

HEINL RADIO BUSINESS LETTER

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FRANK E. MULLEN

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No. 1641

August 2, 1944.

MR. FLY DENIES THAT HE IS LEAVING THE FCC - OR DOES HE?

If you know how long "some substantial period of time is" then you know how long Chairman James Lawrence Fly is going to stay at the Federal Communications Commission. Although it has been repeatedly denied at the Commission that Mr. Fly would resign, a statement he issued last Monday is the first formal word from him on the subject. It read:

"In view of the unreliable rumors as to my resignation from the Federal Communications Commission, I should like to set this matter at rest. I have been in the Government service for a continuous period of fifteen years. For some time I have been conscious of personal considerations which indicate the wisdom of my returning to the private practice of the law. However, there are a few jobs to finish around here and I promise to see them finished. At the moment I have no definite plan except to remain here for some substantial period of time."

One of the "unreliable rumors" referred to was the assertion by Drew Pearson Sunday night over the Blue Network that Chairman Fly would leave the Commission after election to go with William Benton of the Benton and Bowles Advertising Agency in New York. Mr. Pearson told this writer later that he had the report on excellent authority. It is well known that up to now, Mr. Pearson has been on the inside track as to what is going on at the FCC. In fact, he has been friendly to Mr. Fly and has stood by him when others were criticizing. Nevertheless the Pearson statement angered the Chairman and was evidently "the straw that broke the camel's back".

Another story which was said to have aroused the ire of the radio czar was one in the Washington Times-Herald last week (an extract of which appeared in our issue of July 26th), by Willard Edwards who wrote:

"Like Henry A. Wallace, Fly is to be dumped overboard for the good of the party and the Commander-in-Chief. He is slated for either another Government post or for temporary retirement to the private practice of law, destined to be given his reward if the Democrats triumph in November."

Mr. Edwards declared there was a deal on Capitol Hill whereby Mr. Fly would resign in return for the quashing of the Federal Communications Commission investigation, which is loaded with dynamite politically and considered a menace to the Democrats' presidential campaign.

Instead of putting these stories at rest, the denial issued by Mr. Fly seemed to stir things up anew. In one quarter it was taken as definitely confirming the fact that he was on his way out and that it would be only a question of time until he went.

Another interpretation placed upon the denial that Mr. Fly issued was that he was protecting himself against the possibility of Republican victories in November when, if Mr. Dewey were elected, he would still hold his place on the Commission but would lose the chairmanship, or if Mr. Roosevelt were re-elected and there would be a Republican House which could curtail FCC activities by cutting off its appropriations. In this case Mr. Fly could get out gracefully and point to his statement as indication that he intended to retire anyway.

Many of the people talked with took the statement as definite confirmation that Mr. Fly was on his way out and that it was just a matter of time until he would leave. One high FCC official said it wasn't known at the Commission whether Mr. Fly would resign or not. "There is a definite impression however", he said, "that Fly doesn't propose to be pushed out or high-pressured and that when he does go he will go in his own good time and in his own way."

Numerous guesses have been made as to where Mr. Fly might go from here but though he is an able lawyer, no one has guessed that he would be employed by an advertising agency. Benton & Bowles handle radio program accounts and how the FCC Chairman could fit in there seemed to be considerable of a mystery especially in view of the fact that he has gone out of his way to criticize the quality of certain programs. "Soap operas" seemed to be his general characterization of these offerings and what he had to say about them was far from friendly.

The assertion was made at the FCC that it was "the press" that was trying to put the rollers under Mr. Fly in retaliation for his attitude towards newspaper owned stations. Another was that the networks were in on it. Also it was pointed out that quite a few individual broadcasters would breathe a lot freer if Chairman Fly were eased out. And finally the politicians on Capitol Hill. There seems to be complete agreement that Chairman Fly and the FCC will make excellent Republican campaign targets.

