

HEINL RADIO BUSINESS LETTER

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July 19, 1944

FRANK MULLEN LANDS ONE ON THE FCC CHIN

In a scholarly and carefully prepared address on the "American System of Broadcasting", Frank E. Mullen, Vice-President and General Manager of the National Broadcasting Company at New York University Summer Radio Workshop, landed a stingaree on the chin of the Federal Communications Commission. Using his talk to the students as a sounding board, Mr. Mullen warned the American listening public to be quick on the trigger in protesting against anything that smacked of censorship of radio by the Government. The FCC continuously cries to high heaven that it has no power of censorship but Mr. Mullen let the public in on the little secret of the indirect pressure which the Commission can exert on radio programs through its power to license broadcasting stations.

Mr. Mullen said a logical approach to a study of the American System of Broadcasting would be to answer two questions: First, "What makes it a system?" and second, "What makes it American?" Mr. Mullen also raised and answered questions with regard to the limitation of frequencies, national networks, FM, television, support of advertisers, and non-commercial public service.

Most significant, however, was the speaker's warning to the public not to let the wool be pulled over its eyes on censorship.

"The public should give broadcasters every encouragement to exercise complete freedom in their choice of program material, and should be quick to protest against any evidence of government pressure on radio program policies", Mr. Mullen declared. "We should be constantly mindful that freedom of radio is inseparable from all our other traditional freedoms - of speech, of worship, of press and of peaceable assembly. In every city and country seized by the dictators of Europe, the capture and control of radio facilities has been practically the first act of aggression. Suppression of the other freedoms has immediately followed. Nowhere in the world where radio is enslaved will you find speech or a press that is free.

"Most of us never stop to think that ours is the only country in the world in which radio programs are not under government control. Yet, our lack of concern on this score is in itself a source of potential danger. It is apt to make us blind to encroachments on the freedom of radio which should serve as warning signals. For while we in the United States do not have direct censorship of programs, the very fact that station licenses are issued, and can be revoked, by a government bureau makes possible a form of censorship that is no less effective for being indirect.

"Obviously the danger of government domination and censorship would be multiplied a hundredfold if broadcasters had to depend on a government handout to support their stations and pay for their programs. And, censorship, or no censorship, the quality and variety of program service would suffer tremendously."

The Federal Communications Commission, Mr. Mullen continued, has in recent years tended to place a broader interpretation upon the "public interest, convenience or necessity" clause in the law and has evidenced a desire to regulate "some of the social and economic aspects of broadcasting."

"The language of the present law relating to radio - the Federal Communications Act of 1934 - is far from explicit in defining the criterion by which the Commission may grant or refuse licenses for the operation of broadcasting stations", Mr. Mullen pointed out. "Most of the difficulties - most of the arguments between broadcasters and the Commission - arise over the interpretation of the provision in the law which states that the Commission shall grant licenses in accordance with 'public interest, convenience or necessity.'"

"This phrase - 'public interest, convenience or necessity' - was carried over into the present radio law from the original Federal Radio Act of 1927, so it has now served as the corner-stone for governmental regulation of broadcasting for 17 years. The earlier Commissions for the most part interpreted the phrase as relating to the prevention of interference between stations, and to the geographical assignment of frequencies in such a pattern as to provide technically satisfactory broadcasting service to the maximum number of people."

"In recent years, however, the majority of the Commission has tended to place a broader interpretation upon 'public interest, convenience or necessity' and has evidenced an increasing desire to regulate some of the social and economic aspects of broadcasting. In particular, many of the Commission's recent regulations have been directed toward the prevention of business practices which, in the eyes of the Commission, might tend to place undue control over broadcasting in the hands of the national networks."

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RADIO MAKERS ASSURED FAIR CONTRACT TERMINATIONS

Opening the Contract Termination Conference at New York last week, R. C. Cosgrove, President of the Radio Manufacturers' Association and Vice-President of The Crosley Corporation, said the conferences offered a "rare opportunity" for manufacturers to obtain vital information concerning the complex problems involved in contract terminations and praised the Army Signal Corps for being "willing to take such a great interest in our problems and aiding us in solving them."

"All of us face terminations and cutbacks", Mr. Cosgrove said. "The Signal Corps is taking the lead in helping us. The radio industry has no reason to be worried about what it has accomplished in aiding the war effort because it has done an outstanding job." He added that the series of Contract Termination Conferences would aid the industry, in like manner, in meeting the problems of contract cancellations.

Responding to Mr. Cosgrove, Brig. Gen. A. A. Farmer, Commanding Officer of the Philadelphia Signal Depot, said the conference showed that "contractors and the U. S. Government are working together as a team and will continue to do so until final and lasting victory is ours."

