1941, Captain Shecklen was Commercial Manager of R.C.A. Communications, Inc.

In 1917, Captain Shecklen enlisted in the Naval Reserve and served as Chief Radio Electrician at West Coast Naval stations until July 19, 1919. Immediately thereafter, he went to the Marconi Company as Supervisor-Operator and was transferred to the Radio Corporation of America when RCA took over the Marconi stations. During the next five years he advanced to become Manager of the RCA Sales Office in Los Angeles and later was assigned to China to improve direct radiotelegraph service between that country and the United States. While in the Orient, he was appointed Honorary Advisor to the Chinese Ministry of Communications and the National Committee for Reconstruction. He was made China Representative for RCA in 1928 and was elected Vice-President of R.C.A. Communications, Inc., in 1935. Captain Shecklen returned to New York from China in 1939 as Commercial Manager of RCAC.

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ABC EMPLOYEES RECEIVE SURPRISE XMAS PRESENT IN AUGUST

The American Broadcasting Company Saturday distributed additional compensation checks to all employees who, on December 31st last had been employed by the company for six months or more. Accompanying the checks was a letter from Mark Woods, President of the American Broadcasting Company, which read, in part:

"Last Christmas I wrote you that the American Broadcasting Company had planned to distribute additional compensation to all employees of the company who had been in its employ for a period of six months or more. At that time, however, certain of these payments were disapproved by the Salary Stabilization Unit of the Treasury Department and consequently we decided to pay only those which had been specifically approved and to hold all the rest pending an appeal from the ruling.

"I am very happy to inform you that during the past week we were notified that our appeal has been successful.

"We are, therefore, now making the additional compensation that ordinarily would have been made last Christmas."

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U.S. SIGNAL REPORTS SUCCESS IN CONTRACT TERMINATION

That the U. S. Signal Corps has been successful in problems of contract termination is set forth in a War Department release which says:

"As of 30 April 1945, a total of 4,515 Signal Corps contract terminations had been authorized, yet in only 275 cases was final settlement still pending. This result was due in part to a unique feature of Signal Corps practice, the holding of monthly forecast meetings in the various districts. At these meetings the various steps in the settlement of cases are forecast, and these dates are scored for accuracy at the next meeting. The practice has proven effective in achieving in a systematic manner, a reduction of the pending case load, to the benefit of both the Signal Corps and the contractors.

"New techniques of cooperation are among the most encouraging of recent developments. Special field units consisting of personnel trained in auditing and property disposal are assigned as resident representatives in the contractors' plants or in key cities. They perform services not only for Signal Corps but also in some instances, under the consolidated program, for other War Department technical services and Navy bureaus. Such a procedure is now the responsibility of the Signal Corps at such companies as Federal Telephone and Radio Corporation, Newark, New Jersey, and Zenith Radio Corporation, Chicago, Illinois."

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FCC O.K. SPEEDS AVIATION CORPORATION-CROSLEY SALE

Following the approval of the transfer of the license of Station WLW of Cincinnati to the Aviation Corporation in the proposed \$22,000,000 sale of The Crosley Corporation, which the Federal Communications Commission favored by a vote of 4 to 3, other important details of the transaction were taken up in an effort to complete the transaction as soon as possible.

Voting in favor of the granting of the application were FCC Commissioners Porter, Chairman, Jett, Danny and Wills. Commissioners Walker, Wakefield and Durr voted to deny the application.

The Commission was unanimous in its views that some of the problems presented by this case require legislative determination and the opinions subsequently to be issued will be transmitted to Congress with specific recommendations for new legislation.

Under terms of the purchase contract Aviation Corporation will acquire 64 percent of the Crosley shares at \$39 a share from Powel Crosley and family. The same offer has been made to minority stockholders.

In the meantime, the Aviation Corporation reports that its profit for 6 months ended May 31 was \$1,593,260 or 27 cents vs. \$2,317,853 or 40 cents in the same 1944 period.

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RCA OPENS NEW VIENNA CIRCUIT; RESTORES BERLIN SERVICE

Opening of a new radiotelegraph circuit between New York and Vienna and restoration of direct radiotelegraph service between New York and Berlin were announced by Lieut. Colonel Thompson H. Mitchell, Vice President and General Manager of R.C.A. Communications, Inc. Traffic on both circuits is limited at present to government, press and soldier communications. The Vienna station is a mobile RCA unit, formerly located in Northern Italy.

Erection of a fixed station in the U.S. zone of occupation in Berlin provides RCA with two services into Germany. A mobile station which was shipped from this country to Naples after the invasion of Italy early in 1944, then transported by air to southern France to accompany the Allied armies on their drive through France into Germany, is now located at Bad Weisse, in the area occupied by the American Third Army. At the request of the U.S. Army, this complete short-wave station, weighing twenty-five tons, was flown several hundred miles across the Mediterranean by a fleet of fourteen C-47 transport planes in order that communications could be maintained with the rapidly advancing invasion forces.

The new RCA fixed station at Berlin was shipped to Europe from this country and stored in Paris until arrangements could be made for its permanent installation in the German capital

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BILBO AND WINCHELL CONTINUE "BATTLE OF PICCOLO" ON RADIO

With the adjournment of Congress, what has become known in the Senate as the "Battle of Piccolo" has been transferred to the radio. It started with Senator Theo. G. Bilbo (D), of Mississippi, addressing a letter to a Brooklyn critic, Mrs. Josephine Piccolo as "My dear Dago". Walter Winchell in his broadcast over ABC, took a crack at Senator "The Man" Bilbo, who countered with a caustic letter, a portion of which read:

"I have just heard this Sunday night's broadcast by you, the most limicolous liar and notorious scandalizing kike radio commentator of today, and I want to thank you for doing me the great honor of listing me among your victims of hate. You are one of those who think you can spew your venom and hate and if anybody calls your hand you immediately try to hide behind your race and yell 'persecution'.

"You know nothing about the rules of fair play, otherwise you would have read the insulting letter by Josephine Piccolo addressed to me, in which she boasted of the fact that she was neither a Jew nor a Negro - evidently she puts the two in the same class. You were not fair enough to even report the entire salutation of the letter in question written by me. When she told me she was neither a Jew nor a Negro, I addressed her as 'My Dear Dago', and as a part of the salutation I said, 'If I am mistaken in this, please correct me.' \* \* \* \*

"You are like all rabble-rousing, strife-breeding Communists which I verily believe you to be regardless of how strong you may deny it. Your episode in trying to parade your patriotism by strutting around awhile in a Navy uniform did not fool the American people

"You are just a dirty scandalmonger kike, regardless of what you pretend to be. I would say more, but I realize no matter how much Jergen's lotion I might use, I could not keep white and clean by messing with you - you are too dirty and flithy."

Drew Pearson over the ABC network Sunday night, referring to the "Dear Dago" letter, said that Senator Bilbo had been addressing others as "Dear Negro Lover", etc. As a result of this he predicted that National Democratic Committee Chairman Robert Hannegan would not give Bilbo any help when the latter comes up for re-election in 1947.

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NAB ADOPTS CODE; SELECTS "JESS" WILLARD ASST. TO PRES.

Highlights of the Board of Directors' meeting of the National Association of Broadcasters in Washington this week were (a) adoption of the new broadcasters' code; (b) selection of A. D. Willard, Jr., General Manager of WBT, Charlotte, N.C., as technical aide to the new President of NAB Justice Justin Miller, and (c) Mr. Justice Miller's attendance at the meeting prior to his taking over in the Fall.

Thus "Jess" Willard leaves WBT, one of CBS-owned and operated stations, which was recently sold to the Jefferson Life Insurance Company. Under Mr. Willard, who was former Manager of WJSV (now WTOF), the CBS station in Washington, the Charlotte station developed into one of the first division stations in the United States. It was reported that the new owners of the station were desirous of having Mr. Willard remain but the latter desired to make a change. Returning to Washington will be like coming home to Mr. Willard, who has always been very popular in the Capital.

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WHEELER BRANDS POTSDAM PARLEY AS RED VICTORY

Senator Burton K. Wheeler (D), of Montana, commenting on the Potsdam agreement, said:

"I do not feel Potsdam sets a pattern for peace in Europe. I think all of Europe is apt to go Communist. On my trip I found a prevailing belief that Italy, France, Germany and other countries will go Communist when we take our troops out.

"Europe for ages has had a distinct European civilization. It is now going to have a civilization under Russian-Asiatic domination. While they talk of free elections, you're not going to have free elections in Poland, Czechoslovakia, Yugoslavia and other countries.

Senator Wheeler, who is Chairman of the Senate Radio Committee, and who made a tour of Europe recently studying communications conditions said:

"You're going to find Communist-dominated elections without any free speech, free press, or free radio, or opportunity to discuss the difference between a dictatorship of the proletariat and democracy."

"As near as I can see, the war has only resulted in one thing. We have substituted Stalin for Hitler."

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RADIO PARTS-EQUIPMENT TRADE SHOWS CORPORATION ORGANIZED

Radio Parts and Electronic Equipment Shows, Inc. is the name of the corporation newly formed to sponsor and conduct future trade shows on a non-profit basis for the radio parts and equipment industry.

Following the suggestion of the Radio Parts Industry Coordinating Committee, the Radio Parts Industry National Trade Show, Inc. and the Electronic Industry Conference Committee, Inc. have taken action to merge their respective interests and pool the balances remaining in their treasuries and transfer them to the new show corporation.

A board of eight Directors has been appointed, two from each of the four sponsoring groups. These are:

From Parts Division of Radio Manufacturers' Association:  
Leslie F. Muter - The Muter Company, Chicago, Illinois; Jermoe J. Kahn, Standard Transformer Corporation, Chicago, Illinois.

From National Electronic Distributors' Association:  
W. O. Schoning - Lukko Sales Corporation, Chicago, Illinois; Sam Poncher, Newark Electric Company, Chicago, Illinois.

From Association of Electronic Parts and Equipment Manufacturers: H. W. Clough, Belden Manufacturing Company, Chicago, Illinois; J. A. Berman, Shure Brothers, Chicago, Illinois.

From Sales Managers Club, Eastern Division: R. P. Almy, Sylvania Electric Products, Inc., Emporium, Pennsylvania; Charles Golenpaul, Aerovox Corporation, New Bedford, Massachusetts.

The following officers were elected unanimously:  
H. W. Clough, President; Charles Golenpaul, Vice President, Sam Poncher, Treasurer, and Jerry Kahn, Secretary.

It is planned to hold an industry show as soon as practicable following the lifting of travel and other restrictions, and resumption of peacetime operations. Best guess as to the probable date is October, 1946, provided V-J Day comes before the end of this year. Present plans also call for the appointment of a Show Manager on a full-time basis to handle the direction and manifold details in connection with the conduct of the type of shows planned.

Mr. Herb Clough, President, commenting on the new Trade Show Corporation, stated, "With the formation of the Radio Parts and Electronic Industry Trade Shows, Inc., the wheels have been set in motion to conduct future trade shows on a national or regional basis for the benefit of the entire industry."

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CAPITAL TELE IN 6 MONTHS MAYBE; TOWER APPROVAL SEEN

Television is one step nearer to Washingtonians with the District Board of Zoning Adjustment announcing that it would overrule the protests of certain citizens' groups and was prepared to approve the National Broadcasting Company and Bamberger Broadcasting Service applications for permission to construct television towers in residential sections.

Carleton D. Smith, General Manager of WRC, NBC station in Washington, said if an application for an experimental television license now pending with the Federal Communications Commission is approved and everything else goes well, NBC experimental television broadcasting should start in the nation's capital within six months.

Mr. Smith, along with J. R. Poppele, Chief Engineer of Bamberger, and President of the Television Broadcasters' Association, put up a hard fight (Bamberger having been overruled on its first site). Mr. Smith said that NBC already had two television transmitters for an exchange of programs between Washington and New York, NBC's original plans for television experimentation having been interrupted by the war. Mr. Smith appearing before the Board argued that the NBC tower to be erected near the Wardman Park Hotel would not be unsightly and would be the center of interest in that part of the city.

Mr. Poppele said a 300 foot tower at the Bamberger site, 40th and Brandywine Streets, northwest of the U. S. Bureau of Standards and north of the Washington Cathedral, would provide satisfactory service to persons within a radius of 25 miles and would allow residents of elevated property as far as Baltimore to obtain programs televised in Washington.

Formal action on the sites will be withheld only until the Zoning Board makes certain that the heights proposed for the towers are absolutely necessary for satisfactory service, Robert O. Clouser, Zoning Board member, said.

The companies have been asked to submit map studies which will show the exact areas not likely to receive adequate television reception from lower towers.

The Zoning Board deferred immediate action because it could not reconcile the differences in elevation sought by the two corporations, Mr. Clouser said. NBC has promised adequate service with a 350-foot tower on a 200-foot land elevation while Bamberger insisted upon a 300-foot tower on an elevation of more than 400 ft.

