HEINL RADIO BUSINESS LETTER

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INDEX TO ISSUE OF AUGUST 16, 1944

Congress Opens Fight On Bureaucrats; Fly May Be Target.....1

$5,300,000 Naval Research And Radio Laboratory Planned.....3

RCA Victor To Reemploy 6,000 War Veterans.....4

Broadcasting Of Congress Would Not Be Done By U.S.....5
Direct Radio Message Service Established To India.....5

Maybe Petrillo Will Show Up In Washington; Maybe He Won't.....6
Ashby Again Head Of N.Y. Lawyers Communications Group.....6

FDR Lauds Press-Radio Silence; Smith Of NBC Trip Aide.....7

Bob Kintner Receives Legion Of Merit Decoration.....8

Telecommunications Conference Sidesteps Foreign Merger.....9

Blue Net Answers $1,000,000 Winchell Libel Suit.....10

Foresees First U.S. Coast-To-Coast Television Network.....11

WGN Scripts Ordered In CIO Radio Suit.....12
Davis Appointed General Counsel Of NAB.....12

Scissors And Paste.....13

Potential Radio Advertising Is $2,403,000 A Day.....14

Trade Notes.....15

No. 1643

August 16, 1944.

CONGRESS OPENS FIGHT ON BUREAUCRATS; FLY MAY BE TARGET

Great pressure is being exerted by Representative Louis Ludlow (D), of Indiana, for immediate action on his bill which provides for a non-political Congressional investigation of bureaucracy and unconstitutional trends of government. Already forty members of Congress - 9 Senators and 31 Representatives - have expressed approval of the resolution. Representative Ludlow lost no time after Congress returned from its recent recess addressing a letter to Representative Sabath, Chairman of the all powerful Rules Committee, requesting a hearing on the bill.

Although there has been a tremendous agitation against the bureaucrats - none of whom has been more bitterly assailed than Chairman James L. Fly of the Federal Communications Commission - the Ludlow Resolution (H. Res. 547) is the first definite move that has been made against them and it is believed that the Democrats themselves may try to rush the measure through before election in order to take the teeth out of what will surely be a big campaign issue charging them with allowing Chairman Fly and other heads of the Bureaus to assume so much power. Whether the prospect of such a Congressional investigation as this will speed up the departure of Mr. Fly from the FCC remains to be seen.

A significant thing is that the 40 Senators and Representatives who have indicated their approval of going after the bureaucrats (one-fifteenth of the entire membership of Congress) are about evenly divided between Democrats and Republicans. Unless the Democrats take the bull by the horns and try to get the credit for themselves, the consideration will be more or less non-partisan. The States represented by the forty are Kentucky, Iowa, Missouri, South Dakota, Michigan, Colorado, Arkansas, New Jersey, Kansas, Georgia, Mississippi, Virginia, Idaho, Tennessee, Washington, Florida Massachusetts, Texas, New York, California, Connecticut, West Virginia, Minnesota and Alabama. These twenty-five States represent a pretty fair cross-section of the country. Also, mind you, the forty members mentioned are just those who have committed themselves in writing. Numerous other members have given the Resolution their oral benediction. Further remember the fact that Representative Ludlow, himself a Jeffersonian Democrat, one of the most popular and hardest working members of the House, will leave no stone unturned to press the Resolution.

Although Mr. Ludlow declares there is not the remotest political purpose back of this Resolution, nevertheless it is agreed that it would be smart politics for the Democrats to beat the Republicans to it by taking the first whack at the bureaucrats before the campaign gets under way.

"It was Mark Twain, I believe, who said that everybody complains about the weather but nobody ever does anything about it", Mr. Ludlow declared recently over the MBS network. "Everybody is complaining these days about bureaucracy but so far nobody has done anything about it. The purpose of the resolution I have introduced is to do something about it."

"Thomas Jefferson, the highest authority on the spirit and purpose of American fundamental institutions, said:

"'The government is best that governs the least.'

"No one, I believe, who is familiar with governmental trends in America will deny for one moment that domestically ours is now an overly governed country. That condition is likely to continue and grow worse unless effective measures are taken to check the trend. During the 10 years from 1933 to 1942, inclusive, 3,565 Executive Orders having the effect of law were issued and only 4,304 public laws were passed by Congress the branch of our government created by the Constitution to enact the laws of our country. Executive Orders mainly originate in the bureaus and are expressions of bureaucratic minds. They often embody the whims of bureau chiefs. Surely there is something wrong with this picture. The record of Executive Orders shows how strong a hold bureaucracy has on our government.