"Reports from the battle fronts are favorable, but we must not think that the war is over", he continued. "Production of equipment must go forward, but it is essential that we give thought to the problems of contract terminations."

"The Signal Corps", he added, "wants contract termination settlements to be accomplished with fairness, fidelity, and speed" so that the "superb job of production" will not be followed by "gigantic problems of an economic eruption."

"We'll defeat the problems of termination", he concluded, "as our forces in the field continue to annihilate the enemy."

The New York conference was the third of the series relating to contract termination, the first of which was held in Baltimore on July 5th, and the last of which will be in Los Angeles August 2nd.

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HOPE HELD OF FINDING CAPT. GUTHRIE, SON OF RCAC OFFICIAL

Navy Department officials expressed the belief that Capt. Walter R. Guthrie, U.S.A., son of F. P. Guthrie, District Manager of R.C.A. Communications, Inc., in Washington, D. C., reported missing, might still be found. Captain Guthrie was on a ship sunk July 2nd in the Indian Ocean near Ceylon. Twenty-three persons have been reported rescued but it was believed that many others may have been picked up as it was said that it is sometimes several months before all the rescue boats are heard from.

Captain Guthrie, who is in the Quartermaster Corps, was on his way from Washington to report to the Southeastern Asia (Lord Mountbatten's command) the headquarters of which are at Kandy in Ceylon. Captain Guthrie, who is 25 years old, was graduated with high honors at Washington and Lee University and later from the Harvard Business School.

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COWLES GETTING ALL SET WHILE AWAITING FCC GREEN LIGHT

Extensive personnel changes in the Iowa Broadcasting Company and subsidiary companies, effective on the approval of applications now pending before the Federal Communications Commission, were announced last week by Gardner Cowles, Jr., President of the companies involved.

When pending applications are approved, the Iowa company will no longer own or operate KSO, Des Moines, or WMT, Cedar Rapids-Waterloo. Its two Midwest stations will be KRNT, Des Moines, and WNAX, Yankton-Sioux City. Its three eastern stations will be WHOM, New York-Jersey City, WCOP, Boston, and WOL, Washington, D. C.

T. A. M. Craven, a Vice-President of the Iowa Broadcasting Company, will be the executive head of WOL, Washington, in addition to his duties as technical advisor on all engineering matters to all five of the company's stations.

Craig Lawrence, Vice-President and Manager of KRNT and KSO, Des Moines, will move to New York to become head of WHOM, New York-Jersey City, and WCOP, Boston. A. N. Armstrong, Assistant Manager of WCOP and WORL, Boston, will become Manager of WCOP. Phil Hoffman, Manager of WNAX, Yankton-Sioux City, will move to Des Moines, succeeding Mr. Lawrence as Manager of KRNT.

Don Inman, formerly Manager of the Waterloo offices of WMT, Cedar Rapids-Waterloo, has moved to Yankton as Manager of WNAX. Art Smith, formerly Program Manager of WNAX, has moved to Sioux City as Manager of the WNAX studios in that city. Gene Loffler, formerly announcer at KRNT, has moved to Yankton as Program Manager.

Ted Enns, National Sales Manager of the Iowa company, will move to New York in his same capacity representing all five stations. Karl Haase, Assistant Treasurer of the Iowa Company, will move to New York in his same capacity on the three eastern stations.

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CAPITAL ANNOUNCER PLUNGES TO DEATH FROM PRESS CLUB

The body of J. Robert Ball, 25 years old, an announcer for Station WWDC in Washington, was found at 5:30 A.M. Monday following a 13 story plunge from the Press Club, shortly before he was to go on the air in a news broadcast. Officials at the studio said Mr. Ball suffered a nervous breakdown two years ago, forcing him to leave Harvard University Law School.

He was likewise said to have been in good spirits recently. Mr. Ball's sister, Mrs. Dorothy Campbell, wife of J. Forbes Campbell, Federal Deposit Insurance Corp. public relations officer, said her brother's health had improved during the past year.

Mr. Ball was graduated from the University of Utah before going to Harvard. His father, James H. Ball, is a prominent Salt Lake City attorney. His mother also survives.

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SEES TROUBLE FOR BURTON K. WHEELER IN MONTANA

A political rebellion is brewing in Montana against Senator Wheeler, Chairman of the Interstate Commerce Committee (who at the moment holds the whip hand in radio legislation in the Senate), according to Drew Pearson, who writes in his syndicated column:

"The other day, a significant meeting was held in Montana. It may mean the political end of that venerable senatorial figure, Burton K. Wheeler - or at least, his future candidacy for reelection on the Republic instead of the Democratic ticket.