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E. ANTHONY & SONS SEEK BOSTON FM OUTLET

An application has been filed by E. Anthony & Sons, licensees of WNBH at New Bedford, Mass., and WOGB, West Yarmouth for a new FM station to be located at Mt. Asnebumskit, Paxton, Mass. Facilities asked are 43,400 kc. with 19,650 sq. mi. coverage. Estimated cost is set at \$141,000. Studios for the outlet would be located in Boston, according to the application. FM application for the New Bedford area was reinstated last April.

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"WE CAME, WE SAW, WE COMMUNICATED"; RYAN LAUDS WAR RADIO

The type is small and the length as reprinted in the National Association of Broadcasters' membership report of July 28 is about 3½ pages, but everyone connected with the broadcasting industry should take the time to read the address made by President J. Harold Ryan on "Radio's Public Service in Time of War". Delivered before the State Conference on the Use of Radio in Farm and Home Safety under the New York Department of Health, it was one of the finest tributes ever paid to radio broadcasting.

As far as the writer knows, this is the first time Mr. Ryan, a practical broadcaster who has been in the business from the start, has spoken at any length since he became head of the NAB. In slang parlance, he "surely said a mouthful". We regret not having the space to print the full text. Some of the highlights of Mr. Ryan's address follow:

"Radio, to a great many people in this country, was born on the sixth day of June in the year nineteen hundred and forty-four - less than two months ago. They had used it, enjoyed it, grown accustomed to it, turned to it instinctively on D-Day - but never really knew what it was until its microphones went into action alongside fighting sons, husbands and brothers invading the shores of Normandy from the sea and from the air. The minute by minute account of this mighty combat, the voices of brave men from abroad, the roar of guns and planes and noise of battle sent thousands impulsively to their knees in prayer for those who were known to be in the invasion forces.

"To the industry itself, however, D-Day marked radio's arrival at maturity. A great crisis, more than the passage of years, often brings a person or an industry to its full development, to the firm realization of its faculties and abilities. Radio, slowly and painstakingly groomed for its major role in world affairs, which its founders visioned twenty years ago, on D-Day came to grips first hand with a major phase of this world shattering war. To paraphrase a well-known quotation: 'We came, we saw, we communicated.' In doing so, we attained our uncontested majority."

"The Magnetic Wire Recorder, one of radio's most valuable front line reporting mechanisms, is a wartime development. Light - an easy load for one man - this equipment permits recording on a spool of wire. No needles, no fragile records - this rugged recorder absorbs an accurate sound picture of the heaviest combat, explosions and all, as the reporter tells his running story of action at the front. Rushed back to transmission headquarters, the battle description is ready for broadcast immediately.

"The forerunner of the Magnetic Wire Recorder, however, was the recording truck used by the radio station in your town to obtain interviews and descriptions of public events in that area, which were later broadcast. * * * Some of the most vivid radio reports of this war owe their existence to the Magnetic Wire Recorder."

8/2/44

"Inevitably we get down to the question, Who paid for this slow and methodical radio experimentation down through the years? Who bought equipment, used it, discarded it, then bought new and better equipment to do the same job all over again, only a little better? Who paid the salaries of station managers, program directors, continuity writers, announcers, salesmen, engineers, musicians, traffic managers, news men and hundreds of secretarial and clerical employees? Every one of them had to learn or be trained in the idiom of radio. All had to develop subconscious natures adapting them to their work. A radio employee was, and always has been, a considerable investment. * * *

"And here we should say a word for the companies who invested their advertising dollars and their faith in an untried medium, testing this method and that method, receiving inevitable disappointments and yet coming back, again and again, until broadcasting as a medium for the sale and distribution of products was proved to their satisfaction. The record is full of instances in which advertisers started out with announcements or programs, guessed at the right kind of continuity, the right kind of program content, the right time of day or night, and were joined in this guessing game by radio people who were just as new to the business as the advertisers. Some advertisers guessed right, many guessed wrong, but they came back with determination. They continued to back up their judgment with their hard-earned American dollars and ultimately earned dividends on all that they had spent in proving the medium of radio. Radio's advertisers are part and parcel of the American system of broadcasting which they helped build."