"I say this without any disposition to criticize. I am not trying to place any blame on anybody. Some of these Executive Orders undoubtedly were necessary in the national interest but the multiplicity of Executive Orders issued in modern times nevertheless suggests a real danger that sometime we may have a government by Executive Order instead of a government by laws."

"If this resolution is adopted, what will happen? The great Committee on the Judiciary, composed on both sides of able and outstanding Americans, will proceed at once in its own way to make a study of bureaucracy and trends of Government which are believed to be inharmonious with our Constitution and our American way of life.

"At the head of that committee is the wise man from Texas, Judge Hatton W. Sumners, who probably knows as much about the genius and spirit of American institutions as any man alive. Judge Sumners is not a stranger to the particular subject covered by this resolution. There is no man in Congress nor in the entire Nation who is more highly qualified to make this investigation than Judge Sumners. Let us call him to take the helm and direct the investigation, in full confidence that he and his committee will bring forth a report of history-making significance. In committing this important task to the Judiciary Committee we may have implicit faith that Judge Sumners and his able associates on both sides of the Committee will conduct an honest to goodness investigation and will not allow the Committee to be used as a political sounding board."

"There is much evidence to show that the seeds of disintegration of our traditional form of government - the precious inheritance of our fathers - are germinating in the bureaus at Washington. The representative of an Indiapolis company was recently told by a bureaucrat in one of the Washington agencies:

"'You represent a rich company, but it won't be rich very long, capitalism is doomed in America.'

"That is not hearsay. That happened to one of my constituents. We do not know all that is going on in the Washington bureaus toward changing the form and mold of our government. The purpose of this resolution is to find out."

"The parentage of our bureaucracy is not exclusively Democratic or exclusively Republican. Though it has reached the apex of its power in recent times, it has been growing and developing for a quarter of a century. Eighteen years ago Hatton W. Sumners Chairman of the Judiciary Committee, introduced a resolution for an investigation of unconstitutional trends of government very similar to this one and supported it with a powerful appeal in the Well of the House but he could not get anybody interested.

"Twelve years ago when Herbert Hoover was President I wrote a book on the subject entitled 'America Go Bust', in which I described the vast and increasing bureaucratic growth of that era. In that book I said:

"'Generally speaking, the Government of today (1932) is composed of a thousand forms of bureaucratic activities that have their roots in common soil. That common soil is the pocketbook of the American taxpayer.'"

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$5,300,000 NAVAL RESEARCH AND RADIO LABORATORY PLANNED

Construction of a $5,300,000 Naval Research Laboratory will start near Washington within the next two weeks, the Navy Department has announced. The laboratory will contain special facilities for radio research and will be built to relieve congestion at the old Naval Research Laboratory at Bellevue, several miles south of the Capital. It was there that Dr. A. Hoyt Taylor and others developed radar.

The Navy's new research laboratory will be erected on a 938-acre site in Montgomery and Prince Georges counties adjacent to Washington and will employ 700 persons.

J. P. Courtney, head of the Real Estate Division, Bureau of Yards and Docks, said negotiations are under way with the 32 property owners involved. He added that a majority of the owners already have agreed to terms proposed by the Division.

Mr. Courtney explained that a condemnation suit was filed August 4 in Federal District Court in Baltimore and that the Navy was given possession of all unoccupied land at that time. An order also was issued giving the Navy possession of occupied property by Tuesday, he said. The site lies along both sides of Paint Branch, east of Hillandale and west of Beltsville. Approximately two-thirds of the land is in Montgomery County and the remainder in Prince Georges County.

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RCA VICTOR TO REEMPLOY 6,000 WAR VETERANS

A comprehensive policy for the re-employment of war veterans - women as well as men - was announced by the RCA Victor Division, Radio Corporation of America, which has approximately 6,000 former employees serving in the armed forces.

A statement of policy was announced by Forrest H. Kirkpatrick, the company's Personnel Administration Director. It includes beneficial arrangements that go well beyond the broad federal laws enacted to protect servicemen's re-employment status. It outlines specific provisions for extensive re-training and upgrading programs, recognition of seniority rights, insurance privileges, rehabilitation programs, and vacation allowances.