"The meeting - of Montana Democrats - was sparked by ex-Congressman Jerry O'Connell. He was purged from the House of Representatives by Wheeler in 1938 because he dared buck Wheeler's leadership in Montana but at the recent Democratic meeting, Mr. O'Connell, now head of the Montana CIO Political Action Committee, sat high in party councils.

"Wheeler's name was scarcely mentioned. It arose only once when a resolution condemning his isolationist stand was proposed. In the end, it was decided simply to expunge Wheeler's name from the entire proceedings of the State Democratic convention. As far as the leading Democrats were concerned, the senior Senator from Montana did not exist.

"Furthermore, for the first time in 24 years, Wheeler will not be a delegate to the Democratic National Convention.

"Already Montana Democrats have laid their plans to run popular Justice Hugh Adair of the Montana Supreme Court for the Senate against Wheeler in 1946.

"Thus, the man who helped elect Roosevelt in 1932, but who is his bitter enemy today may be forced to run as a Republican.

"Most people have forgotten it, but Wheeler was a Republican until 1910, when he ran for the State Legislature as a Democrat. Later, he ran for Governor in 1920 on the nonpartisan ticket and for Vice President of the USA in 1924 (with La Follette) on the Progressive ticket.

"When Wheeler defeated Congressman O'Connell, he threw his weight behind Dr. Jacob Thorkelson, who was considered one of the most fascist-minded members of Congress during his term of office. Now Thorkelson is running for Governor and has the support of Wheeler's closest friend, radio Mongul Ed Craney. It was Craney who secretly authored the recent radio bill which Wheeler was forced to junk in the face of protests from the networks."

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BLUE EXECUTIVES MUST HAVE MADE NAMES IN SHOW-WORLD

Taking the initiative in recognizing a new trend in broadcasting operations and policies, the Blue Network is going into the field of theatrical, motion picture and advertising agency personnel for staff executives instead of performing as a training ground for executives for these allied fields.

Initial appointment is that of Adrian Samish, with two decades of show experience, who will fill the newly created post of National Production Manager, with complete authority over all Blue Network produced programs, and act in the capacity of network adviser for outside productions broadcast over the network and its affiliates.

"The trend, heretofore", Phillips Carlin, Vice-President in Charge of Programs, said, "has been for young producers to gain invaluable experience in network operations, and then resign to produce for advertising agencies, outside production units, and the theater. Radio broadcasting has grown up; it is now 'big league' and the competition is 'big league'. The Blue Network does not consider itself a minor league training ground. The appointment of Mr. Samish is a first step in our new operations policy."

Mr. Samish will coordinate the production facilities of the Eastern, Central and Western Divisions of the Blue, and under his leadership, the Commercial Program Supervision Department will be strengthened and expanded. Emphasis will be laid on achieving the best in writing and production, and on the creation of package programs. Mr. Samish will also concentrate on the training of young producers, and the strengthening of the present Blue staff through close supervision and constructive criticism.

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THEY SLAMMED THE DOOR IN GEN. EISENHOWER'S FACE

General Eisenhower was caught in the street during a robot bomb alarm a few nights ago...It happened his naval aide, Harry Butcher, former Vice President of C.B.S., and George Allen, Red Cross head, were in the same dark street. They didn't know the general was directly behind them when they ducked into the first doorway.

Allen slammed the door - then he did a double take! "My God! I shut the door in Eisenhower's face", he gasped. He tried to open it but the door had jammed. Frantically the two men on the inside pulled the knob. The few moments seemed centuries before they finally unstuck it and Eisenhower stepped in from the deserted street.

Allen and Butcher were apprehensive...Ike smiled reassuringly and took off his overseas cap as calmly as if he'd just dropped in for a cup of tea. "Take it easy, boys", he told them. -

(Austine Cassini in the Washington Times-Herald)

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SALE OF KECA APPROVED; OTHER FCC ACTIONS

The Federal Communications Commission yesterday (Tuesday) approved the transfer license of Station KECA, Los Angeles, by Earle C. Anthony to The Blue Network for \$800,000. Also WQXR, New York, John V. L. Hogan to the New York Times for \$1,000,000, Commissioner Durr dissenting.

The following statement was issued by Arthur Hays Sulzberger, publisher of the Times:

"We are glad to announce that the Federal Communications has approved the purchase by The New York Times of the Interstate Broadcasting Company, which operates Station WQXR in New York City, broadcasting on 1560 kilocycles, and Frequency Modulation Station WQXR, which broadcasts on 45.9 megacycles.