"A technical method was reached for solving this problem in the radio field and the results surprised even the broadcasters themselves. During 1943 the total contribution of advertisers, broadcasting stations and networks, to the campaigns carried on by the Government in furtherance of the war amounted to the very considerable sum of slightly in excess of \$202,000,000."

"The OWI figure, 54,560,257,000 listener impressions since 1942, means that America's population, which listens to the radio practically 100%, has been covered completely more than 400 times. Radio has sold this war and its responsibilities to one hundred and thirty million people more than four hundred times since April of 1942.

"Rather than slacking up in 1944, the first twenty-nine weeks show a figure of 18,662,713,000 listener impressions, which accounts for a third of the total of the entire period since 1942."

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WASHINGTON POST TAKES OVER STATION IN NATIONAL CAPITAL

The Washington Post, assuming control of Station WINX in Washington Tuesday afternoon through the purchase of all of the stock of that station and with the approval of the Federal Communications Commission, adds another newspaper-owned station in the Capital. Soon to follow will be WOL, recently purchased by the Cowles Brothers. The Washington Star already has WMAL. Thus three of the six stations in Washington will be newspaper-owned.

Also WINX brings new figures into radio who should be very helpful to the broadcasting industry in upper strata official circles. Eugene Meyer, publisher of the Post and President of WINX, is one of the best-known men in the country, and Wayne Coy, Vice-President and Secretary, was formerly Special Assistant to the President in OEM and later Assistant Director of the Budget in the Executive Office of the President. Mr. Coy recently left the White House to become associated with Mr. Meyer on the Post. C. C. Boysen will serve as Vice President and Treasurer of the station, and Lawrence J. Heller, founder of WINX remains as Manager of the station.

Mr. Meyer made the following statement in taking over WINX:

"When I took possession of The Washington Post in June, 1933 I stated in the first edition that:

"It will be my aim and purpose steadily to improve The Post and make it an even better paper than it has been in the past. It will be conducted as an independent paper devoted to the best interests of the people of Washington and vicinity, and hopes to have their interest and support."

"Every effort has been made by the management and staff to adhere throughout the years to the ideals announced on the first day of the present ownership and management. The progress of The Post reflects a sympathetic understanding by the public of the purposes and policies which have been pursued.

"In the same way, it will be the aim and purpose steadily to improve WINX and make it an even better radio service than it has been in the past. It will be conducted as 'Washington's Home Station', devoted to the best interests of the people of Washington and vicinity, and hopes to have their sympathetic interest and support. I indulge the hope that WINX, guided by the same sense of responsibility to the public, will gradually win its way in a program of service to the community. A radio station, like a newspaper, must be a cooperative institution and its value will be established by its success in understanding and meeting the interests and the needs of its constituency."

Obvious suggestions have been made that the call letters of the new station be changed to WPOS and that a made to order musical signature is Sousa's famous "Washington Post March".

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KSTP APPEALS TO PRES. ROOSEVELT TO END PETRILLO STRIKE

The KSTP musicians strike again made the front page of the New York Times and other newspapers in the East when Stanley Hubbard, President of KSTP, last Monday sent the following telegram to William H. Davis, Chairman of the War Labor Board, urging President Roosevelt's intervention in the Minneapolis strike because of James C. Petrillo's "defiance of the Government".

"Petrillo continues to defy the War Labor Board. George Murk, president of Minneapolis Musicians Local 73, announced in morning papers the union has no intention of complying with the War Labor Board directives that KSTP musicians be sent back to work, unless ordered to do so by President Roosevelt.

"Minneapolis local operates like any other business with president, vice president, secretary and Board of Directors. Local also operates a bar, poolroom and restaurant and is licensed by the Minneapolis City Council for such operations.

"Under the circumstances feel you should request the President to order these men back to work immediately and further suggest the President should also be requested to take over this union, which is continuing to defy your order."