Unique in the training program provisions is a "protection of rights" clause for returning veterans who desire and obtain company approval to take special training offered by the government before returning to the company. The policy provides that any veteran who indicates, within forty days of his discharge from military service, his intention to return to RCA after a period of such training may be granted a "leave of absence" up to one year. In some instances this period may be extended beyond the year by mutual agreement of the company and the veteran.

Special consideration will be given handicapped servicemen, according to RCA's policy. "Former employees who have disabilities resulting from service in the armed forces", it declares, "should have opportunities for work and proper job placement. When a disability makes it inappropriate for a former employee to resume his old job or a comparable one, efforts will be made to place him in the highest paying available job for which he is qualified."

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Because of the Army's immediate need for large additional numbers of Army Nurses, all stations are being urged by the National Association of Broadcasters to step up Army Nurse Corps recruiting efforts. Backbone of the campaign is to be the "Voice of the Army", 15-minute transcribed program, now broadcast by approximately 800 stations every week.

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BROADCASTING OF CONGRESS WOULD NOT BE DONE BY U. S.

In introducing a resolution Tuesday (S.J. Res. 145) authorizing the broadcasting of the proceedings of the Senate and the House, Senator Pepper (D), of Florida, made it clear that he had in mind that it should be done by the broadcasting companies and not the Government. Senator Pepper addressed the Senate, saying:

"I think the whole country was very much influenced and delighted by being able to hear over the radio the proceedings of the two great national conventions. I have been immensely impressed by the number of people who after our convention was held have made reference in talking to me to some detail of the convention which they had heard over the radio. I think the millions of people of the country remained close to their radios to hear the proceedings of both conventions because they knew that there the policies of their Government were being determined. Because the people are interested in the democratic processes, and because the radio brought the conventions almost into the homes and public places of the country the proceedings of the conventions had a profound influence upon the thinking of our people.

"It has seemed to me for some time a project worthy of consideration as to whether the proceedings of the Congress might be broadcast to the people of the country. Surely the people of this country are sovereign. Surely all of us regard ourselves as their spokesmen. We are all trying to serve their objectives and their great purposes. If they could by the marvel of the radio be brought, as it were, as the visitors in the galleries are privileged to be, to be witnesses of the deliberations of their Representatives and Senators in Congress, I believe it would be in furtherance of the democratic process.

"So, I introduce and ask to have appropriately referred a joint resolution authorizing the broadcasting of the proceedings of the Senate and the House of Representatives. I bespeak for the joint resolution the consideration of my colleagues in the Senate. It is not contended that the joint resolution is perfect in form. It does not contemplate the setting up of any Government-owned facilities. It does direct the Architect of the Capitol to aid the broadcasting companies in the broadcasting of the proceedings of the Senate and the House of Representatives."

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DIRECT RADIO MESSAGE SERVICE ESTABLISHED TO INDIA

Direct high speed radiotelegraph service has been inaugurated between New York and Bombay by Mackay Radio and R.C.A. Communications, Inc. The new circuits cover a distance of 8,000 miles.

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MAYBE PETRILLO WILL SHOW UP IN WASHINGTON; MAYBE HE WON'T

Although His Nibs James C. Petrillo has been summoned by the National War Labor Board to appear in Washington at 10 o'clock tomorrow (Thursday) morning, the NWLB today hadn't heard whether he would be there or not. Up to now, as far as could be learned, he had ignored the summons entirely.

Usually when an ordinary mortal gets sent for by the Government, he jumps through the hoop, but not James Caesar. When called to Washington, he usually delegates Joseph Padway, American Federation of Labor General Counsel, to appear for him but in the case of tomorrow's summons, the NWLB doesn't know that he will even do this. It was the best guess down there that as usual James C. wouldn't show up. Anyway, they wouldn't be surprised if he didn't.

Presumably Mr. Petrillo's appearance is sought in the Capital in connection with the ban on the manufacturing of transcription records. However, if the NWLB gets him there, they will also talk with him about the platter turning dispute and the KSTP strike.

When Mr. Petrillo last week refused to call off this strike of 16 studio musicians in Minneapolis, as ordered to do by the NWLB, the Board indicated that the case would be sent to higher authorities in the Government.

The controversy involves a dispute over payment of Minneapolis wage scales to musicians technically hired to work for KSTP in its nearby St. Paul studio. The union is demanding that eight musicians be guaranteed a twenty-two hour week at a wage of $52.50. The company has said it would pay a pro rata equivalent, but could not guarantee that much work for that many musicians.