"As pointed out when the announcement was made that The Times had entered into an agreement to purchase these stations, we are proud to acquire a broadcasting medium which throughout its history has consistently maintained high standards of quality.

"This policy we plan to continue and improve, under the same management which successfully built up Station WQXR and its FM outlet. The best musical features will as heretofore form the bulk of the programs.

"As broadcasting is a new business for us, we expect to move slowly while learning about it. We look forward, however, to the time when WQXR, as The Times' own radio station, will expand its news presentation so as to be of still greater service to its listeners and our readers.

"Meanwhile, The Times' hourly news bulletins will continue to be broadcast over Station WMCA."

The sale of Station WINX, 250 watts, to Eugene Meyer, Publisher of the Washington Post for \$500,000 was likewise approved with Commissioner Durr dissenting.

Other license transfers approved were WJLD, Bessemer, Ala., to George Johnston for \$106,000, Commissioner Durr dissenting; KYUM, Yuma, Ariz., to John J. Lewis for \$15,438, and KTAR, Phoenix, for \$375,000.

FCC action Tuesday also included:

Durham Broadcasting Co., Inc., Durham, N. C., and Harold H. Thoms, Durham, N. C., designated for consolidated hearing for construction permit for new station to operate on 1580 kc., with 250 watts, unlimited time, and of Harold H. Thoms for construction permit for new station to operate on 1580 kc., 1 KW power, unlimited time; KRRV, Red River Valley Broadcasting Corp., Sherman, Texas, granted request to waive Commission rules as may be necessary in

order to permit Station KRRV to announce its station identification as "KRRV, Sherman and Denison, Texas" when programs originate in the Sherman studios or come through it, and as "KRRV, Denison and Sherman, Texas" when programs originate or come through the Denison studios; WQBC, Delta Broadcasting Co., Inc., Vicksburg, Miss., granted construction permit to change frequency from 1390 kc. to 1420 kc., and to change power from 1 KW day to 1 KW day, 500 watts night, unlimited time; WDSU, Stephens Broadcasting Co., New Orleans, La., adopted order granting petition for leave to amend application for license for auxiliary transmitter so as to permit the use of its previously licensed 1 KW transmitter, with power of 1 KW day, 500 watts night, instead of 1 KW day and night as originally requested, employing a non-directional antenna; granted the application as amended. KABC, The Alamo Broadcasting Co., Inc., San Antonio, Texas, granted application for construction permit to change frequency from 1450 to 680 KC, increase power from 250 watts unlimited time to 50 KW day, 10 KW night; install a new transmitter and directional antenna for night use, and change transmitter location; granted subject to approval of antenna by the Commission's Chief Engineer, and subject to compliance with the Commission's supplemental statement of policy of January 26, 1944.

Broadcast Applications Received

Jos. M. Zamoiski Co., Baltimore, Maryland, construction permit for a new commercial television broadcast station to be operated on Channel #6 (96000-102000 kc); Fetzer Broadcasting Company, Grand Rapids, Mich., construction permit for a new high frequency (FM) broadcast station to be operated on 43,900 kc. with coverage of 18,250 square miles; West Virginia Radio Corp., Morgantown, W. Va. construction permit for a new high frequency (FM) broadcast station to be operated on 43,500 kc. with coverage of 33,244 square miles and two satellite stations on 49,900 kc., one at Pittsburgh, Penna, with a coverage of 1,620 square miles and the second at Wheeling, W. Va., with coverage of 344 square miles.

Also, The Pulitzer Publishing Co., St. Louis, Mo., construction permit for a new Commercial Television Broadcast Station to be operated on Channel #1 (50000-56000 kc.); News-Press Publishing Co., (KTMS), Santa Barbara, Calif., extension of special service authorization to permit broadcasting under the control and direction of the Pacific Coast Maritime Industry Board, as a public service and without charge of information to longshoremen for the period beginning 8/1/44.

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Civic leaders gathered in radio station studios in 122 cities over the country heard an appeal Monday for cooperation in the Government's "Don't Travel" campaign and listened to suggestions for local action to reduce drastically unessential train and bus travel so that the war job of the transportation systems can be done effectively. These studio audiences included representatives of civic organizations, service clubs, city government, newspapers, radio, transportation services, merchants and industrialists.

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LARGE POTENTIAL MARKET SEEN FOR TELEVISION RECEIVERS

That a tremendous demand exists for television receiving sets - greater than for any other type of radio - was clearly indicated, according to the News Letter of July 14, issued to Television Broadcasters' Association members, recently when McCall's magazine released figures compiled in a survey conducted among thousands of women throughout the nation. A highly interesting article analyzing the survey appears in the current issue of the Radio-Television Journal, and permission has been granted to reprint facts and figures in the Newsletter on Television.