Mr. Hubbard, in commenting on his telegram, declared that Mr. Petrillo has "not only defied the War Labor Board in this case but when the War Labor Board called Petrillo down on May 1 (during a previous contract dispute) to show cause why sanctions and penalties should not be assessed against the union, Petrillo defied them again by not showing up.

"His attorney, Padway, who is also counsel for the AFL, did appear and stated to the Board that they would comply with the War Labor Board orders. In our case, and also in the case of the transcription record people, Petrillo defied the board. As long as Petrillo thinks he is bigger than the War Labor Board and defies the Government we think it is about time the President used his wartime powers and took over the union."

It was reported that the War Labor Board would take some action with regard to Mr. Hubbard's telegram, but it was said today (Wednesday) that as yet the Board had not considered the matter.

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The British Broadcasting Corporation advises that the Leopoldville transmitter (located in the Belgian Congo) on a frequency of 9.783 mc/s is now relaying BBC programs from 9:30 P.M. to 12:45 AM EWT daily. Previous experience has shown that the Leopoldville transmitter gives a consistently good quality signal in all parts of the United States.

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CIO URGES ITS MEMBERS TO APPLY FOR FM LICENSES

The CIO News, a weekly publication, urges unions to make application to the Federal Communications Commission now for frequency modulation licenses which, it said, in time of labor-employer disputes will "insure labor a chance to get its story to the public".

The paper charged that commercial radio is monopolized by employer interests and inevitably favors their side.

It asserted that on a "sharply political basis" the commercial stations have thrown the CIO-AFL labor for victory program off the air, denied labor time to solicit membership, censored broadcasts and effectively prevented labor from stating its case.

"On all major issues - cost of living, full employment, reconversion, international affairs - labor can use FM to make its views known and its position appreciated", the paper said. "The NAB code today forbids the sale of time for such union programs, but no governmental regulations restrict it."

Asserting that FM is the "answer to half a dozen prayers", the paper describes FM as "small stuff now" but the medium that "may give labor a chance to compete successfully with the soap operas."

"Hence it is absolutely imperative for labor and other peoples' organizations to get in their applications now to FCC if they are not to be left out in the cold in FM broadcasting", the CIO urges.

"Delay will mean that commercial interests will sew up the field and labor - if it wants to buy time or stations - will find itself confronted with all the old censorship restrictions and with prices prohibitive for all except the wealthy.

"The possibilities of FM as a people's voice for progress and democracy are enormous. A group of FM stations, dedicated to free speech and public service, could make available to the public true consumer information rather than the hokum of commercial copywriters, could develop children's programs designed to inspire and to educate rather than to rasp the nerves of youngsters, could provide the people with public health information, instead of phony patent medicine blurbs."

The CIO News said there are approximately 900 radio stations now serving the nation and asserted that "90 per cent of them take in the welcome mat when they see labor coming up the steps."

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"How to Speak and Write for Radio" is the title of a new book by Alice Keith, Director of the National Academy of Broadcasting in Washington, D. C. There is a foreword by Earl Godwin. The publishers are Harper & Brother and the price is \$3.00

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WTOP GETS CLAUDE MAHONEY RIGHT OFF THE OLD MILK WAGON

The appointment of Claude Mahoney to the WTOP news staff, has been announced by Carl J. Burkland, General Manager of Columbia's Washington station.

For the past two years, Claude Mahoney has been heard in Washington over WMAL, where he succeeded Earl Godwin as a morning news commentator for Thompson's Dairy. Godwin and Mahoney made their slogan "Right Off the Old Milk Wagon" famous.

Mr. Mahoney has been succeeded by David Wills at WMAL.

A newspaperman of 16 years' experience, Mr. Mahoney, hailing from Elwood, Indiana, Wendell Willkie's home town, has covered Washington for various papers since 1936. He has been associated with the Indianapolis Star, Wall Street Journal (as White House reporter), and the Washington Evening Star.