Further investigation will also be in line with a recommendation by the National Capital Park and Planning Commission that Bamberger prove it could not give adequate service with a 200-foot tower. A higher structure would compete with the skyline view of the Washington Cathedral, the planning commission had said.

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GROSS ACCEPTS POST AS VICE-DIRECTOR OF ITU AT BERNE

Gerald C. Gross, former Assistant Chief Engineer of the Federal Communications has accepted the position of Vice-Director of the International Telecommunications Union at Berne, Switzerland and has been confirmed. Mr. Gross at the time the post was offered to him was in Bogota, Colombia, on a special mission. He returned to the United States, however, before accepting it. He is said to be the first American to be appointed to one of the four international unions with headquarters in Berne.

Mr. Gross participated in the formation of the Engineering Division of the Federal Radio Commission in 1928, and for some time served as Chief of the International Division of the present Commission's Engineering Department. He has represented the Government at 21 international conferences on communications, and has served since 1933 as Secretary of the Interdepartment Radio Advisory Committee. He is co-author with Prof. James Herring of the University of Pennsylvania of an authoritative book "Telecommunications", which is highly regarded in the industry.

Born in New York City on December 27, 1903, Mr. Gross obtained his elementary schooling in France, and was graduated from Haverford College, Haverford, Pa., in 1926 with a B.S. degree. At Haverford he was instrumental in setting up one of the first college broadcasting stations in the United States. He later served as radio and communications officer on a number of ships in the American Merchant Marine.

Formerly on the staff of the Bureau of Standards, Mr. Gross specialized in communications engineering. He contributed to the development of the present aviation interlocking aural beacon, and was also in charge of the standard frequency transmission.

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COWLES, ADLER AND KNIGHT, PRESS & RADIO EXECS OFF TO PACIFIC

Three newspaper executives have left for a close-up view of the forward areas in the Pacific war, at the invitation of the Secretary of the Navy.

They are John Cowles, President of the Minneapolis Star-Journal, and Vice-President of the Cowles Broadcasting Company; Julius Ochs Adler, General Manager of the New York Times, and Station WQXR; and John S. Knight, publisher of the Chicago Daily News.

They will be in the Pacific from four to five weeks.

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## ELLIOTT'S ALIBI BACKFIRES; CRITICS WANT FDR CLARIFICATION

Instead of silencing critics by his belated statement regarding his radio and other deals, Elliott Roosevelt seems to have caused them to renew their charges with repeated vigor. Another boomerang apparently was Elliott's defense of his father. Critics immediately asked for further enlightenment regarding this.

"What is much more of vital concern to the American people (than Elliott)", said the Washington Post, "is the reputation of Franklin D. Roosevelt, charged with complicity in his son's allegedly nefarious business deals.

"Conscience as well as common sense supports General Roosevelt's plea that 'until these facts are disclosed my only request is that any charges concerning my affairs should be confined to me and that no further attempt be made to smear a man who can't talk back'. In the absence of specific proof sustaining the charge against him - and the burden of providing such proof clearly rests upon his detractors - President Roosevelt's place among his countrymen should remain wholly independent of unsubstantiated smears."

Seeking the same information plus more about the method of settlement, an editorial in the Washington Star concluded:

"There are two facts, or alleged facts, which, while covered perhaps by implication in his statement, are not dealt with specifically. One is the charge that General Roosevelt arranged a telephone conversation between his father and a man from whom he was borrowing \$200,000 in order to assure the lender that the transaction would not embarrass the President. The other concerns the alleged settlement of this loan for \$4,000 by Jesse Jones, then Secretary of Commerce, and the question of who arranged for this adjustment. These points should be cleared up in any future statement which may be made."

Westbrook Pegler, whose articles appear in the Capital in the Washington Times-Herald, wrote:

"Elliott's statement does not deny that there was a telephone conversation between his father and Hartford, so we may speculate as to what else they discussed, and what prompted a citizen who had never met the President to call him up at exactly that moment out of the infinity of time.

"To agree with Elliott that that loan was not discussed, if that is his contention, we must conclude that the call was a miraculous coincidence at the very moment when Elliott was borrowing \$200,000 on 'unbankable' security from a man whom he had met only once, and then for a mere introduction."

In regard to Elliott's declaration that his father "never promoted or assisted my personal affairs", Mr. Pegler told of Hill Blakett, a radio advertising agent of Chicago, being invited by Elliott to dine at the White House in 1939.

Pegler related:

"His business was placing radio advertising by clients with radio stations and networks. Elliott then was running his Texas State Network. This was the year of Elliott's big loan. He did place business with the network at Elliott's solicitation, because 'anything that looks good we will try'. \* \* \* \*

"When I reached Mr. Blackett by telephone he said that, following Elliott's suggestion that he dine with his parents at the White House, he received his invitation from Mrs. Roosevelt and that when he arrived at Washington a reservation had been made for him at the Mayflower Hotel by the White House.\* \* \* \*

"He says that if the purpose of the invitation was to promote advertising revenue for Elliott, the Roosevelts did it 'delicately'. Neither of them suggested that he place any business with Elliott but Mrs. Roosevelt said they were interested in the welfare of their children.\* \* \* \*

"Finally Mr. Blackett was asked what he thought was the common interest that elicited the invitation.

"'After all', I suggested, 'they knew you weren't a tailor.'

"'I assume, like anyone else, you know what I mean', he said. 'I don't have to spell it out for you. I have been entertained by lots of people who wanted business.'"

A self-initiated New York grand jury inquiry into Elliott's John Hartford \$200,000 radio loan settlement deal, first official indication that possible criminal aspects of the transaction are under study, has been held up awaiting outcome of the Internal Revenue Bureau's investigation, it was reported.

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#### DON LEE POLLS EFFECTIVENESS OF TELEVISION COMMERCIALS

Several hundred persons recently responded to a poll conducted via television by the Don Lee television station, W6XAO in Hollywood, in connection with the presentation of an "experimental commercial" film by Johansen Bros. Shoe Company of St. Louis.

More than 50 percent of the responses received from viewers in Long Beach, Whittier, Santa Monica, Burbank, Glendale, Van Nuys, Inglewood and Los Angeles, indicated approval of the production, which combined a commercial message with a drama, especially filmed for telecasting purposes, the Television Broadcasters' Association reports.

Eighty percent of the participants in the poll commented on the type of program material, some of whom said the film held their interest and others dissented. About one-third of the viewers were favorable in their comments on the value of the presentation, while others offered reasons for improvements.

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NOBLE, CHAIRMAN N.Y. NATIONAL WAR FUND SERVICE DIVISION

Edward J. Noble, Chairman of the Board of the American Broadcasting Company, has accepted an appointment as Chairman of the Service Division of the New York National War Fund.

Under his jurisdiction in the Service Division of the New York National War Fund, will be such branches of commerce and industry as accountancy; advertising; public relations; entertainment, comprising motion pictures, radio broadcasting, theatres, music and sports; graphic arts; hotels, lawyers; the publishing industry, and the cleaners, dyers and laundry groups.

The quota for the Service Division is from \$1,250,000 to \$1,500,000 as compared to the entire \$17,000,000 quota for New York.

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

Comes this communique from a valued reader:

"I blamed it all on that special brand of Washington weather! In no other way could I explain the two lapses from the vaunted Heinl journalistic accuracy which you packed into your last release - the item on the Empire State Building crash.

"First you tagged the television tower station as 'NBC-General Electric'. Unless Mr. Charles Wilson has gone in there overnight and shifted the equipment, the transmitter and accessories are 100% RCA - you know, the Radio Corporation of America.

"Secondly, the Empire State is strictly a one-way proposition - New York to G-E at Schenectady.

"Also, when NBC-RCA pick up remote programs via relay or otherwise, the receiving equipment is usually installed on the RCA Building and not at Empire State."

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A series of five illuminated displays dramatizing five important phases of RCA Victor's manufacturing activities - sound power telephones, Victor and Bluebird records, electron tubes, sound systems, and radio, phonograph and television receivers are being made available to dealers for window and store display. These exhibits, which are about 8 ft. long and 5 ft. high, will be booked through RCA Victor distributors for display in their areas.

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: : : SCISSORS AND PASTE : : :  
: : : : : : :

Against Licensing Radio Repairmen  
( "Sylvania News" )

Up to the present moment, the majority of the letters we have received seem very definitely to be against any licensing of repairmen, whether by city, state or national governmental authorities. The reasons stated in the order of their importance and frequency of mention are as follows:

1. Licensing would entail too much governmental regulation and control with its attendant taxation or annual renewal fee and possible political graft.
2. Licensing would be a barrier to many men who possess the mechanical ability but who are financially unable to obtain the technical knowledge required for passing the license examination.
3. Licensing is not needed to keep out the so-called "screw driver mechanics" and inexperienced or dishonest men because the public very quickly finds them out.
4. Licensing would tend to decrease competition which otherwise would be a welcome factor in stimulating a high standard for expert work and the use of first class tubes and parts.
5. Licensing for other trades, such as electricians, in most states where it has been tried, has increased the state's budget system and at the same time, due to the ever present loopholes in the law, it has not prevented the unlicensed electrician from operating, and thus paved the way for bootlegging of electrical work at the expense of the licensed electrician.

- - - - -

Los Angeles Court To Test Television Use  
( "Editor & Publisher" )

Testimony-by-television, to be tested in Los Angeles highlights the ambitious postwar plans for a \$16,000,000 courthouse with luxurious quarters and up-to-the-minute facilities for newspaper men.

The television test is expected to establish the practicability of such testimony, in cases involving persons unable to appear in court. The witness, a defendant in a realty suit, is confined to bed as the result of an accident. Equipment for the experiment will include a "walkie-talkie" device so that the attorneys and judge can speak to the witness as well as see and hear her.

Plans for the test have been directed by Samuel Blake, presiding judge of the Los Angeles Superior Court. Final arrangements for permanent television equipment in the new courthouse are waiting the outcome of the test.

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Newspapers and Stations Confer Regarding Program Errors  
( "Variety" )

Slashing of mistakes in radio program schedules carried by Cincinnati's three dailies is resulting from a dinner meeting of the papers' radio editors and publicity directors of the five local stations. Most bugs in the listings are on network stanzas, it was brought out by a check of recent logs.

The editors stressed the fact that the logs are a mighty readership feature and that errors in them always bring telephone and written complaints from subscribers.

To keep a more accurate tab on network traffic, the stations' publicity chiefs vowed to jack up the home offices for improvement in that line. They also went on record to get in step themselves by informing the editors of changes as soon as possible.

An operations setup agreed upon calls for daily pasting on a blank sheet of paper of each newspaper's log for that day and dated for the same day of the week following. Corrections are made as received in the publicity directors' offices and the sheet is mailed special delivery to the editors two days before publication date. Added service for the Post and Times-Star, afternoon sheets, includes telephoning by the editors to the stations at specified times each morning for last-minute changes, and special calls by the stations to the afternoon papers of changes for that day which become known after the regular forenoon calls.

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Says Butcher's "Eisenhower" Book Will Be Ready By Xmas  
(Elizabeth Ford in "Washington Times-Herald")

The recent books that have traced the career of General of the Army Dwight D. Eisenhower from babe-in-arms to man-at arms, from shavetail lieutenant on an obscure Texas post to supreme leader handing down the law in a big red schoolhouse in Reims, will soon - as months are measured by publishers - be joined by still another one.

This eulogistic expose, tentatively titled "Three Years With Eisenhower", will be done from an aide's-eye view and is being compiled by Capt. Harry C. Butcher, U.S.N.R., a member of Gen. Ike's staff.

The Captain will telescope those "Three Years" into the space that fits between here and December, with his publishers planning to play Santa Claus for the Christmas trade. "Three Years" - gift wrappers and all - will fill two stockings instead of one, for Capt. Butcher is all set to turn out a tandem tome.

There will be dope on strategy - how the campaigns were worked out and who said what at the conference table - what else happened at the surrenders of Reims and Berlin - candid shots of the Big Three meetings.

The captain and pretty Mrs. Butcher have long been prominent on the local scene. Before he reported for active duty with the Navy Reserve early in 1942, he had been head of the Washington office of the Columbia Broadcasting System.

Following her husband's call to the colors, Mrs. Butcher saluted home-front war-time chorse, working as a receptionist at Red Cross National Headquarters.

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::: TRADE NOTES :::  
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The FCC clear channel hearing has been postponed to October 23rd so as not to conflict with the Third Inter-American Radio Conference at Rio de Janeiro September 5th.

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Frank M. Russell, NBC Washington Vice-President, is giving a reception tomorrow (Thursday) at the Statler in Washington in honor of William Brooks, Director News and International Relations of National Broadcasting Company, and Edward Tomlinson, author and news analyst who has just been appointed Inter-American Advisor and Commentator on hemisphere relations to NBC.