"Television, phonograph-radio combinations, console and table type radios were all placed before the readers for their consideration, and they were asked to indicate their preference", states Radio-Television Journal. "Perhaps the findings of the survey will upset some preconceived notions as to how the postwar market will run, but it will give practical, useful foresight to the dealers who are anxious to gear their merchandise to their customers' wants."

Some of the results of the survey follow:

POST-WAR TELEVISION SALES PROSPECTS BY OCCUPATIONAL ANALYSIS

In homes where women indicated their desires for a television set, the occupation of head of family is as follows:

	Total Answering	I Must Have	I Like and May Get	I Have Now	I Don't Like
Major Prof. and Exec.	998	21.8%	68.7%	1.5%	8.0%
Minor Prof. and Exec.	1,108	21.2%	66.3%	2.3%	10.2%
Salesman	280	16.4%	73.2%	2.2%	8.2%
Public Service	157	21.7%	61.1%	3.8%	13.4%
Clerical	541	19.2%	69.7%	1.7%	9.4%
Skilled Labor	2,015	19.9%	67.1%	2.1%	10.9%
Unskilled Labor	72	13.9%	66.7%	2.8%	16.6%
Farmers, Ranchers	586	13.1%	68.3%	3.8%	14.8%
Armed Forces	459	24.0%	64.9%	2.6%	8.5%
Others, Retired	93	17.2%	69.9%	3.2%	9.7%

TELEVISION SETS (11,150 Women Participated in Survey)

I like and may get	- 7,474 - 67%	- potential market
I must have	- 1,841 - 16.5%	- assured market
I don't like	- 1,549 - 13.9%	- poor prospects
I have now	- 286 - 2.6%	- replacement market

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CONSOLE RADIOS
(10,888 Women Participated in Survey)

I don't like	- 4,293 - 39.4%	- poor prospects
I have now	- 3,773 - 34.6%	- replacement market
I like and may get	- 1,824 - 16.8%	- potential market
I must have	- 998 - 9.2%	- assured market

TABLE RADIOS
(10,976 Women Participated in Survey)

I have now	- 5,920 - 53.9%	- replacement market
I don't like	- 3,414 - 31.1%	- poor prospects
I like and may get	- 1,004 - 92. %	- potential market
I must have	- 638 - 5.8%	- assured market

RADIO-PHONOGRAPH COMBINATIONS
(11,660 Women Participated in Survey)

I like and may get	- 4,168 - 35.7%	- potential market
I must have	- 3,501 - 30.0%	- assured market
I have now	- 2,084 - 17.9%	- replacement market
I don't like	- 1,907 - 16.4%	- poor prospects.

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RADIO PUBLICITY DIRECTORS SWAP JOBS

Jim O'Bryon, newspaperman and public relations executive, has been appointed the new Director of Public Relations and Publicity for the Mutual Broadcasting System. Mr. O'Bryon leaves his post as Acting Director of Radio Publicity for Young and Rubicam agency to change places with Lester Gottlieb, for many years MBS Publicity Director. Mr. Gottlieb goes to Young and Rubicam as Director of Radio Publicity. Mr. O'Bryon went with Young and Rubicam in 1937 as Assistant to the Radio Publicity Director and has been acting Director of the department for several months.

Prior to his Young and Rubicam affiliation, Mr. O'Bryon was Photo Editor for three years in the Press Department of the Columbia Broadcasting System. He has had a wide and varied experience as a publicity manager in Chicago, where he was Director of Publicity for the Brunswick Phonograph Records, and was later associated with Brunswick Radio Corporation in New York.

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INCREASED PRODUCTION EXCLUDES BROADCASTING EQUIPMENT

The National Association of Broadcasters which has investigated the situation following radio and press reports of early resumption of civilian goods production, disclose the following findings. Inquiry was limited to facts concerning turntables, transmitters and microphones.

1. New transmitters will be unavailable for domestic use at least until 1945.

2. New turntables, same.

3. New microphones are believed to be in sufficient supply so as to eliminate any "hardship". Supply will be used for replacement, not to increase the number of "mikes" in use.

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FCC STATE-WIDE FM EDUCATIONAL POLICY PLANS

The Federal Communications Commission has received information from the U. S. Office of Education concerning proposed state-wide plans for the allocation of the five frequencies reserved for non-commercial educational FM broadcasting stations. It appears that such plans, if carefully prepared with a view to fair treatment of public and private educational institutions, both urban and rural, at the primary, secondary, higher, and adult education levels alike, may provide a sound means for securing the maximum possible utilization of educational frequencies. Accordingly, while the Commission must dispose of each application on its merits, it will give careful consideration in connection with educational applications to any state-wide plan filed with it.