Mr. Mahoney has built up a large audience numbering among its listeners many high Government officials and other Capital notables. One of these is J. Harold Ryan, President of the National Association of Broadcasters. Another is William D. Hassett, Secretary to President Roosevelt, who hailing from Vermont, is sometimes critical of Mr. Mahoney's Hoosier vernacular. Mahoney once laughingly retorted by calling the erudite Mr. Hassett "a walking Thesaurus". Nor does Hassett's watchful ear prevent Claude from taking a good-natured gibe at the White House itself.

For instance, in one of his broadcasts last week, he read a news bulletin that the regulation preventing pedestrians from walking on the White House side of Pennsylvania Avenue during wartime would again be strictly enforced. Next day came in a correction that the regulation would not be enforced. Mahoney commented: "Of course, don't you know this is election year? Not only will we be able to walk on the White House side but see if we don't get batteries, radio tubes and even steaks!"

Mr. Mahoney is now heard over CBS-WTOP at 7:40 to 7:50 A.M. EWT and 6:00 to 6:10 P.M. Monday through Saturday.

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NAB SENDS ADVANCE SIGNAL CORPS PRESENTATION TRANSCRIPT

The National Association of Broadcasters has sent to its members for release next Monday, August 7th, at the time of the event a complete transcript of the recorded "Presentation Ceremony" in Washington in which the Army Signal Corps will award a Certificate of Appreciation to the National Association of Broadcasters. Recordings of the ceremony will also be released to NAB member stations on August 7 for broadcast over local facilities. Quotations from this transcript may be attributed to the recording as of that release date.

The Association will likewise telegraph a story of the ceremony to its members on August 7th.

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 ::: SCISSORS AND PASTE :::
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To Bar Religious Quackery On The Air

Fred Eastman, Professor of Biography and Drama in the University of Chicago's Federated Theological Faculty, said in Chicago that representatives of Protestant, Catholic and Jewish groups were organizing with the major air networks to prevent "quackery" in religious radio programs.

He told the Pastor's Institute and Educational Conference that the organization would call for financial responsibility and public accounting of funds.

"Ministers must take interest in the excessive commercialism of radio", he said, "for too many of the religious programs are conducted on a commercial basis."

He estimated that \$200,000,000 had been contributed in 1943 by listeners to religious programs which asked for donations. One such program, he declared, paid more than \$1,500,000 for its radio time in 1943 and several others paid sums ranging from \$200,000 to \$500,000.

- (Associated Press)

Urges Expanded Police Radio For Postwar Crime

Police departments should build their personnel carefully, expand their radio communications and prepare for such innovations as the use of television for the identification of prisoners and detection of crime, he declared. - (Edward J. Hickey, Connecticut State Police Commissioner addressing the New York State Association of Chiefs of Police)

Claims Dewey Will Favor Press

Governor Dewey appreciates the power of the printed word. Although he will use radio at considerable cost, and it is anticipated that his pleasant baritone voice will win him votes, a decision has already been reached to rely more on printed matter than upon recorded radio transcriptions during the course of the campaign. Whether newspaper advertising will be employed depends upon the size of the fund raised by the Republican National Committee. Mr. Dewey believes in the value of newspaper advertising. - (Editor & Publisher)

"There is no date set when the war contracts as such will end. We know that time is coming, and we urge manufacturers to appoint an officer or committee to make plans for plant changes in that event. But right now your job is to continue full production on the war contracts." - (Col. William M. Mack, Chief of the Procurement Division in the Office of the Chief Signal Officer of the Army.)

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FIRST ANNUAL TELEVISION BROADCASTERS CONFERENCE DEC. 7

The first annual conference of the Television Broadcasters' Association, Inc., will take place in New York City on Thursday and Friday, December 7 and 8, 1944.

O. B. Hanson, Vice President and Chief Engineer of the National Broadcasting Company and a Director of TBA, has been named Chairman of the Conference Committee. Jack R. Poppele, Secretary and Chief Engineer of WOR will be conference coordinator, and Will Balin, Secretary-Treasurer of TBA is in charge of press and public relations for the event.