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A dividend of 87½ cents per share has been declared on the outstanding Radio Corporation of America shares of \$3.50 Cumulative First Preferred stock, for the period from July 1, 1945, to September 30, 1945. The dividend is payable October 1, 1945, to holders of record at the close of business September 7, 1945.

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John D. Small, WPB Staff Chief, said the return of radios to store shelves and showrooms will be a harbinger of many other types of goods desired by a public with needs to be filled and cash to spend.

"There will be a trickle of civilian goods into the market for the next five months", he said. Then "there will be a stream, and finally a flood."

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Radio Projects, Inc., of New York, asked the Federal Communications Commission for authority for FM broadcast stations in West New Brighton, S.I., and Jamaica, Queens. The company president is Mitzi E. Newhouse, stockholder of the Staten Island Advance Company, Inc.

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Microphones and radio parts from the Signal Corps which the boys sent hom for souvenirs have been retrieved, among many other things, by the Army's inspectroscope, anew secret device like a fluoroscope which is able "to see through" packages without unwrapping them and to detect unmailable material. If there is evidence of theft a court-martial proceeding is instituted. War trophies are permitted to enter the U.S. but certain items, such as firearms and enemy radio or radar equipment is confiscated.

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Decca Records, Inc., net for the half was \$450,284, or \$1.16 vs. \$504,620 or \$1.30.

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Louis Martin has been appointed Manager of the Application Engineering Section of the RCA Tube Division. Mr. Martin will work with leading radio and electronic equipment manufacturers on tube application matters. He joined RCA in 1928 and left in 1931 to become Managing Editor of "Radio Craft and Short Wave Magazine" until 1935 when he rejoined RCA.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

RECEIVED

AUG 20 1945

J. H. MacDONALD

RECEIVED

AUG 29 1945

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CLAY MORGAN

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August 17, 1945

## WPB LOSES NO TIME LIFTING CONTROLS; RADIO AMONG FIRST

Swift radio set production and "the greatest supply of materials in history" seemed assured by J. A. Krug, Chairman of the War Production Board, who declared that only about 50 of the original 650 WPB controls would remain after this week-end.

As a first step in its reconversion program, the WPB's Radio and Radar Division authorized six radio manufacturers to produce \$401,100 worth of radio equipment, of which \$339,600 was for radio sets. Officials explained that all authorizations will be on a dollar, rather than a numerical volume basis, and that the manufacturer in each case may decide the types and price range of the sets he produces.

Applications of some of the larger set companies are being cleared with the military services. WPB officials said they have between 50 and 60 "spot" applications pending and that almost half of them are from newcomers.

The first authorizations approved, type of equipment to be produced and the dollar value, are as follows:

<u>Company</u>	<u>Equipment</u>	<u>Dollar Value</u>
Templetone Radio Manufacturing Corp. New London, Conn.	Radio Sets	\$120,000
Schulmerich Electronics, Inc. Sellersville, Pa.	Amplifiers	37,500
Kemp Equipment Co. Rochester, N.Y.	Radio Sets	9,600
Universal Instruments Co. Cincinnati, Ohio	Test Equipment	24,000
Electronics Corporation of America New York, N. Y.	Radio Sets	100,000
General Television & Radio Corp.	Radio Sets	110,000

As additional authorizations are granted, manufacturers will be advised immediately and a public announcement made promptly, WPB said.

It was also pointed out that although "spot" authorizations are granted for the remainder of 1945, the public should not expect radio sets to be available immediately.

"Reconversion of the radio industry from war to civilian production will occur very rapidly", Bond Geddes, Executive Vice-President and General Manager of the Radio Manufacturers' Association said in a V-J Day forecast.

"L-265, the basic WPB production limitation order, will be revoked almost immediately, according to WPB officials. While some controls on materials may be retained, the radio industry will not be handicapped by material shortages.

"Heavy cutbacks on electronic war orders will likely follow within a few days, if not hours, after peace is declared. War-expanded radio facilities will be turned quickly to civilian production, but the volume of home sets will depend largely on the rapidity with which civilian components can be produced. Large war surpluses, with limited usable parts, will not be available for some time.

"OPA price controls will continue, and OPA's post-war pricing formulas and procedures will affect the speed and volume of civilian production. OPA officials promise prompt action for the industry and individual manufacturers."

Major industry problems, with WPB on industry reconversion and OPA on post-war prices, also disposal of war surpluses, are under the RMA Industry Reconversion Committee, headed by A. S. Wells of Wells-Gardner & Co. Paul V. Galvin, of Galvin Manufacturing Corporation, is the Vice Chairman of the Committee, and its membership includes: M. F. Balcom of Sylvania Electric Products, Inc; Dr. W. R. G. Baker of General Electric Company; E. A. Nicholas, Farnsworth Television and Radio Corporation; R. C. Sprague, Sprague Electric Company; T. A. White of Jensen Radio Manufacturing Co; Walter Evans of Westinghouse Electric Corporation; A. Blumenkrantz of General Instrument Corporation; Monte Cohen of the F. W. Sickles Company, and Elmer R. Crane, of Lear, Inc.

Reconversion will be the topic of discussion according to R. C. Cosgrove, President, when the RMA Board of Directors has its next meeting October 10-11 with the officers and directors of the Canadian RMA as guests in Rye, New York.

A cable from London from the British Radio Industries Council advised that civilian radio sets would probably be available this Fall. The Radio Council announcement came with word the industry had Government approval for partial reconversion. It said initial production would be limited and estimated it would be well into 1946 before output reached substantial proportions.

Postwar radio sets will be similar to the last ones made before the war, the manufacturers said, although increased labor and material costs are likely to make prices considerably higher, the first sets to cost about \$60.00.

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TO TRY CONNECTING CITY PHONES TO TAXIS, TRUCKS, BY RADIO

The Federal Communications Commission Tuesday announced a policy of issuing a limited number of experimental licenses to determine the best operating plan for the proposed general mobile two-way radiotelephone service for motor vehicles and other land, air and marine mobile units.

The results of such tests, together with other data, will be considered by the Commission at a public hearing before a permanent policy is adopted. In the meantime, no regular licenses will be granted.

Three methods were proposed to the Commission at its recent allocation hearings:

1. Service by telephone companies to the general public at published charges, connecting drivers or passengers with the existing telephone wire lines.
2. Service by cooperative associations of users in their respective areas on a pro-rata cost-sharing basis, or by individual users rendering service to other users on a similar cost-sharing basis.
3. Private systems for companies or individuals.

The need to conserve scarce frequencies makes a careful program of experimentation imperative.

The Commission emphasized that grants will be made only for bona fide experimentation and that such grants will not in any way constitute any assurance that the licensee will be authorized to operate in the new service finally to be established. All applicants are cautioned that investment or expenditures undertaken on account of such experimental operation are at their own risk.

The Commission will make every effort to schedule its public hearing and establish permanent rules and regulations governing this service so that regular licenses may be issued as soon as possible after the availability of manpower and materials and the necessary experimental data.

The plan of experimentation announced Tuesday will not affect the regular licensing of the established services relating to safety of life and property such as aviation, police, fire, forestry and shipping.

The General Mobile Service will not include the recently announced Citizens Radiocommunication Service for the general public utilizing the walkie-talkie and other equipment in the 40-470 megacycle band. Rules for this service have not yet been issued and civilians are cautioned against any unauthorized use of such equipment.

The following experimental authorizations for operation in the new General Mobile Radio Service have already been issued:

Southwestern Bell Telephone Co., St. Louis, Mo. Granted Experimental Class 2 license for one land station and 12 portable stations to be installed in repair trucks and supervisors' cars of the company. The land station will be connected with the company's general wire telephone network. The company was denied permission to offer the service to others on a commercial basis or to make charges for the service.

Yellow Cab Company of Cleveland, Inc. Granted temporary experimental authority to operate one portable station at a fixed location, and two portable mobile stations on taxicabs utilizing two-way communication system.

Yellow Cab Company of Washington, D. C., Inc. Granted temporary experimental authority to operate one fixed and two portable mobile experimental stations.

The following applications are now on file at the Commission:

Bell System Companies. Applied for experimental authority to install two-way telephone service for automobiles, trucks, busses, boats, barges, trolley cars, elevated trains, railway engines in metropolitan areas, ambulances, newspapers, doctors, burglar and fire alarm services, etc., in the following cities: Baltimore, Chicago, Cincinnati, Columbus, Denver, Houston, Milwaukee, New York, Philadelphia, Pittsburgh, St. Louis, Salt Lake City, Washington, D. C., San Francisco, Boston and Atlanta. Such a service would enable an autoist, for example, to phone from his auto to his home or to his office or to any number in the telephone book. His call would travel to the telephone company by radio and from there by telephone wire.

Highway Radio, Inc., Chicago, Ill. Applied for experimental use of radio communications in the dispatching and safety control of inter-city truck operations in the vicinity of Chicago. The one 250-watt FM land station will be installed in the Chicago area to serve as the control station for trucks entering and leaving Chicago. Plans for mobile stations call for the installation of sets in 100 trucks working out of Chicago. The company believes use of radio control of truck traffic will save truck miles and improve the efficiency of freight handling by providing advance information on incoming freight distribution and by providing additional trucks in case of overflow and reducing number of trucks where the traffic is light, by routing trucks around highway obstacles caused by storms, providing help where mechanical failure occurs, by sending immediate assistance in case of accidents, and by locating and guarding truck progress during severe snow and ice storms.

Southwestern Bell Telephone Company: One 250-watt land station at St. Louis, Mo. and twelve 15-watt portable mobile stations; one 250-watt land station at Houston, Texas, and 6 portable-mobile stations.

Raytheon Manufacturing Company: General mobile - New York, Boston, Chicago and Los Angeles.

Air Associates, Inc.: One 45-watt land station at Los Angeles and two 10-watt portable-mobile stations (General Mobile)

Pacific Freight Lines: One 2000-watt land station at Los Angeles and one 50watt portable-mobile stations (Highway radio trucks).

U-Drivit Auto Rental Company: Three 50-watt portable and portable-mobile stations in the vicinity of Cambridge, Mass. (Truck radio).

Bendix Aviation Corporation (Bendix Radio Division, Hollywood, Calif.): twenty-five 10-watt portable and portable mobile stations (Passenger busses).

Bowen Motor Coaches: Two 300-watt land stations at Fort Worth and Houston, Texas and one 100-watt portable mobile (Passenger Busses).

Yellow Cab Company of Cleveland, Ohio: Ten portable-mobile stations (Taxi-cab Radio).

Benjamin B. Paloff: One 15-watt land station at Atlantic City, N.J., and one portable-mobile station (Taxicab Radio).

Tanner Motor Livery, Ltd.: Twelve 30-watt land stations at Pasadena, Calif.; (2) Glendale, Lompoc, Los Angeles, Palm Springs, Santiago, Santa Monica, Santa Barbara, Santa Maria, all in California; Las Vegas, Nevada, and Tucson, Arizona, and 249 30-watt portable mobile stations (Taxicab Radio).

Federal Telephone and Telegraph Co.: Twelve 50-watt portable mobile and portable stations, New York (General Mobile).

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LOUIS CHATTEN NAMED V-P OF NORTH AMERICAN PHILIPS

Louis J. Chatten, who resigned last month as Director of the Radio and Radar Division of the War Production Board, has been appointed Vice-President and General Manager of the North American Philips Co., O.M.E. Loupart, Executive Vice-President, announced Monday.

Mr. Chatten guided the Government controls over the radio industry during crucial war production months, and mapped the re-conversion program now under way. He joined the Division in July, 1943, and on October 1, 1944, succeeded Ray C. Ellis as Director. Mr. Chatten was formerly Vice-President and General Manager of Fada Radio and Electronic Company of Long Island City, New York.

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## GREAT PART RADIO INDUSTRY PLAYED DEVELOPING RADAR TOLD

After several false starts, raising the secrecy ban but later always clamping on the censorship to such an extent that at one time the industry was warned that even the name could not be mentioned (this after pages of advertising had been allowed to get by in magazines and newspapers all over the country), the government finally came through with the real story of radar, the amazing part it has played in the great war, and how within a few years has developed into a \$2,700,000,000 industry.

The release of the story also revealed the splendid cooperation of the radio manufacturing industry with the government in the stupendous wartime achievement.

The growth of this new industry, which hardly existed before 1940, is indicated by the fact that by 1 July 1945 approximately \$2,700,000,000 of radar equipment had been delivered to the Army and Navy. This included approximately \$1,000,000,000 worth of airborne equipment, \$500,000,000 worth of shipborne equipment, \$800,000,000 of ground equipment and \$400,000,000 worth of miscellaneous radar.