The Commission's rules define a "non-commercial educational broadcasting station" to mean "a station licensed to an organized non-profit educational agency for the advancement of its educational work and for the transmission of educational and entertainment programs to the general public."

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WAY OPENED FOR SOME ALUMINUM USE IN COMMUNICATIONS

In granting limited use of aluminum to certain essential products, commercial radio equipment and wire communications equipment were included by the War Production Board but only where aluminum, copper or copper base alloy was used in commercial production in the U. S. during 1939, 1940 or 1941. This does not apply to electronic equipment as defined in WPB Order L-265.

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 :: SCISSORS AND PASTE ::
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His Honor: Radio Showman

To nine out of ten performers who regularly confront a microphone, what happens there comes under the heading of art or business, but to the Mayor of New York City it is obviously a lot of fun. From the walls of his executive chamber in City Hall, as he broadcasts his "Talk to the People" each Sunday at 1 P.M. over the municipal station, WNYC, Fiorello H. LaGuardia's predecessors in office gaze down upon him. Seated in a low leather swivel chair at a desk with two microphones on it (one for spare, in case of emergency), His Honor gazes back at those predecessors and goes on talking to an audience estimated at 1,500,000 to 1,800,000 persons.

Addressing more people than comprised the city's entire population during the regimes of some of New York's 102 other Mayors, he chuckles at his own jokes, is serious as he warns transgressors against the public weal, glows with emotional pride when he discourses on the virtues of the five boroughs, and, all in all, has a wonderful time.

Practically everything that can be wrong with a radio style, as radio style is taught in courses on how to become an effective broadcaster, emerges from receiving sets tuned to WNYC for those thirty-odd minutes on Sunday afternoon. The voice is high-pitched, the sentences ramble and hang in mid-air, a half dozen words on each broadcast are pronounced as they are not pronounced in Webster, and sometimes words are skipped entirely in the rush from one topic to another.

To what must be the chagrin of academies of radio technique, the listeners seem to like it. According to survey ratings, the Mayor's talk is easily the most popular program heard in New York at its time on the schedule, and its audience the most loyal. He seldom tests what the trade calls "listener response", but when he does, it is marked. There was the time he hinted at shoe rationing by telling his audience that they "shouldn't do too much walking". An hour later shoe stores on the lower East Side were the scene of near-riots. When he asked for foster homes for children last June, twenty-one phone calls came in within less than half an hour.

In part, of course, the Mayor holds his audience because he necessarily has something of interest to say. But it must be also that the customers like his show - and the word is used advisedly. For the Little Flower, as even his less-than-ardent admirers admit, is a showman, and the essence of showmanship is that indefinable quality called "color". He has it.

Indeed, Radio Row's students of what makes programs click or fail have a theory that the Mayor's limitations as a broadcaster (i.e., by purists' standards) are precisely the reason for his success on the air. They suspect that many a listener, bored by the slick delivery of commercial radio, finds relief in Mr. LaGuardia's chatty, idiomatic technique.

- (John K. Hutchens in New York Times)

Would Give Mrs. Dewey A Chance At Radio

Now that the Republicans have written a plank in their platform calling for a constitutional amendment to assure identical conditions for men and women, can't we give First Ladies a break? Mrs. Dewey, I understand, once wished to be a professional singer. If she should again wish to pursue this ambition and sing on the radio, wouldn't that be her own business? -

(Dorothy Thompson in Washington Star)

Nazis Outsmarted By British On Radio Jamming Efforts

Although German engineers have for years concentrated their varied "jamming" techniques upon the B.B.C.'s European broadcasts, there is ample evidence that they have failed to prevent listeners who defy the Gestapo from listening to broadcasts from Britain. The B.B.C. includes, in its broadcasts to the underground resistance movements, instructions to listeners in key positions on how to neutralize German "jamming" devices. Messages to key members of the underground are regularly transmitted by Morse code, which has been found to reliably resist ordinary "jamming" methods. Slow speed dictation from London permits pre-invasion instructions to be written down and afterwards circulated in the clandestine press of the occupied countries. - (B.B.C. Bulletin)

Licenses For Congress Orators As Well As Commentators

Senator Edwin C. Johnson of Colorado has signed his name to a letter saying that free speech over the radio is impossible. Therefore he stands by his bill to license commercially sponsored newscasters and require them to conform to a code of ethics.