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GENE THOMAS CELEBRATES TENTH YEAR AS WOR SALES MANAGER

Ordinarily July 31st is just the end of a quarter to Eugene S. Thomas, WOR Sales Manager, but July 31st this year marked Gene's tenth year with the station.

Back in 1934 he joined WOR as a member of the sales promotion staff, and a year later he was named Manager of that Department. In 1937 he was appointed to the position of Sales Manager, and two years ago added the duties of Secretary of the Executive Committee to his schedule.

Mr. Thomas is particularly pleased that on the day of his tenth anniversary WOR sales for the three months just ended doubled sales of any quarter-year period during his first years as Sales Manager.

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PRESS AND RADIO URGED TO TIGHTEN NEWS CONTROL

Byron Price, Director of Censorship, calls for continuing and increasing help of the radio and the press in protecting vital information. Mr. Price reminded that "hard fighting lies ahead" and that security is essential "so long as the lives of our fighting men are in danger." The highest military authorities, he said, have recognized and stated that the alertness and cooperation of news agencies, newspapers and radio "contributed greatly to the security which was so vital to the success of landing in France."

"What we must protect at all hazards", Mr. Price said, "is information of the time, place and method of attack, sequence of operations the strength of attacking forces and their technical make-up and equipment."

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ACTION AND APPLICATIONS RECEIVED BY THE FCC

The Commission en banc took the following action:

WHOM, WBAC, Joseph Lang, Margaret Harron and Helen R. Lang (transferors), Iowa Broadcasting Co. (transferee), New Jersey Broadcasting Corp. (Licensee) Jersey City, N.J., granted voluntary transfer of control of New Jersey Broadcasting Corp., licensee of Station WHOM and relay station WBAC, by transfer of 2,500 shares or 100 percent, of issued and outstanding capital stock from Paul F. Harron, Joseph Lang, Margaret Harron and Helen R. Lang to Iowa Broadcasting Company for a consideration of approximately \$403,528.63 (Commissioner Durr dissented); KSO, Iowa Broadcasting Co. (assignor) Kingsley H. Murphy (assignee) Des Moines, Iowa, granted consent to voluntary assignment of license of Station KSO from Iowa Broadcasting Co. to Kingsley H. Murphy, for total consideration of \$275,000.

Also, WOWO, Westinghouse Radio Stations, Inc., Fort Wayne, Indiana, granted extension of license of Station WOWO to Sept. 30, 1944, pending examination and determination of the application for assignment of the license of Station WGL from Westinghouse Radio Stations, Inc., to Farnsworth Television and Radio Corporation; WMT, Iowa Broadcasting Co., Cedar Rapids, Iowa, adopted Order denying petition for rehearing filed by Iowa Broadcasting Co. (WMT), directed against the action of the Commission June 14, 1944, granting the application of Jamestown Broadcasting Co. Inc. (KSJB), Jamestown, N. Dak. for modification of license.

Applications Received

WLIB, Brooklyn, N. Y., applied for voluntary assignment of license to Dorothy Schiff Thackery, owner and publisher of New York Evening Post for \$250,000 cash; WTAD, Illinois Broadcasting Corp., Quincy, Ill., transfer of control of licensee corporation from W. Emery Lancaster to Lee Broadcasting, Inc. (930 kc) and also voluntary assignment of license to Lee Broadcasting, Inc. (930 kc); Altoona Broadcasting Co., Altoona, Penna., construction permit for a new Standard Broadcast Station to be operated on 1240 kc., power of 250 watts and unlimited hours of operation; Potomac Broadcasting Corp., Alexandria, Va., construction permit for a new Standard Broadcast Station to be operated on 730 kc., power of 250 watts and daytime hours of operation, amended re change type of transmitter, changes in corporate structure and specify a studio site.; Scranton Broadcasters, Inc., Scranton, Pa., construction permit for a new high frequency (FM) broadcast station to be operated on 48,100 kc., with coverage of 19,557 square miles.