The tremendous expansion of the radar development program may be measured by the fact that the personnel of the Radiation Laboratory increased in early 1941 to almost 4,000. Similarly the Radar Section of the Naval Research Laboratory increased its personnel to 600. The Radio Position Finding Section of the Signal Corps Laboratories grew into the separate Evans Signal Laboratory at Belmar, N. J., with a peak personnel of more than 3,000, part of which in turn became a nucleus for the Army Air Forces Watson Laboratories at Eatontown, N. J. A similar growth took place at the Aircraft Radio Laboratory at Wright Field. So intimately did airborne radar become involved in the design of military aircraft that this activity was taken over in 1944 by the Air Technical Service Command from the Signal Corps.

More than 125,000 officers and men have gone through advanced radar training at the Navy schools in this country.

The Bell Telephone Laboratories and its manufacturing branch, the Western Electric Company, stated that through June, 1945, they had produced more than 52,390 radars of sixty-four different types, valued at more than \$800,000,000. Some types might weigh as much as 70,000 pounds each, while another might weigh about as much as a pilot.

The Bell Laboratories and Western Electric together had "substantially full responsibility for development and production of radars for Navy ship gunfire control", according to a statement by Walter S. Gifford, President of the American Telephone and Telegraph Company.

Brig. Gen. David Sarnoff, President of the Radio Corporation of America, said that radar would provide accurate "fixes" for trans-oceanic navigators when celestial navigation was prevented by clouds. Radar and pulse altimeters also would give the pilot his exact distance above terrain, irrespective of its relation to sea level.

"Landings at airports in heavy weather will be greatly simplified by future developments in radar", General Sarnoff noted.

A major contribution in radar, according to General Sarnoff, was the development of a tail-warning device to warn pilots of the approach of other aircraft from the rear.

The Philco Corporation of Philadelphia stated that it had worked on the radar bombsight, popularly known as "Mickey", which was used in conjunction with the Norden bombsight for pin-point bombing. The electronic bombsight spots targets 100 miles away, according to Philco, and not only locates the target but tells exactly where in its flight the plane must drop its bomb load to score a direct hit. The "Mickey" utilizes more than eighty tubes.

Laurence K. Marshall, President of the Raytheon Manufacturing Company, said that his concern specialized in the production of micro-wave tubes essential to radar search gear.

Radar was exhibited in its postwar form for the first time last Tuesday night when General Electric demonstrated aboard a maritime training ship an "electronic navigator" that can detect through darkness, fog and storm the position of any above-water obstacles, such as lighthouses, buoys, icebergs, other ships and land, at distances up to 30 miles, depending upon the size and shape of the object. Dr. W. R. G. Baker predicted that the new device will revolutionize "thick weather" navigation.

As to the part radar will play in the peacetime world, the Government report issued by the Office of Scientific Research and Development and the War and Navy Departments says:

"There has already been a great deal of rather uninformed speculation about the peaceful uses of radar. It will be clear from what has gone before that the direct and immediate use of radar will be to make air and sea navigation entirely continuous and poorproof, regardless of night or weather. Its use in land transport, during the immediate postwar years, is more dubious. In the forms in which it exists now, radar is not a very useful attachment to an automobile or a railroad locomotive.

"The biggest influence radar will have after the war is indirect. The thousands of man-years which have gone into the improvement of the detailed components which make up a radar set - many of these components being identical with those of a radio or television set, or hearing air, or other electronic device - have made obsolete many of our prewar ideas about what could and could not be done in electronics.

"Furthermore, radar has made the electronic industry one of America's major ones, now comparable in size to the prewar automobile industry. This new industry, through its enormous laboratories, can be expected to find innumerable applications in a wide variety of fields."

The 54-page Government document, "Radar - A Report on Science at War" was distributed by the Office of War Information and may be purchased from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C., for 15 cents a copy.

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NEW LINK TO A.T.&T. CROSS-COUNTRY COAXIAL (TV) CABLE O.K'ED

The Federal Communications Commission last Tuesday approved an additional 339-mile link in the proposed New York to Los Angeles coaxial cable of the American Telephone and Telegraph Company to carry television programs and heavy telephone traffic.

The new link, extending from Meridian, Miss., to Shreveport, La., contains 6 coaxials between Meridian and Jackson, Miss., a distance of about 99 miles, and 8 coaxials between Jackson, Miss., and Shreveport, La., a distance of about 240 miles. The estimated cost of this new link is \$7,056,000.

The units of the transcontinental route completed are: New York, N. Y.-Philadelphia, Pa., 2 coaxial unit cable for 90 miles; Philadelphia, Pa.-Baltimore, Md., 6 coaxial unit cable for 100 miles; Baltimore, Md.-Washington, D. C., 4 coaxial unit cable for 43 miles.

Three links now under construction are: Washington, D. C.-Charlotte, N. C., 8 coaxial unit cable for 400 miles; Atlanta, Ga.-Meridian, Miss., 6 coaxial unit cable for 310 miles; Shreveport, La.-Dallas, Tex., 8 coaxial unit cable for 200 miles.

With the grant Tuesday the number of miles of the proposed project now approved by the Commission totals 1482. With additional construction proposed by the company to complete the route to Los Angeles, the total route miles will be 3,287. The estimated cost of the complete project is \$56,356,000.

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For the first time in French history the radio was taken into court to disclose the death sentence on Marshal Petain, which is comparable in French trial history to that of King Louis XVI in 1793. Louis was beheaded.

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DON LEE PLANS ONE OF WORLD'S MOST POWERFUL TELE STATIONS

Announcements came at about the same time from the Don Lee Broadcasting System of Los Angeles and the General Electric Company that Don Lee plans to build one of the highest powered television stations in the world, W6XAO, on Mt. Wilson near Hollywood. G.E. states that it will build a 40-kw transmitter - one of the largest yet constructed - for the West Coast station.

General Electric has a 40-kw television transmitter in operation for its own station WRGB in Schenectady, and also will build 40-kw television transmitters for the Chicago Tribune and New York Daily News postwar, according to James D. McLean, Manager of G.E. Transmitter Sales.

Thomas S. Lee, President, said their new station will raise Don Lee's total investment in television to well over \$1,500,000.

The station, to be built on a 160 acre tract already purchased by the company, will have a 40 kilowatt visual transmitter 5,800 feet above sea-level, which combined with a low operating frequency will eliminate interference from surrounding hills, and insure post-war television owners of maximum reception.

"In television, it's power times height that counts, not power alone", said Harry R. Lubcke, Director of the television station now located atop Mt. Lee. "The new site, together with the ultimate in television equipment, insures our having both."

"Mt. Wilson is an ideal site for the location of television transmitting equipment. The people of Southern California are singularly fortunate in having such a high mountain range so close to a large center of population. This is an ideal arrangement for television broadcasting. Because of this favorable condition it is to be expected that television stations in California and Southern California particularly should serve the greatest audience in the country.

The W6XAO station now in operation on Mt. Lee will continue to be used as a television relay station and studio site, Mr. Lubcke said. Because Mt. Wilson is a portion of range rather than a peak in itself, it is also expected to be the site of sister television stations, he added.

Application to the Federal Communications Commission for permission to build the powerful new Don Lee television station has just been filed.

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SARNOFF WAS AHEAD OF THE PROCESSION ON THE ATOMIC BOMB

Nobody is more used to seeing his name in the paper than Brig. Gen. David Sarnoff, President of the Radio Corporation of America, but he must have rubbed his eyes last Friday morning when he saw the 5-column spread the New York Times (August 10) gave him on a very remarkable article which the War Department had held up for fear it might spill the beans with regard to the atomic bomb.

General Sarnoff explained the situation as follows:

"In view of my status as a general officer in the United States Army, I submitted my article 'Science for Life or Death', to the War Department on July 2, 1945, and requested that it be cleared for publication. My request received thorough consideration and the article was approved for publication with the exception of the section relating to 'Unlocking Atomic Energy', which was disapproved for publication at that time. I was informed that this subject was still a military top secret. Wishing to cooperate fully with the War Department, and regarding the section on atomic energy a vital part of the article, I decided to delay its publication until a later date when censorship restrictions on the subject might be lifted by the Army. Since the release to the public, on Aug. 6, 1945, of the statements made by the President of the United States, the Secretary of War, and the Prime Minister of Great Britain, on the use of atomic bombs and the release of atomic energy, the War Department has authorized publication of my article in full."

The gist of Mr. Sarnoff's article was that we must make a fateful decision as atomic and other weapons appear as to whether or not these devastating devices shall be used for death and destruction or for a better life.

General Sarnoff wrote:

"Only a few months ago German rocket bombs fell on England at a speed so great that they exploded on the target before they were heard moving through the air. At the same time, the Allied Air Forces dropped, on German industrial centers, bombs so powerful that a single one wiped out an area larger than a city block.

"But these demolitions were only hints of what still is to come. Within the next ten or twenty years, rocket bombs may travel at speeds measured in thousands, instead of hundreds, of miles an hour. It is possible that these bombs will be loaded with new power that could obliterate a metropolis."

"What will man do with these astounding facilities that science is creating? Will he use them for beneficent purposes? Will he use them to make the world a better and happier place, and to provide abundance everywhere so that those who now lack the basic requirements for comfortable living may secure them? Or will man prepare to use these agencies for aggression and destruction? No one knows. Yet no more important question faces the world."

"Therefore, as I see it, our great hope for world peace can best be advanced by achieving freedom from want, through man's ingenuity in atomic energy, electronics, chemistry, physics and the other sciences. All around us Nature inspires and offers the perfect model for science to emulate and duplicate, whether it be an artificial potato or a kernel of wheat, oil or cotton."

"Peace now depends upon the recognition by all nations of their individual responsibility to prevent war. They must foster the will to peace. But while the world structure of peace is being built and developed, research and scientific preparedness by the United States must go forward through all the agencies of Government and industry that have proved in the present war how to work together in the interests of our nation."

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PHILCO FILES ANSWERS TO FTC CHARGES OF MISREPRESENTATION

Philco Corporation and Philco Radio & Television Corp., Philadelphia, have filed separate answers to a Federal Trade Commission complaint charging them with having misrepresented radio sets with respect to their power and capacity for foreign reception and the number of tubes they contain.

The complaint alleged that Philco Corp. owns a majority of the stock in, and directs and controls the business policies of, Philco Radio & Television Corp., and that both respondents falsely represented and caused their dealers to represent that Philco sets were equipped with from 5 to 12 fully functioning tubes and would bring in broadcasts from European stations five times easier, stronger and clearer than sets not so equipped.

In its answer Philco Corp. asserts that at the time of the acts complained of it merely manufactured radio sets for Philco Radio & Television Corp. in accordance with the latter's specifications and did not control or direct any engineering, advertising or sales activities in connection with the sets.

Philco Radio & Television Corp. in its answer, avers that any representations it may have made with respect to the number of fully functioning tubes in Philco sets were true and not calculated to mislead the purchasing public. This respondent also denies that it has made false or misleading representations with respect to the capacity for foreign reception of Philco sets.

Hearings will be held in due course.

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RADIO PEACE FLASHES OUTMODE SLOW DIPLOMATIC MACHINERY

Radio peace flashes from Japan and elsewhere were hours and days ahead of the diplomats and high Government officials creaking along at their old-time speed. The man with a radio set most of the time knew as much as President Truman did in the White House and just as quickly. All that kept the radio listeners from learning final surrender details was that the message which came through diplomatic channels was in secret code. At that the man with the radio even though he wasn't sure of it at the time found he was really several days ahead of the procession with regard to the final result. It was a diplomatic triumph for radio.

It was likewise said to be the first time Emperor Hirohito ever addressed his subjects over the radio. Also the first order General MacArthur issued to the Japs was to install a radio station so he could communicate with them. Just as radio gave the country the first flash of the attack on Pearl Harbor, it likewise gave the first flashes on peace.

A new high was set by the networks and the broadcasting stations on news coverage. Variety Magazine, noted for having a "slanguage" all its own in a cryptic headline, said "Radio Does Atomic Job on Jap Fold", adding:

"A momentous week in the world's history found radio ready and rarin' and doing a tremendous job without thought of cost of talent, loss of commercial plugs or regular program skeds.

"Within the week came in quick succession news of the atomic bomb, Russia's declaration of war against the Japanese, and the V-J Day developments.

"When Jap surrender became official at 7 P.M. Tuesday, radio was ready.

"Every known technique and experience was drawn upon."

Only lack of space prevents recounting the great work done by the networks and particularly the Washington stations which bore the brunt of the worst headache ever suffered by the radio commentators and newspapermen in the history of the United States.