To Senator Johnson we suggest that there are not hours enough in the day (his own phrase) for members of Congress to say all that they would like to say. Therefore the public business is always behind. Why not, then, license congressional orators and impose upon them a code of ethics? - (Terre Haute Star)

Blackout Predicted For Prencinradio

Prencinradio, Inc., the ultra mysterious propaganda venture organized and disguised as a Delaware corporation by Nelson Rockefeller, Co-ordinator of Inter-American Affairs, for strategic radio operations in South America has been smoked out, aired out and is now likely to be blacked out in the near future for a combination of reasons.

Uncovered by Senator Hugh A. Butler during his trip to South America where the corporation maintains two stations in Uruguay near the Argentine border, Prencinradio was attacked as one of those Government corporations secretly created with potentially vast powers and beyond congressional control. But a full light has never been turned on the whole scope of its operations, largely because of State Department protection and pressure. Now, however, the curbs of

Congress imposing appropriation limitations plus the deterioration of U.S.-Argentine relations and public criticism have made Prencinradio's passing a certainty.

Such CIAA enterprises as Prencinradio, Inc., had a lot to do with the Republican Convention pledge that co-operation with other countries in the Western Hemisphere "shall be achieved.... without interference with...the internal affairs of any nation"...a good neighbor policy not based on the reckless spending of American funds by overlapping agencies. - (Washington Times-Herald)

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PHILCO V-P PREDICTS TREMENDOUS POST-WAR BUSINESS

A 40% increase in sales of radios, refrigerators, air conditioners, automobiles, and all other consumers durable goods over the best pre-war year can be expected in the first twelve months of full production after victory, it was predicted by James H. Carmine, Vice-President in Charge of Merchandising for Philco Corporation, in an address before an appliance industry dinner in the Furniture Club of America at the American Furniture Mart in Chicago.

"In the case of radio, Philco estimates that there will be a pent-up demand for between 20,000,000 and 25,000,000 sets at the end of 1944, as compared with the industry's alltime high production of 13,000,000 units in 1941", Mr. Carmine said. "In refrigeration, it is estimated that the pent-up demand will be upwards of 6,000,000 boxes, as compared with 1941 output of 3,600,000 units. Over and above this, there will be a tremendous demand for frozen food storage chests. Sales of single-room air conditioners should rise 400 to 600% over the pre-war level within a very few years.

"One of the fastest-growing of all post-war industries will be television", Mr. Carmine predicted. "After television standards have been set by the Federal Communications Commission, every major city in the United States will have a television station just as quickly as transmitter deliveries can be made at the end of the war. It may be possible to produce and sell table model television receivers for as little as \$125 after the war, and larger 'projection-type' sets may cost up to \$400. Television broadcasting facilities today are within reach of approximately 25,000,000 people, provided receivers were available. If as we expect, at least 42 more television stations are added in key cities in the immediate post-war period to the nine now in operation, the coverage would expand to about 70,000,000 - or more than half the population of the United States."

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Hunter College Summer session in New York is offering a course in radio for children. It is to be attended by teachers, camp counselors, community center leaders and librarians. Children are to be taught to write scripts, and then cast, direct and produce programs.

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THE CONTROVERSIAL MR. FLY

That is the caption of the leading article in the Saturday Evening Post this week (July 22nd). The article is written by Henry F. Pringle and states:

"The radio czar insists he is a very mild fellow, but he manages to keep the whole broadcasting industry in a constant state of jitters."

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BATTERY MANUFACTURE RELAXED BY WPB

Restrictions on the use of iron, steel, copper and copper base alloy in the manufacture of dry cell batteries have been removed to facilitate increased production of such batteries, which are urgently needed for war purposes, the War Production Board said yesterday.

Restrictions on the use of aluminum, copper, copper base alloy, iron, steel zinc in the production of flashlights and other portable electric lights operated by dry cell batteries have been relaxed slightly, WPB said.

Dry cell battery production will be authorized to the fullest possible capacity of the industry, WPB officials said. Controls will be exerted, however, to maintain production of specific types of batteries to meet military, industrial and essential civilian requirements. Production of portable electric lights will be authorized to qualified manufacturers so that total production will not exceed pre-established programs and will not interfere in any way with war production.

WPB may direct any manufacturer of batteries or lamps to distribute specified amounts of his production for certain purposes. Also, if the supply of zinc shells is insufficient for the number of dry cell batteries authorized for production, WPB may direct any battery manufacturer to reduce or cancel his orders for zinc shells or may limit the number and type of zinc shells that he may receive and use.

High priority ratings are still needed for buying flashlights and portable electric lights from manufacturers, WPB said.