Also, Missouri Broadcasting Corp., St. Louis, Mo., construction permit for a new high frequency (FM) broadcast station to be operated on 45,100 kc., with coverage of 13,200 sq. miles; Capital City Broadcasting Co., Des Moines, Iowa., construction permit, for a new Standard Broadcast Station to be operated on 1600 kc., power of 250 watts and unlimited hours of operation; Shelbyville Radio, Inc., Shelbyville, Indiana, construction permit for a new High Frequency (FM) Broadcast Station to be operated on 46,100 kc., with coverage of 3,730 square miles; KEX, Oregonian Publishing Co., Portland, Oregon, voluntary assignment of license to Westinghouse Radio Stations, Inc. (1190kc)

Also, Joe L. Smith, Jr., Charleston, W. Va., construction permit for a new Standard Broadcast Station to be operated on 1400 kc., power of 250 watts and unlimited hours of operation; WTEL, Foulkrod Radio Engineering Co., Philadelphia, Pa., construction permit for reinstatement of application which expired for increase in power from 100 watts to 250 watts and changes in transmitting equipment (1340 kc.); The Reporter Broadcasting Co., Abilene, Texas, construction permit for a new High Frequency (FM) Broadcast station to be operated on 45,700 kc., with coverage of 6,936 sq. miles; National Broadcasting Co., Inc., Los Angeles, Calif., application for construction permit for a new commercial television broadcast station to be operated on Channel #3 (6600-72000 kc) amended to specify a transmitter site on Mt. Wilson, Calif. and to specify an ESR of 1400; Nevada Broadcasting Co., Las Vegas, Nevada, construction permit for a new High Frequency (FM) Broadcast station to be operated on 49,500 kc. with coverage of 560 sq. miles.

Also, James Broadcasting Co., Inc., Jamestown, New York, construction permit for a new high frequency (FM) broadcast station to be operated on 46,100 kc. with coverage of 10,352 sq. miles; National Broadcasting Co., Inc., Chicago, Ill., construction permit for a new Commercial Television broadcast station to be operated on Channel #1 (50000-56000 kc.) amended to specify ESR as 2380; Consolidated Broadcasting Corp., Ltd., Los Angeles, Calif., construction permit for a new commercial television broadcast station to be operated on Channel #7 (102000-108000 kc.)

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WALLACE GOES BERSERK ON "EVIL CONTROLLED PRESS AND RADIO"

Speaking at the Iowa Democratic State Platform Convention in Des Moines, following his defeat at Chicago, Vice-President Wallace declared that a segment of the press and radio "controlled by evil monetary interests continually fans every flame of prejudice which will maintain hatred between the farmer and worker" and added that "the problem is to do something effective about it."

To this the New York Times, leading Democratic newspaper, retorted:

"Vice President Wallace's speech at Des Moines merely confirms the conclusion of the Democrats at Chicago that his renomination would have been too great a liability for the national ticket to carry. He properly advised the Democrats of Iowa to 'conduct the campaign on a high plane'. But such statements as 'The money behind the Republican press and radio subtly spreads its poison every day', which immediately followed, hardly seemed the best illustrative example of this advice. Least excusable of all was Mr. Wallace's statement that 'a Dewey victory, no matter how estimable Mr. Dewey himself may be personally, will inevitably give hope to the wrong elements in Germany and Japan.'

"Four years ago, when Mr. Willkie was the Republican candidate for the presidency, Mr. Wallace as the Democratic candidate for the Vice Presidency put forward precisely the same argument, and in a much more outspoken form. 'I want to emphasize', he then said, 'that replacement of Mr. Roosevelt, even if it were by the most patriotic leadership that could be found, would cause Hitler to rejoice. * * * I do not believe the American people will turn their backs to the man that Hitler wants to see defeated.'

If this said anything, it said that a vote for the Republican candidate was a vot for Hitler. This type of argument can endanger our national unity and do great harm abroad. Few things could do more to lower the level of the campaign, certainly, than its revival at this time."