In a V-J Day victory statement, Harold Ryan, President of the National Association of Broadcasters, declared:

"Now in its 25th year, nearly four of which have been war years, the American system of broadcasting has demonstrated itself as a medium of public service without parallel in the history of the world. The science of broadcasting is one in which technical improvements possess immediate potentiality for public good. These improvements are in the field of communication, wider dissemination of ideas, the creation of better understanding among peoples through the medium of sight and sound. Radio-television communication now

transmits practically everything that may be seen or heard. Peacetime industry operation soon will bring this improved public service within reach of countless millions.

"The art of communication will have an important bearing on the conscience of the new world. It must, however, be at all times a medium of free expression among free people, a medium for the development of good conscience by men of goodwill.

"The broadcasting stations and networks of America furnished fighting men and rendered service at home and abroad in every field where civilian and military communications were needed to speed victory. In the name of our service to the cause of Liberty we now dedicate ourselves to its perpetuation in the interest of world harmony."

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IT'S NOW "LT. COL. GEO. GILLINGHAM"; MAY RETURN TO FCC

George O. Gillingham, former press representative of the Federal Communications Commission, has been boosted from Major in the Chemical Warfare Section of the Army to Lieutenant Colonel. Lieut. Col. Gillingham served in CWS in World I also.

On leave from the FCC - and one of the best press men the Commission ever had - it is understood that Mr. Gillingham will return to his old job at the conclusion of his military service. Colonel Gillingham is likewise remembered as editor of the "Goldfish Bowl" of the National Press Club.

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ASHBY, NBC, HEADS N.Y. COUNTY LAWYERS COMMUNICATIONS GROUP

Judge A. L. Ashby, Vice-President and General Counsel of the National Broadcasting Company, has been reappointed Chairman of the New York County Lawyers' Association by Ignatius M. Wilkinson, President of the Association.

Wilson E. Tipple is Secretary of the Committee and the other members are: Harry J. Ahlheim, Ralph F. Colin, Emanuel Dannett, Jack Lewis Kraus 2d, Wolcott H. Pitkin, Edward R. Schoen, Leslie J. Tompkins, John F. Gibbons, Henry Ladner, Frank Rashap, J. Robert Rubin, Bethuel M. Webster, M. Marvin Berger, Joseph A. McDonald, William DeForest Manice, Joseph H. Ream, Richard B. Scandrett, Jr., Samuel Shapiro, Robert D. Swezey.

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CENSOR PRICE QUILTS QUICKLY AFTER GRAND JOB; DAVIS STICKS

Byron Price, Director of Censorship, who had one of the most distasteful and difficult jobs in the war, was the first one to go out of business. Mr. Price, formerly Executive News Editor of the Associated Press, said long ago he would quit an hour after peace was declared, and quit he did. Furthermore - miracle upon miracles - instead of hanging around and waiting for something else, he is leaving Washington immediately, voluntarily and under his own steam.

In contrast to this, Elmer Davis, head of the Office of War Information, who hasn't been so highly praised and whose organization narrowly escaped the Congressional axe several times even while the war was going on, issued a Victory Day statement in which he said:

"The life of this war agency will soon be over. The need remains for the rest of the world to get a balanced picture of America and to receive its knowledge of official American aims and ideals from American sources.

"I hope that the Administration and the Congress will find the appropriate means for Government to assist and supplement private information agencies to whatever extent is necessary to meet this need."

Later a "clarification" of the statement was sent out by OWI explaining that the agency head was not proposing that the OWI be established as a permanent Government agency.

Mr. Davis, it was explained, pointed out that the life of the OWI will end shortly as a result of the war's end, but commented that the need to inform the rest of the world of American ideals and aims will remain.

In departing, Mr. Price, who in the critical days of censorship had the good fortune to have as his right-hand man one of the best radio men in the business, Harold Ryan, retiring President of the National Association of Broadcasters, addressed this note to editors and broadcasters:

"It gives me great pleasure to inform you that effective at once, voluntary censorship is ended and the code and its attendant cautions entirely cancelled.

"During the long trying years since Pearl Harbor you have written a bright page in the history of free enterprise. No one will dare question hereafter that your patriotism and patient cooperation have contributed greatly to the glorious victory.

"You deserve, and you have, the thanks and appreciation of your Government. And my own gratitude and that of my colleagues in the unpleasant task of administering censorship is beyond words or limit."

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U.S. BROADCASTERS TOURING EUROPE ARE NOW IN PARIS

The party of American broadcasters now on tour to study British and European radio techniques, according to schedule should now be in Paris. They arrived safely in London last Sunday.

Among them were Justice Justin Miller, President-elect of the National Association of Broadcasters; Mark Woods, President of the American Broadcasting Company; Joseph Ream, Vice-President of the Columbia Broadcasting System; William Hedges, Vice-President of the National Broadcasting Company; Robert D. Swezey, Vice-President of the Mutual Broadcasting System, and J. Leonard Reinsch, General Manager of the Cox radio interests and WSB of Atlanta, Ga., and President Truman's radio advisor.

They will leave soon for Luxembourg and Germany.

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G.E. RECEIVES ARMY'S THANKS FOR ITS WORK ON ATOMIC BOMB

Maj. Gen. Leslie R. Groves, head of the atomic bomb project, in a telephone conversation with Vice President Harry A. Winne, of the General Electric Company, told Mr. Winne to convey his thanks to the thousands of G-E workers who aided considerably in making the atomic bomb possible.

Charles E. Wilson, President of G.E. said:

"Practically every major apparatus plant of General Electric was put to work on the project, yet the secret was so closely guarded that fewer than 100 of the 165,000 people employed by General Electric knew what was being made."

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ZENITH HELP TO VETERANS ACKNOWLEDGED BY AWARD

Zenith Radio Corporation received the Award of Merit presented jointly by the Disabled War Veterans of America and the National Association of Personnel Directors. R. D. Burnet, Secretary and Controller, accepted for the Zenith Radio Corporation, together with G. K. Ergang, Director of Personnel.

The award acknowledges Zenith's work in the placement and rehabilitation of returning servicemen, both former employees and others. Among other benefits, Zenith employees on military leave have participated in semi-annual bonus and wage dividend payments.

There are now 867 employees on military leave. 75 have been honorably discharged. 13 gold stars mark the service flag.

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FARNSWORTH ADDS TRAFFIC COMMUNICATIONS; NETS \$33,766,073

The Farnsworth Television and Radio Corporation of Fort Wayne, Indiana, has entered the radio field of transportation communication and control by purchasing the Halstead Traffic Communications Corporation, including patents relating to railway and highway radio communications.

William S. Halstead, President of the Corporation, will act as consulting engineer to Farnsworth. John A. Curtis, Vice-President of Halstead, has been appointed Manager of the Farnsworth Communications Division.

Farnsworth will transfer the Halstead engineering staff as well as that company's laboratory and manufacturing facilities from New York to its plant in Fort Wayne.

Net sales and income from royalties and license fees of Farnsworth, Edwin A. Nicholas, President, reports, after voluntary price reductions and provision for renegotiation were \$33,766,073 during the past year as compared with \$30,873,421 for the previous year.

After provision for these taxes, profit for the past year was \$953,385 compared with \$909,113 after final renegotiation for the previous year. From the latter figure, \$125,000 was reserved for cost of postwar rehabilitation and war production contingencies. The management is of the opinion that this reserve, which now aggregates \$375,000, is adequate and no addition thereto has been made out of earnings of the past fiscal year. The net profit of \$953,385 transferred to surplus for the past year therefore compares with \$784,113 for the year ended April 30, 1944.

"It is still the intention of the company to supplement station WGL with television and frequency modulation broadcasting stations", Mr. Nicholas stated. "Action on our applications with the Federal Communications Commission for permits to construct and to operate these stations have been delayed pending final decisions of the Federal Communications Commission with respect to television and other frequency allocations. Recently, however, the Federal Communications Commission has granted our television application and indications are that the FM application will be allowed in the near future."

An added feature of the Farnsworth annual report were advance proofs, in colors, of the company's advertisements soon to appear in national magazines.

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TRAFFIC COP SLOWS UP RCA JAP SURRENDER MESSAGE DELIVERY

Valuable time was lost when an overzealous Washington policeman, stopped the RCA automobile delivering the Japanese surrender message Tuesday because of a traffic violation.

The occupants of the car were Thomas E. Jones, 16, messenger, and former Staff Sergt. Earl Allison, 26, veteran of the Flying Tigers, now with R.C.A. Communications, Inc., as a mechanic. Sergt. Allison charged they were held up for 10 minutes before being given a ticket and that they informed Policeman Dixon that the envelope they carried contained a message the whole world was waiting for.

In a statement issued through Acting Capt. George Waldrodt, commanding the 3d precinct, Policeman Dixon denied that he held up the car more than three minutes. The policeman said the occupants said they were carrying an "important message" but did not specify as to the contents. F. P. Guthrie, R.C.A. Communications Manager said the messengers insisted that they had told Dixon that it was the peace message.

The automobile in which the message was being rushed from RCA offices at 1112 Connecticut Avenue, N.W., opposite the Mayflower Hotel, to the Swiss Legation, 2900 Cathedral Avenue, N.W., was stopped in front of the RCA offices on a charge of making a U turn in a prohibited area.

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WESTERN UNION EXTENDS HIGH FREQUENCY RADIO TO CAPITAL

The District of Columbia Commissioners last Tuesday granted the Western Union Telegraph Co. permission to erect a 90-foot tower in Washington which may presage the end of telegraph poles in America.

The tower will be part of a high frequency radio transmission means of telegraphic communication.

It will be raised in a commercial zone to permit experimentation with "micro-wave transmission", carried on by light beams involving use of mirrors on towers serving as relay stations and erected within a clear line of sight of each other. The tower here would serve a route between New York, N.Y., and Pittsburgh, Pa.

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With the receipt of 15 additional contracts at Broadcast Measurement Bureau in New York headquarters, member stations now total 532, involving a two-year commitment of \$811,680.00.

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::: SCISSORS AND PASTE :::  
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Believes Westinghouse-Glenn Martin Plan Might Hit Chains  
(Jack Gould in "New York Times")

A plan for television and frequency modulation broadcasting from airplanes flying in the stratosphere, which could revolutionize the present-day concept of national network radio, was announced last week by the Westinghouse Electric Corporation and the Glenn L. Martin Company.

A chain of planes similar to the B-29, each cruising over a fixed area, would span the continent and transmit simultaneously five FM programs and four television shows to listeners on the ground six miles below. The stratospheric relay, it was asserted, would enable fourteen airplanes to cover 78 percent of the country's population and obviate the need for many hundreds of ground stations.

Officials of existing networks conceded that the proposed system might have far-reaching effects on future coast-to-coast broadcasting.

"If it works, it will be revolutionary", Niles Trammell, President of the National Broadcasting Company, asserted.

A major official of another network, who declined to be quoted by name, acknowledged that today's radio chain, consisting of hundreds of affiliated stations, could become a thing of the past if the Westinghouse-Martin project proved practical\* \* \* \*

Asked specifically if Westinghouse believed the projected system would make the existing form of network obsolete, Walter Evans, Vice-President, replied: "We think it does."

He added that the company expected that the plan would bring television into even remote rural areas "years ahead of any previously suggested system" and would greatly reduce the "astronomical costs" formerly anticipated in connection with video's development.

Credited with devising "stratovision" was Charles E. Nobles, 27 years old, of Paris, Texas, a radar expert for Westinghouse.\* \* \* \*

By putting such stations in airplanes operating at 30,000 feet, the altitude expected to be employed, Mr. Nobles said, a signal could reach 211 miles in one direction as compared with an estimated fifty miles for a transmitter atop the Chrysler or Empire State Buildings. Accordingly, each plane would cover an area 422 miles in diameter.

In actual operation, a program from an FM or television studio would be beamed directly upward from a ground transmitter to the plane circling overhead. The plane, in turn, would "spray" the signal back to ground over the 422-mile area and at the same time relay the program to the plane circling in the next area.

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Tam Craven Mentioned As U. S. Broadcasting Czar  
( "Broadcasting Magazine" )

Reports persist in political circles that President Truman will recommend to Congress this Fall complete reorganization of the Government, entailing wholesale slashing of agencies and commissions, including the FCC. Latest speculation is that economic-minded Senators and Representatives will recommend that he should abolish the FCC and appoint an Administrator of Communications, to function under Commerce Dept. or new Communications & Transportation Dept. Comdr. T. A. M. Craven, Cowles Vice-President and former Commissioner, has been mentioned often on Capitol Hill as the likely administrator should such a plan evolve.