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 :::: TRADE NOTES ::::
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Sun Radio and Service Supply Corp., 938 F St., N.W., Washington, D. C., selling, repairing and servicing radios, has stipulated with the Federal Trade Commission to cease representing among other things that it has radio batteries for sale, or any other kind of merchandise which it does not actually have in stock and available for delivery to purchasers.

Shipments of the Storage Battery Division of Philco Corporation in the first six months of 1944 were 34% greater than in the corresponding period last year. In the month of June, 1944, Philco shipments were 83% ahead of June a year ago.

According to a Blue Network bulletin, Drew Pearson's predictions of things to come have been approximately 68 percent right.

Mrs. Irene Corbally Kuhn has been retained as an Associate Director of Publicity for the Republican presidential campaign. Mrs. Kuth, a former newspaper woman, is on leave of absence as Assistant Director of information for the National Broadcasting Company, where she has worked for four years. She is the author of the book, "Assigned to Adventure".

Darrell Martin, one of the country's earliest radio editors is now writing the radio column for the Buffalo Evening News. Mr. Martin wrote a radio column for the Pittsburgh Gazette Times in 1923. Later he was Radio Editor of the Pittsburgh Sun-Telegraph and Pittsburgh Post Gazette.

The Marquise Louise de Pallavicini of New York and William F. Brooks, NBC Director of News and Special Events, were married last week in Washington, D. C. The ceremony took place in the chambers of Chief Justice Edward C. Eicher of the Federal Court of the District of Columbia. The bride is the widow of the Marquis Alphonse de Pallavicini of the Hungarian Diplomatic Corps. She is the daughter of Mrs. Louise Bleiler Daly of Boston and was graduated from Radcliffe. Mr. Brooks is the son of Mrs. James L. Brooks of Los Angeles.

Before joining the National Broadcasting Company, Mr. Brooks was Managing Director of The Associated Press in Europe. He attended the University of Missouri.

Freedom of all men to gather news without interference from governments and to transmit it quickly at uniform communications rates will increase understanding among countries and promote peace, Kent Cooper, Executive Director and General Manager of The Associated Press, told the Resolutions Committee of the Democratic National Committee Monday in urging a free press plank in the Democratic Platform.

It is reported that Louis Puppel, former Publicity Director of the Columbia Broadcasting System and later Assistant to the President of Collier's, is due for a medical discharge from the Marines.

An electrical equipment manufacturer in Switzerland is reported to be using potassium-hydrophosphate as a substitute for natural quartz crystals in radio transmission sets, according to the Department of Commerce. The process for making the artificial crystals is said to be relatively simple as they can be cut into any required sizes.

William E. Kress has been appointed Sales Manager of the Middle West for Philco Corporation, with headquarters in Chicago. Mr. Kress succeeds John M. Otter, who was named Sales Manager for the Home Radio Division.

A graduate of the University of Illinois in the Class of 1924, Mr. Kress joined Philco in 1934 after eight years of experience in the radio industry.

The S.S. ETHELBERT NEVIN, a new liberty ship purchased by a bond sale of Local 802 of the Musicians' Union, was launched last Thursday at Jacksonville, Florida. The Union sold \$300,000 worth of bonds to its membership and sponsored a concert at Carnegie Hall for which Arturo Toscanini and the NBC Symphony Orchestra volunteered their services. More than \$6,000,000 worth of bonds was realized from this concert. Miss Doris Nevin, daughter of the late composer will sponsor the launching.

The American Society of Composers, Authors and Publishers, in which Nevin's estate is a member, has contributed \$785 to the American Library Service for a 200 book library for the S.S. ETHELBERT NEVIN.

Although long-distance television reception is a rarity, CBS' video station WCBW-N.Y., got a telephone report that on Friday, July 7th, its "Opinions On Trial" program was being received clearly by the Indiana Television Laboratories at Indianapolis.

Gilbert Selles, Director of CBS Television Programs, speaking before the Television Seminar of the Radio Executives Club at Radio City July 13th, declared that, in view of mechanical limitations, it is up to the makers of television programs to be flexible, bold and experimental, in order to have video ready for postwar development.

According to Danton Walker's New York column: "Philadelphia hears that the absence of Lieut. Col. Anthony Drexel Biddle from that city is holding up sale of a radio station there, of which he is part owner (Biddle is liaison officer for General Eisenhower with the governments-in-exile in England).

To provide spiritual solace to a nation at war, the National Broadcasting Company has inaugurated a new religious feature - presenting daily prayers mornings and evenings throughout the year. Distinguished clergymen representing the major denominations, Protestant, Catholic and Jewish, have been invited to deliver in person one-minute prayers which follow the playing of the national anthem in the morning, and precede it at night in order to open and close the broadcast day in a mood of worship and meditation.

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