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STANDARDIZING ARMY-NAVY COMMUNICATIONS SPECIFICATIONS

Within recent weeks impressive progress has been made in standardizing Army and Navy specifications for many items of communication equipment. Reports to Major Gen. H. C. Ingles, Chief Signal Officer, indicate that over fifteen hundred qualification approvals have been coordinated between the Signal Corps and the Bureau of Ships

Two new agencies have been handling this standardization. The first is the Signal Corps Standards Agency which was organized pursuant to a joint agreement between Lt. Gen. Brehon Somervell, Commanding General, ASF, U.S. Army, and Vice Admiral Robinson OP & M., U.S. Navy. The Bureau of Ships installed permanent representatives to cooperate with this new agency, but this form of cooperation has been supplemented by a second organization called Army-Navy Electronics Standard Agency. Both are at Red Bank, New Jersey.

Standard specifications covering the major components and materials of communication equipment have been prepared and approved for joint procurement and already very substantial savings, both of time and money, have been effected. In each instance only one agency makes the qualification tests and forwards data to other interested agencies as a basis for approvals. In the case of plastics, for instance, this is done by the Bureau of Ships, and in the case of dry batteries it is done by the Signal Corps. Specifications on these and other materials are being processed as Joint Army-Navy Standards and will be used by all of the Services of the Army and all of the Bureaus of the Navy. Joint inspection of equipment and coordination of waivers are similarly replacing the duplication of former days.

In certain instances, as in the case of vacuum tubes and of R-F cables, the routine procedures of the Signal Corps Standards Agency and ANESA have been found insufficient, and special groups or subcommittees have been set up with responsibility for handling the special problems involved, but so far as is possible the aim is to simplify rather than to elaborate administrations.

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::: TRADE NOTES :::

The Globe-Democrat Publishing Co., St. Louis, Mo., has applied for a construction permit for a new Commercial Television Broadcast Station to be operated on Channel #1 (50000-56000 kilocycles)

Crosley Radio Corp., of Cincinnati, net for the first half of 1944 was \$2,556,288 or \$4.68 a share, compared with \$2,654,135 or \$4.86 a year ago.

The Harvey Radio Company has purchased the three-story building at 106 West 45th St., just off Sixth Avenue in New York City.

The War Production Board, moving gradually toward the re-conversion of war industry to the production of essential civilian goods, has drawn up a list of seventy-one wartime restriction orders which may be relaxed on Aug. 15, when regional WPB offices are empowered to authorize civilian production on the basis of local supplies of manpower and materials.

Among the seventy-one orders listed for possible relaxation are: Radio and Radar L-151, domestic watt-hour meters; L-21-a, automatic phonographs, and aluminum M-1-i and Magnesium, M-2-b.

The NBC has issued a handsome book printed in gold and white titled "G.I." as a record and historical memento of the Army Hour. There is a foreword by Maj. Gen. Alexander D. Surles, Director of the Bureau of Public Relations of the War Department and an introductory letter by Niles Trammell, President of NBC.

On the cover is an embossed gold seal of the United States. The book is dedicated to the American Soldier.

A new telephone switching unit of amazing lightness and compactness makes it possible for Army communications men to set up emergency field switchboards in place of the bulky switchboards hitherto required. The Adapter Plug U-4/GT, as the unit is called, may be used together, along with a field telephone for the operator's set, provide a workable switchboard substitute which may be set up rapidly on a branch of a tree or any support that presents itself.

Religious programs will be unacceptable for sponsorship on WMAZ, Macon, Ga., beginning September 1, 1944, according to announcement by Manager Wilton E. Cobb. The move will involve cancellation of \$8,160 in business. Since the first of the year the station has refused an additional \$30,836 in religious broadcasting.

In lieu of the present religious programs WMAZ will schedule The Church of the Air at 9 A.M. and 12 Noon on Sundays.

Because sharply increased military requirements for dry cell batteries are expected to make their greatest inroads upon the supply available for civilians during the next three months, the Office of Civilian Requirements of the War Production Board urged users of vacuum tube hearing aids to conserve their "B" batteries in every way possible. Dry cell batteries are used in radio communication and many other ways.