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Editor Cracks Back at Commentator Upton Close  
( "Saturday Evening Post" )

The Saturday Evening Post has often gone to bat editorially for the radio broadcasting companies in their battle for freedom of the air and against unjustified Government restrictions. Sometimes, however, when we note the reckless irresponsibility of certain radio commentators, we begin to wonder whether the broadcasting people are not their own worst enemies. \* \* \* \*

A typical example was a broadcast by Upton Close, some weeks ago, on the Mutual Network. It happened to concern The Saturday Evening Post, and we mention it because we know the facts intimately. Mr. Close's broadcast included the following stupidity:

"I would be terribly interested to know - and so would millions of Americans - just what happened at The Saturday Evening Post after its publication by Alva Johnston of the first of five articles on the business operations of the Roosevelt family members. You remember the first one, on Jimmy Roosevelt's insurance business. I was told that there were to be four more. They never appeared, and their author, Alva Johnston, dropped out of the 'big-time' and The Saturday Evening Post underwent a sea change. . ."

The simple fact is that no other articles on the business operations of the Roosevelt family had been prepared, planned or even discussed. If Upton Close had cared to do even the most elementary checking, he could have telephoned Mr. Johnston or the editors of the Post. He did neither. And even if he assumed that we couldn't be trusted to tell the truth, there is another way he could have checked. For a long time it has been the custom of the Post, when it begins a series of articles - even if the series is to be occasional rather than consecutive - to announce the series in an editors' note which is published with the first article. No such announcement appeared with the article on Jimmy Roosevelt's insurance business.

The rest of Close's remarks were even more obviously false. He stated that after the appearance of the article on Jimmy Roosevelt, Alva Johnston dropped out of the "big-time". The article on Jimmy appeared in our issue of July 2, 1938, and since that time the Post has published thirty-five articles by Mr. Johnston. \* \* \* We have just bought another series of three Johnston articles, which have not yet been published, and he has three assignments from us, to do as soon as he can find time.

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::: TRADE NOTES :::  
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One of the first things Congress is expected to do, according to Chairman Cannon of Missouri, is to kiss war time good-bye. Pushing the clocks one hour forward was particularly unpopular with the farmers in the wintertime when often their children would have to start to school while it was still pitch dark.

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The New York Sun that has had no radio affiliation whatever has organized a new corporation which has been chartered to broadcast in New York. Papers filed at Albany show the corporation is capitalized at \$750,000, including 5,000 shares of preferred stock at \$100 par, and 250,000 shares of common at \$1 per share.

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Jess Willard, who is to be the new assistant to President-elect Justin Miller of the National Association of Broadcasters, is about the only man in the industry tall enough to take a poke at FCC Chairman Paul Porter, if he should ever desire to do so. Jess is about the same height and fighting weight as Porter.

Powel Crosley, Jr. is another tall boy.

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Communication and electronic equipment, valued at \$44,282,000, constitute the fourth largest class of material surplus held by the RFC, the Radio Manufacturers' Association reports.

Electronic tubes, which cost \$15,989,000, and electronic equipment components and sub-assemblies, with a cost of \$14,304,000, are the two major items on communication and electronic surplus category.

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Tension in WTOP newsroom in Washington during Jap surrender bid crisis was interrupted when a Western Union boy dashed in with a telegram.

It was addressed to President Truman, care of Bill Henry, CBS commentator, WTOP, Washington, D. C.

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The FCC has approved the application of Raytheon Mfg. Co. for permission to operate a portable transmitter, experimentally, from eight western mountain tops as part of the experimental work incidental to eventual setting up of the coast-to-coast microwave relay systems for television, which Raytheon plans. Field strength measurements will be made with transmission from Mt. Adams, Washington; Mts. Shasta, Tamalpais, Whitney and San Gorgonio in California; Wheeler Peak, Nevada, King's Peak, Utah, and Grey's Peak, Colorado.

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Scott (E.H.) Radio Laboratories, Inc. - Year to May 31: Net profit, after taxes and reserve for estimated renegotiation, was \$163,759, equal to 41 cents each on 400,000 common shares; net sales, \$6,119,455.

Frank M. Russell, Washington Vice-President of NBC, was host last Thursday at a stag party at the Statler Hotel at which William Brooks, Director of News and International Relations of NBC, and Edward Tomlinson were the guests of honor. Mr. Tomlinson was just appointed Inter-American Advisor to NBC.

Among those invited were Joseph C. Grew, Undersecretary of State; Nelson Rockefeller, Assistant Secretary of State, a group of envoys from Latin American embassies; Lieut. Gen. Stanley E. Embick, Vice Adm. Alfred W. Johnson, Lieut. Gen. Harold L. George, George T. Summerlin, of the State Department, and many more.

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Prof. Taintor Parkinson, 59, who did research in radio for the Bureau of Standards for 15 years, died Tuesday at Deacon's Hospital, Boston. Prof. Parkinson came to Washington in 1912. In 1927 he left the Bureau of Standards to become professor of electrical engineering at Louisiana State University.

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Beginning Sunday, August 19, a series of talks by authorities on radio communications will be broadcast during the intermission period of the Columbia Broadcasting Symphony Sunday afternoon programs (WABC-CBS, 3:00-4:30 PM, EWT).

E. K. Jett, Federal Communications Commissioner, will inaugurate the series on the subject "Frequency Modulation". Among those to be heard in succeeding weeks are Paul A. Porter, FCC Chairman; Dr. Peter C. Goldmark, Director of the CBS Engineering Research and Development Department; and Worthington Miner, Manager of CBS Television Department.

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Many new standard radio stations probably will be started in the next few months. Federal Communications Commission has eased its wartime freeze on construction. War Production Board has indicated materials soon will begin to be available.

October 7 FCC starts processing applications accumulated during the freeze - 185 for standard stations, 124 for commercial television and 451 for frequency modulation.

Applicants for FM and television stations must wait until FCC approves regulations before starting construction.

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Tests designed to eliminate interference caused by automotive ignition systems in television and FM broadcasting and other high frequency communications have been conducted by a sub-committee of the Committee on Vehicle Radio Interference of the RMA and the Society of Automotive Engineers at the Delco Remy Radio Noise Suppression Laboratory just outside of Anderson, Ind. A report is being prepared for circulation.

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Vice Admiral Emory S. Land, USN, Retired, Chairman of the United States Maritime Commission, announced that in order to explore the post-war possibilities of radar in its application to safety-at-sea programs, the Commission is testing five sets of a new type of radar equipment.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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August 29, 1945

#### ADDED FINANCIAL STRENGTH OPENS NEW HORIZONS FOR CROSLLEY

"Put this down as the beginning of a new day for The Crosley Corporation," said R. C. Cosgrove, vice-president and general manager, Crosley manufacturing division, in discussing Crosley's new association with The Aviation Corporation, at a meeting of Crosley regional and merchandising managers in Cincinnati.

Mr. Cosgrove, who is also president of the Radio Manufacturers' Association, asserted that the new association with Avco will bring many advantages to Crosley.

Mr. Cosgrove's service as head of the Crosley Manufacturing division for the past six years has been contemporaneous with the great expansion and development of Crosley in the radio and major household appliance field, as well as in the development and production of essential war products.

Mr. Cosgrove pointed out that great additional financial strength has been placed behind Crosley's manufacturing and merchandising operations by its affiliation with The Aviation Corporation, as one of the leading members of the highly diversified Avco industrial family.

"By this move, new horizons have been opened up for The Crosley Corporation through the financial resources of the far-flung Avco organization," Mr. Cosgrove said. "To the efficient and well-established Crosley manufacturing and distributing organization will be added the financial impetus of a highly successful group of manufacturing operations, working with Crosley toward a common goal."

Mr. Cosgrove cited, as one of the factors most important to The Crosley Corporation in its new association, the reputation for constructive vision and the high business and industrial ideals of the men who have brought The Aviation Corporation to its present enviable position.

"The records of the men who have established the policies that have made Avco great speak for themselves," Mr. Cosgrove asserted. They have not hesitated to pioneer in fields in which research has demonstrated that the needs of the nation lie. Their initiative and enterprise have been justified by the accomplishments already achieved."

Mr. Cosgrove referred to the advantages that will accrue to the Crosley organization through access to the extensive development and research operations that are now being conducted by Avco.

"New and vastly improved appliances and household equipment of many types will appear in the years ahead, after peace has come," Mr. Cosgrove declared. "It is not likely that they will be available immediately or even very soon after reconversion of war production facilities but they will come.

"With the extensive research and development facilities now operated by Avco added to the splendid research and engineering division of the Crosley organization, we will be in excellent position to pioneer in the introduction of the best of these new devices certain to come."

The FCC on August 2 approved the formal transfer of the license of Station WLW, which was included in the sale of the Crosley properties to the Aviation Corporation involving a payment of more than \$12,000,000. Avco commitments total over \$21,000,000.

When the Aviation Corporation-Crosley sale negotiations began the FCC had not as yet approved the sale of Station WINS New York by Hearst Radio to the Crosley Corporation. The date of August 20 was set for this but it has now been postponed to September 19.

Since the original application for assignment of license was filed last spring, the Crosley Corp. has been purchased by Aviation Corp, Avco assuming the contract to purchase WINS for \$1,700,000 plus \$400,000 in time commitments. Postponement was requested to give applicants opportunity to file amended petitions and give the FCC engineering and law departments time to prepare for hearing. Some of the original issues have now been threshed out inasmuch as answers were given the Commission during hearings July 23-24 (Br. P. 58, Aug. 20).

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#### WMAL LATEST WASHINGTON STATION TO GET ON TELE BANDWAGON

The Evening Star Broadcasting Co., operator of Radio Station WMAL in Washington, D. C., has asked the Federal Communications Commission for permission to install a new commercial television broadcast station.

The application stated the proposed location for the station tower would be on the grounds of American University and the studios in an office building to be constructed in the District at a site yet to be determined.

Kenneth Berkley, general manager of WMAL, which is the Washington outlet of the American Broadcasting Company, said the television application called for an assignment on "channel 6," or a frequency between 82 and 88 megacycles. The station would be 3 kilowatts aural power and 4 kilowatts visual power. FCC said the application would be placed in the "pending" file with eight others for the Washington area.

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NEW RADIOS GO FASTER THAN ONE A MINUTE IN FIRST N.Y. SALE

In forty minutes flat, seventy new radios were snapped up yesterday at a special counter in Hearn's department store, Fifth Avenue at Fourteenth Street. Said to be the first to go on sale here since the end of the war, the small models were made in Cuba "quite a while ago," it was explained.

"The radios had been advertised in Sunday's newspaper and customers began arriving three-quarters of an hour before the store opened at 10 A.M. and stood quietly in line. At 10:40 A.M. the 'sold out' sign went up," the New York Times reported.

"The six clerks at the fifth floor counter said no questions were asked by buyers. It was rapid-fire merchandising, one to a customer, no deliveries. First in line was Rose Claire Leonard a stenographer, who remarked: "I really needed a radio."

"The electromatic AC-DC sets, priced at \$27.30, according to an Office of Price Administration order a year and a half ago, were sold with a ninety-day guarantee.

"Edward Ehrlich, president of Electromatic Manufacturing Corporation, 88 University Place, said that its Cuban plant closed several months ago for lack of parts from United States contractors. Along with other radio concerns, he added, it has resumed production in this country and stores should get their first deliveries by Thanksgiving."

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RCA OPENS BULGARIAN CIRCUIT; NEW TRAFFIC SUPERVISOR

Opening of the first direct radiotelegraph circuit between the United States and Bulgaria was announced last week by Lieut. Col. Thompson H. Mitchell, Vice President and General Manager of RCA Communications, Inc. The new circuit, extending between New York and Sofia, is available for private and commercial messages, as well as government and press traffic, at the new European rates of 20 cents a word, 13 cents less than pre-war rates.

Appointment of Harold E. Fulton to the post of Supervisor of Traffic Operations, RCA Communications, was also announced by Colonel Mitchell. Mr. Fulton was formerly Superintendent of the Central Radio Office, New York. N. R. Cherrigan, District Manager of RCAC in San Francisco, will move to New York to replace Mr. Fulton, and Harry E. Austin, District Commercial Manager, San Francisco, will succeed Mr. Cherrigan as District Manager in that city.

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RADIO HAS BIG PEACEMAKING CHANCE SAYS BBC'S U. S. CHIEF

"If the radio organizations of the world will take advantage of the technical advances in shortwave broadcasting and news reporting brought on by the war, we should embark on a post-war era in which radio will play as vital a role for the maintenance of peace as it has in the war against fascism," said William R. Reid, the BBC's Acting North American Director.

"After six years of front line broadcasting," continued Reid, "the BBC is happy to take off its battle dress. Proud of our wartime accomplishments, we look forward to fulfilling our equally important responsibilities in the postwar world. The BBC hopes that the wartime cooperation and collaboration between the great broadcasting organizations of the world will be maintained and expanded so that the powers of radio may be utilized to the fullest for lasting peace."

Expanding on his statement for collaboration between the radio organizations of the world, Reid declared that we will have gone a long way making radio a servant of the peoples' desire for peace when radio in all countries devotes some of its air time to programs about other nations.

The BBC executive, who before he came to the United States was Chief Executive Officer of the Malaya Broadcasting Corporation, reminded that at the United Nations Conference in San Francisco the BBC asked the delegates of the various nations to state their positions on what radio can do in the postwar world. "Their statements," continued Reid, "is a clear mandate to world radio leaders to make the fullest possible use of radio if the charter for peace is to be effective. The shooting has stopped. It is now for world radio leaders to harness radio in the service of mankind.

"The genius of those in radio who were able to devise the methods by which to help defeat fascism, will find the methods to help guarantee lasting peace," concluded Reid.

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LEW WEISS TO DO HONORS AT KALL, SALT LAKE CITY, PREVIEW

Lewis Allen Weiss, vice-chairman of the board of directors of the Mutual Broadcasting System and general manager of the Don Lee Broadcasting System will be the guest of honor next week of KALL brand new MBS station soon to open in Salt Lake City.

On Wednesday, September 5, Mr. Weiss will journey to Ogden where he will be greeted by the management of KLO, an MBS station and will address the Ogden Rotary Club. On Thursday following Weiss will participate in open house festivities of the new KALL studios in Salt Lake City. KALL will operate on 910 kilocycles with 1,000 watts power.

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## CBS PROMISES COLOR TELE IN ACTUAL USE BY END OF YEAR

In a talk last Sunday during the intermission period of the Columbia Broadcasting System Symphony program "Television -- Physical and Engineering Side" Dr. Peter C. Goldmark, CBS Director of Engineering, said:

"Our full energies are being put into the development of a new system of color television which we expect to demonstrate with actual broadcasting in New York City before the end of the year."

"The new ultra-high frequency color television system will also bring you black and white pictures, with more than twice as much picture detail as compared with the pre-war system."

"CBS...is developing two types of color receivers...for the benefit of set manufacturers. One...furnishes a picture approximately the same size as a page in Time magazine. The larger...model will furnish an image...about the size of a full newspaper page."

It had been previously announced that Columbia would install a new ultra-high frequency television transmitter in the Chrysler Building in December, in newly-acquired space in the observation area on the 71st floor. The transmitter will broadcast television in high definition color, on a frequency of 485 megacycles. A coaxial cable carrying the 10-megacycle signal will connect the transmitter to the laboratories at 485 Madison Avenue via the studios in Grand Central Terminal, 15 Vanderbilt Avenue.

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## WNAX, YANKTON, PREPARES FOR 60,000 AT "MID-WEST FARMER" DAY

WNAX, Cowles station at Yankton, S.D., is completing plans for their annual "Mid-West Farmer Day", where between 60 and 70,000 people from the five states, Iowa, Minnesota, Nebraska, and North and South Dakota, gather each Labor Day to pick the Typical Mid-West Farmer and honor all farmers in the area.

The United States Navy will co-operate with WNAX in this year's program. Among the ranking Naval officials who speak will be: Fleet Admiral William D. Leahy, Rear Admiral Joseph James (Jocko) Clark, one of the Navy's most decorated heroes, and Rear Admiral Harold B. (Min) Miller, 42, the Navy's youngest admiral. Governors of five states will be present. They and the visiting admirals along with farm leaders will select the 1945 champion.

A number of gifts are made by Gardner Cowles, Jr., president of WNAX and head of the Cowles Broadcasting Company. Besides the all-expense escorted trip for the winning farmer and his wife, a tractor is also given to the winner. War bonds and wrist watches

are presented to the four runners-up and to the winning farmer. The four runners-up also receive rubber-tired trailers. Fourteen scholarships to colleges in the area are given each year to farm boys and girls, who specialize in home economics and agriculture.

The 1944 winning farmer and his wife were sent to Washington, D.C. where they were entertained by President and Mrs. Roosevelt. A similar plan calls for the 1945 champion to visit Washington, D.C. to meet President and Mrs. Harry S. Truman.

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OWI WANTS TO CLOSE; SUGGESTS STATE DEPT. TAKE OVER

Apparently disregarding a previous statement by its director Elmer Davis that it should be continued, the Office of War Information is reported to have recommended to President Truman that it be allowed to go out of business within the next 90 days and that the State Department continue any of its work that should be carried on. It is not known whether this includes the domestic branch which was established before the war. It operates the biggest pressroom for newspaper, radio correspondents in Washington. Commenting upon this, the Washington Post says:

"The imminent dissolution of OWI which Elmer Davis has said that he desires will leave a real vacuum in American foreign policy. With all its shortcomings, the agency has rendered invaluable service not only in carrying psychological warfare to our enemies but in carrying information to our friends.

"Since the presentation of this kind of information is a natural adjunct of foreign policy, it seems logical to have it conducted by the Department of State. OWI's outposts now established in neutral and allied countries all over the world could be attached to American embassies and legations and could operate through a special division or bureau to be created within the department at Washington. A recommendation to this effect, reportedly made to President Truman by OWI officials, seems altogether sensible."

OWI has a force of 5000 people but the Army and other Government services are expected to take care of these when the agency is liquidated.

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One of the difficulties to be overcome by our army of occupation in Japan will be restoring communications. Bad, by our standards, before the war, communications are probably hopeless now. Military people expect our Army will set up its own independent system--radio, telephone and telegraph, partly because of the language difficulty.

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FCC SAYS NOT BLUFFING ON 88-108 MC; FM SET-MAKERS WARY

There is still considerable shadow-boxing on both sides with the possibility of an early announcement by the Federal Communications Commission that Jan. 1 is the deadline in the warning to radio manufacturers not to turn out two-band FM (frequency modulation) receivers for use during the period required for the switch-over from the present place in the spectrum to the higher one assigned to it, 88-108 MC, in the reallocation program. Word comes from the Commission that it is not bluffing when as stated in Chairman Paul A. Porter's letter to R. C. Cosgrove, President of the Radio Manufacturers Association that it might terminate forthwith transmission in the old band should its wishes be disregarded.

At this writing Mr. Cosgrove has not replied to Chairman Porter's letter and it is not certain that he will since the Chairman's letter was in response to an inquiry by the RMA official. On the other hand the delay in the response if one was intended may have been caused by the death of Mrs. Cosgrove in Cincinnati last week.

Manufacturers and FM station operators and licensees have been slow in "sticking their necks out" but though not expressing themselves publicly are known to be vastly concerned about the situation.

Major E. H. Armstrong, inventor of FM, was quoted as saying that he had the money, tower and antenna ready for new-band operation of his Alpine transmitter but so far he hasn't had anything like an offer for immediate installation.

The general opinion seems to be that many radio manufacturers instead of defying the Commission and putting on both the old and new FM bands will either obey the order or lay off of either until there is a more definite idea when the new band will be in operation and then begin turning out sets with 88-108 MC bands only.

As to how long that will be transmitter manufacturers have apparently not been able to say. The Radio Corporation of America promises to turn out new FM transmitters in quantity six months after engineering standards have been decided upon. This announcement is expected to be made at the Commission this week. RCA will produce transmitters and receivers only for the one band.

Federal Telephone & Radio Corp. is pressing for equipment but is making no commitments regarding delivery dates. Federal hopes to have 1 kw and 3 kw transmitters ready early next year and 10 kw transmitters a little later.

Western Electric while doing everything possible to meet the situation is making no promises. General Electric plans to fill standing orders with 250 w transmitters, adding step-up units as rapidly as possible until specified power is attained.

Radio Engineering Laboratories will have converters for delivery well in advance of new transmitters. They anticipate their transmitters will be first on the market, since they will devote their efforts to exclusive manufacture of FM equipment.

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RMA PROMISED PROMPT PRICE ACTION AT WHITE HOUSE CONFERENCE

OPA price action this week is in prospect to permit reconversion production of the radio industry to begin. Assurances of immediate review by OPA of its basic 1942 "hold the line" price policy was given at a White House conference last Thursday, of RMA representatives with Director John W. Snyder of the Office of War Mobilization and Reconversion. Telegraphic action followed immediately by OPA to secure data on component prices, and OPA officials stated that they hope to announce at least temporary price action, to permit civilian production, this week.

The basic OPA policy--1942 price levels--was declared unworkable and impossible for the radio industry at the White House conference. Nearly an hour was given by Director Snyder to the RMA group. This included Chairman A. S. Wells of the RMA Industry Reconversion Committee; M. F. Balcom of the OPA Tube Industry Advisory Committee and Robert C. Sprague of the OPA Parts Industry Advisory Committee.

James Rogers, Deputy Administrator, stated that the March 1942 price policy had been carefully developed, reviewed and approved, to "hold the line" against inflation. He stated that the basic OPA formula would be reviewed immediately in view of the industry leaders' representations that it was impossible for either set, parts, tube or cabinet manufacturers generally to manufacture under the March 1942 price restrictions.

Director Snyder was told by RMA Executive Vice President Bond Geddes that the industry was unable to proceed with civilian production, with more than 200,000 employees laid off last week following extensive military contract cancellations, and that component manufacturers generally could not produce under the basic OPA price policy and were refusing to fill or even accept orders.

The industry group stated that the basic OPA policy of holding prices to 1942 levels was impossible in radio production, as the OPA price basis excludes many "fringe" costs, and would not enable parts, tube or cabinet manufacturers to recover actual production costs. The basic OPA 1942 price policy was criticized by the industry group as unworkable and impossible for the radio industry. They asked that "fringe" costs, excluded under the OPA basic policy, be included and that manufacturers be permitted to at least recover actual production costs.

OPA officials subsequently indicated that temporary or interim prices on radio parts probably will be departmentalized rather than be industry-wide due to the wide variation in costs increases reported by various parts manufacturers. Thus the "increase factor" may be higher for one radio part than for another. Officials also predict that the percentage increases allowed will be minimum and subject to adjustment for hardship or unusual cases.

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RFC ELECTRONIC RESEARCH SUPPLY BEGINS TO LIQUIDATE

The Reconstruction Finance Corporation Monday announced the beginning of the liquidation of Electronic Research Supply Agency. This operation, as of August 1, had earned a profit of \$153,853. It is expected that this profit will be more than adequate to absorb any liquidation losses and the final profit will inure to RFC.

Maurice S. Despres, managing director of the Electronic Research Supply Agency, who has had many years' experience in the radio business, is president of Dale Distributing Co., Inc., of New York City, and a director of Admiral Corp., radio manufacturers of Chicago. The assistant managing director of ERSA is Walter Endel, merchandise manager of the radio and appliance division, Michaels Brothers, Brooklyn, N. Y. Adolph Gross, president of Newark Electronic Co. of New York City, was the general purchasing agent for ERSA.

The agency served only government laboratories and those organizations approved by the Army, Navy or OSRD. Organizations served were urged to call upon ERSA's facilities only after they had exhausted all other sources of supply. Approved organizations had the option of ordering directly from ERSA or through regularly established vendors.

During the period of operation, ERSA filled a total of 27,537 separate orders for critical electronic components. An average of approximately six items made up each order. A total of 720 organizations, nominated by the Army, Navy and OSRD, were served.

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BILLIONS IN RADIO COMMUNICATIONS SURPLUSES TO BE SOLD

Between \$3,000,000,000 and \$5,000,000,000 in new and used electronics and radio communications equipment, produced for the armed forces, will be disposed of by approximately 225 radio manufacturers throughout the nation, the Reconstruction Finance Corporation announced in Chicago last week.

The RFC said the radio and electronics manufacturers will make repairs, tests and modifications before the equipment will be offered for commercial use.

Included in the equipment will be several thousand "walkie-talkie" sets, which the RFC said would be adaptable for use by police and fire departments, railroads, in golf tournaments and for protection of property.

Other devices include mobile radio communication units, field telephone sets, radar devices, mine detectors, code practice sets and radio direction finder units. Very few of the items will be sold in their original form, the RFC stated.

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BELIEVES RADIO'S NEXT TWENTY-FIVE YEARS WILL BE EVEN BETTER

"Radio's development in the next five years will far exceed that of its first quarter century of existence," declared Maurice B. Mitchell, WTOP Promotion and Publicity Manager, in a talk before the Washington Optomist Club last Wednesday.

Mr. Mitchell pointed to developments in FM, television and facsimile as the radio developments which will come into wide public use within the next few years, and urged that the fullest social and economic use be made of them.

"FM broadcasting will give the listener everything he gets from his present-day radio, plus greatly improved quality of reception," Mitchell declared. He described the arrangements under which it is expected the transition from AM to FM will take place.

Mr. Mitchell described CBS color television and told the group that intensive research is now under way to make this advanced type of transmission available to the general public as soon as possible.

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QUISLING BROADCASTS USED TO HELP HANG HIM

Quisling, the Norwegian traitor, received the shock of his life when recordings were played back of broadcasts he had made extending the glad hand to the Germans to Norway in April 1940.

Quisling listened intently as his own voice boomed back through the courtroom announcing the formation of the government that welcomed the Nazi invaders.

The recordings apparently had been made by Allied or Norwegian patriot listening posts at the time.

At the end of the first recording, Quisling said: "There is no doubt it is my speech."

NORTH EASTERN STATES WELCOME ADDITIONAL FM CHANNELS

There was an enthusiastic response from the Northeastern States when it became known that additional facilities for frequency modulation broadcasting in that densely populated section had been provided by the Federal Communications Commission in the revised summary announced last Friday of its rules and regulations for the operation and development of this high fidelity radio service.

No reservation was made of FM channels for full allocation, and no provision was included in regard to program duplication in the rules now being formulated. The final draft of these rules will be issued soon.

The commission withdrew its earlier proposed reservation of twenty FM channels, and the requirement of at least two hours of independent programming of every FM station owned by an amplitude modulation licensee.

In regard to multiple ownership, the rule, as stated on June 27, was confirmed, providing that no person can own more than one FM station in the same community, nor more than one anywhere except upon proper showing, and not more than six under any circumstances.

No rule is being adopted on ownership of FM stations by present AM licenses, and on "booster" stations, applications for which will be considered on their individual merits.

All FM stations will be licensed for unlimited time operation and at the start will be required to operate a minimum of six hours per day.

As provided under the commission order of June 27, FM stations will be permitted to transmit simplex facsimile (images only--without the sound) during the hours not required to be devoted to FM aural broadcasting. Provision will also be made for experimentation with multiplex transmission of facsimile and the aural broadcast program.

The chain broadcasting regulations now in effect are to apply to all types of broadcasting stations.

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MRS. R. C. COSGROVE DIES

Mrs. Cosgrove, wife of R. C. Cosgrove, vice-president and general manager of the Crosley Radio Corporation, and president of the Radio Manufacturers Association, died in Cincinnati last Thursday according to advices received by Bond Geddes, RMA Executive Vice-president. The funeral was held Saturday. Mr. Cosgrove was to have headed the delegation of radio manufacturers who conferred at the White House with President Truman Thursday, but was prevented from doing so by the illness of his wife.

U. S. EXERCISED CENSORSHIP WITHOUT CURBING PRESS AND RADIO

(For release Thursday, Aug. 30, 1:30 p.m. EWT)

Byron Price, who headed the Office of Censorship, and last week broke all records disbanding that organization said in special address over WOR-Mutual to the Junior Chamber of Commerce celebrating "Radio Week":

"From an ill-considered censorship free speech has most to fear in wartime; but I think we have demonstrated in the war just ended that all necessary censorship can be maintained without any encroachment whatever on the freedom of the press, the radio or the individual to express convictions, debate public issues, including war issues, and criticize the government as severely as may be desired. In so far as war controls are concerned, press and radio are as free at this hour as they were four years ago today.

"Again let me remind you that this result was not attained by accident or predestination. It was attained because editors and broadcasters were willing to cooperate loyally and effectively with their government in the one vital endeavor of restricting dangerous military information. It betrays no secret to say that if the experiment of voluntary compliance had failed, advocates of compulsion were ready to take the field without a moment's delay. Radio stood in special jeopardy because it was talking day and night to listeners outside our borders. But there was no lack, either, of those who wanted a law which would put a censor into every newspaper office in the land. Had press and radio been less vigilant, had the advocates of compulsion been supplied with the evidence of failure they were seeking and expecting, this nation would have plunged overnight into a surpassingly bitter dispute over free speech, with national unity the one sure casualty. But the faith was kept, the incident did not occur."

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BRITISH RADIO INDUSTRY CARRIED ON EVEN IN PRIVATE HOMES

The British radio industry, scattered all over the isles, even to private homes and garages to escape the blitz, mushroomed during the war years to five times its peace output.

The Ministry of Aircraft Production disclosed details today to the Associated Press of the desperate early days of the war when radio and radar equipment was drawn directly from production lines and rushed to waiting fighter planes.

Large manufacturers were the prime producers, but millions of parts came from small firms and groups such as old soldiers at the Earl Haig Home who turned from paper poppies to making parts for radio condensers. More than 665,000 rectifiers were constructed in an outbuilding behind Queen Mother Mary's wartime home at Badminton, Gloucestershire.

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Radar Preventitive Puzzled Germans  
 (Vernon Noble, NANA, in N.Y. Times)

July 24, 1943, is a notable date in air history. It was on that night during the battle of Hamburg that the RAF tried for the first time under operational conditions a method of combatting the enemy defenses that was immediately successful. It was the simplest device ever invented for interfering with radar detection and it went under the code word of "window."

The Germans were taken by surprise. The losses of aircraft were the lowest for any heavy attack made on Germany up to that time.

As well as bombs, the bombers carried a strange cargo. They took bundles of metalized strips of paper. These were opened during the flight and their contents were scattered. The whole of the enemy's defense system was reduced to muddle.

Listeners to the German fighter controllers heard uncoded messages sent out in bewildered and exasperated tones. They heard such remarks and orders as: "Many hostiles, many hostiles, flying singly." "I cannot control you. Try without your ground control." "Break off contact, Hostiles are reproducing themselves." "Everything has gone wrong."

The German Air Force was in a predicament, and its staff and scientists were called in to determine the reason and to find an antidote.

No less puzzled than the German pilots and ground control staffs were the civilians who picked up these lengths of metalized paper in the streets and fields. The rumor got around the countryside that the strips had been dropped by aircraft to poison cattle, and policemen--wearing rubber gloves--went sent out to pick them up.

The German people soon realized that the strips were harmless once they had landed, because later that year they collected them to decorate their Christmas trees.

Scientists had appreciated for a long time that a cloud of metal strips would provoke responses in radar stations similar to those from aircraft. The fact that fifteen months had elapsed before the system could be put into effect indicates that it was by no means a simple business.

When brown paper parcels began to arrive on bomber airfields and were taken into each aircraft, there was great speculation as to what they contained, and secrecy had to be observed. When crews were first briefed on the use of "window," some of them were a little skeptical; it was just one more "gadget," just one more job to be done--and a strange kind of job, too, scattering strips of paper over enemy territory. But that attack on Hamburg won over the doubters.

The strips were thrown out when it was known that the enemy's radar would be "viewing" the aircraft. Many thousands had to be carried, and a problem that had to be solved was how to reduce the weight without interfering with the results.

Ohio Gets TV Censorship Bill Before it Gets TV  
(Stanley Anderson, Radio Editor,  
"Cleveland Press")

State Senator Emil A. Bartunek of Cleveland, has teamed up with Lawrence A. Kane, a fellow senator from Cincinnati, to introduce a television censorship bill (SB 316) at Columbus. I submit, ladies and gentlemen of the radio audience, that this is really something to think about.

The present status of the bill is that it has been referred to the taxation committee, of which Senator Kane is chairman. Word from Columbus suggested that no hearing will be given this week. Also, the informant expressed the opinion that it will have to have strong pressure behind it to get through both houses, inasmuch as it is being handled at such a late date.

While it may be late in the legislative season, it is probably the first attempt in America on the part of public officialdom to handcuff television to the same type of bluenose law that has interfered with the movie industry in this state for years.

Reporting to its readers on SB 316, Variety said: "It would require every program, whether film or script show, to be reviewed by the state board before television presentation to Ohio audiences would be allowed."

Questioned today, local radio executives--men with the future of television constantly in mind--said that such a bill is "a physical impossibility," since most televised shows undoubtedly will be network presentations.

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FCC Due to go Through the Wringer  
(Jerry Klutz in "Washington Post")

Federal Communications faces an uncertain two months. Its appropriations for war work--which represents more than half of its money total--are to be cut off 60 days after the cessation of hostilities. This provision is carried in its appropriations act which makes it law. The war appropriations are for such units as Radio Intelligence and Foreign Broadcast Intelligence. FCC will ask Congress for an extension of authority and funds to continue these operations indefinitely. About 650 employes, about half of FCC's total, are engaged in war work. But even if Congress refuses to extend the life of the war functions, it's anticipated that many of the 655 employes will be kept on the rolls. They will be transferred to expanding peacetime work of the commission which will be heavier than prewar activities.

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Princess Elizabeth and the Radio  
(Wm. W. White in "Life")

Princess Elizabeth, who may be the next Queen of England, has, so far, made two radio talks (her voice is identical with her mother's) and a dozen speeches, and has never fluffed once. She is inclined to be nervous at first--as shown by heightened color in her cheeks--but she quickly finds her ease.

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:::: TRADE NOTES ::::  
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Paul A. Porter, Chairman of the Federal Communications Commission, speaks on "Post-War Radio Horizons" during the intermission period of the Columbia Broadcasting Symphony program next Sunday, September 2 (WABC-CBS, 3:00-4:30 PM, EWT).

Chairman Porter, who was to have opened the series, will discuss the prospect of the "walkie-talkie" sets that may be used for personal communication -- the feasibility of that type of operation, the size of the units that will be used, and licensing requirements for such a service. The use of radio for railroads both as a safety device and in traffic operations, will also be examined.

Manufacturers of products covered by the general scheduling order, M-293, are no longer required to file monthly operation reports or order boards unless specifically directed to do so, the War Production Board said Monday.

This includes revocation of Table No. 9 of the WPB Radio and Radar Division.

The report of the American Cable and Radio Corporation and subsidiaries for the first six months of 1945, issued Monday by Warren Lee Pierson, President, shows a consolidated net income of \$1,390,052 after all operating expenses, maintenance, depreciation and provision for taxes. This compares with a consolidated net income of \$1,264,369 in the six months to June 30, 1944.

The dry cell battery industry has been producing at capacity and beyond during the war, so the revocation of its War Production Board order will not increase production. In the next few months it is expected that some 125,000,000 cells (including those for radio and hearing aid batteries) will be made. After this supply has satisfied civilian demand, production probably will level off.

Although distribution may be unequal in some parts of the country for a little while, WPB said the total supply for civilians is more now than during the pre-war period.

A pocket-size radio-telephone for civilian use, which will be about six inches long, weigh about a half a pound, cost about \$25 and will be effective for distances up to three miles, will be placed on the market within six months, Richard Mahler, general manager of the Harvey-Wells Communications, Inc., told the United Press at Southbridge, Mass. last week.

The Federal Communications Commission, he said, has given approval for the instrument provided the owner signed certain papers guaranteeing it was for his personal use.

The pocket-size radio, he said, would operate on a band of from 460 to 470 megacycles. To talk to a friend, Mahler said, a phone owner would merely tune in on the friend's wave length.

National Union Radio Corporation -- Six months to June 30; Loss from operations amounted to \$74,828.

Stewart-Warner Corporation and subsidiaries -- Six months: Net profit, \$1,260,807, compared with \$1,733,197 for last year's period. After setting aside \$400,000 for plant rehabilitation, a balance of \$860,807, equal to 68 cents a capital share was carried to earned surplus, against a balance of \$1,133,197 or 89 cents a share carried to earned surplus last year. Unfilled orders on June 30, last, approximated \$45,000,000, compared with a backlog of government orders of \$54,000,000 on Dec. 31, 1944. Shipments for this year's period were about 25 per cent less than in same period of 1944.

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A midget television receiver approximately 5 by 7 inches to be marketed at \$100 or less was exhibited by Irving Kane, president of the Viewtone Company of 203 East 18th Street in N. Y. last week. The television line of the concern also included a "console" type of receiver to which either a 5-by-7-inch or 10-by-12-inch screen may be adapted. The cost of this model is tentatively set at \$175.

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That during the war, Philco research scientists and engineers developed 48 different radar systems for the Army and Navy, and the Company's production of radar equipment totaled well over \$250,000,000, was revealed here by John Ballantyne, president of Philco Corporation.

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Last fall, at the battle of Suriago Strait, the captain of a destroyer leading a column of destroyers was on the bridge when the enemy fleet was sighted and action was begun. The commodore of the destroyer force was in the CIC, watching the radar screens and plots. It was a spectacular surface battle at fairly close range, and the gunfire and the blaze of Japanese ships which had been hit made an unforgettable spectacle.

"Come up here, for the sight of your life!" the captain called down to the commodore.

Replied the commodore: "No, thanks. I can see it better from here."

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Radar will be given a major peacetime role in weather forecasting and detection of storms and hurricanes, Maj. Herbert H. Swasey, Army weather officer, said in Miami last week.

Electronic equipment was used during the war for such work but further development is needed for hurricane detection, he added. Army meteorologists can tell with present equipment if an approaching disturbance is a thunderstorm, and can detect a hurricane, but not in time to give adequate warning.

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The first non-breakable, high fidelity phonograph record for home use has been developed by RCA Victor, climaxing 11 years of research work in this field. A flexible disc made of synthetic plastic material, the new record, which greatly reduces surface sound, will make its initial appearance in October.

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