The WLB decided that solution to the argument in view of Petrillo's stand lies now with either Economic Stabilizer Fred M. Vinson or President Roosevelt.

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ASHBY AGAIN HEAD OF N. Y. LAWYERS COMMUNICATIONS GROUP

Judge A. L. Ashby, Vice-President and General Counsel of the National Broadcasting Company has again been appointed Chairman of the Communications Committee of the New York County Lawyers' Association. Besides Judge Ashby, the Committee is composed of: Wilson E. Tipple, Secretary; M. Marvin Berger, Lawrence R. Condon, William DeForest Manice, Joseph H. Ream, Richard B. Scandrett, Jr., Samuel Shapiro, Robert D. Swezey, Harry J. Ohlheim, Ralph F. Colin, Emanuel Dannett, Jack Lewis Kraus, 2d, Wolcott H. Pitkin, Edward R. Schoen, Leslie J. Tompkins, John F. Gibbons, Henry Ladner, Frank Razhap, J. Robert Rubin, Bethuel M. Webster.

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FDR LAUDS PRESS-RADIO SILENCE; SMITH OF NBC TRIP AIDE

Digressing from his prepared broadcast from Seattle upon his return from Hawaii and Alaska, President Roosevelt praised the press and radio saying:

"May I just add a word of appreciation to the press and the radio of our country. You know we have a voluntary censorship, purely voluntary. I want to thank them for the protection and the security which they gave to me and to my party at a time on this trip when nearly all the time I was within easy reach of enemy action.

"The press associations and some of the newspapers naturally refused to publish the facts which they got from local friends who had heard of my arrival, my trip around the Hawaiian Islands - from local friends whose sons out there had written home about it, - and the newspapers didn't print it. That is a modern marvel."

A radio writer remarked:

"This 'purely voluntary censorship' the President refers to is really 'a purely voluntary censorship' with a club over your head."

Carleton Smith, of the National Broadcasting Company, well-known as a White House announcer and who in addition holds the responsible position of Manager of WRC in Washington, had the distinction of accompanying the President to Hawaii as the representative of the four networks. It is said to be the first time a radio man has accompanied President Roosevelt on any of his recent journeys outside of the United States.

In addition to introducing the President at Seattle, Mr. Smith was at the President's side when he addressed the Democratic National Convention from the naval base at San Diego.

That the President's broadcast from Seattle lacked the old-time pep and didn't add to his radio laurels was evident from what some of the critics in the Capital had to say about it.

"Most remarkable fact about the President's Saturday night speech from Seattle, insofar as Washington listeners were concerned, was not what he said, but how he said it", Frank C. Waldrop observed in the Washington Times-Herald.

"The voice was still the voice of F.D.R. - but how changed. Gone was the old style silvery smoothness and easy flowing delivery. Instead, there was noted a slow, careful, and several times actually stumbling delivery that lacked punch and precision.

"Sunday morning found this city a-buzz with curiosity as to what has happened to the gifted orator who once made his promises sound so good, so true and so beautiful on the nationwide hookup."

"His Saturday night speech will never go into the archives as an important state document", said the Washington News (Scripps-Howard). "In content, context and delivery it was the effort of a very tired and travel-worn man.

"Artemus Ward said of Napoleon: 'He tried to do too much and did it.'

"We're not talking 1944 politics when we say we hope our President and Commander in Chief in this time of super-tension will heed the wisdom of that epigram."

"The press associations reported that he deviated from his text to praise the newspapers and radio for keeping the secret of his trip, so he must have been reading from a prepared manuscript", Marquis Childs wrote in the Washington Post. "But it had an extemporaneous sound quite unlike the Roosevelt of 1936 and 1940.

"Perhaps it was the fatigue of a long voyage, although in the past the President has been restored by a few days on a ship. Perhaps it's his intense preoccupation with the conduct of the war."

Nor did the President's added praise for the press and radio silence his critics. Of course, they said, the press and radio would protect when there was real military necessity but it was argued that when he had accompanying him on a supposedly wartime inspection trip, Sam Rosenman, his head political speech writer, Elmer Davis, his No. 1 press agent, and Carleton Smith, White House radio announcer, the thing was phoney and that in silencing the press and radio at such a time, he was abusing his power of censorship. Especially so, when stopped off in Chicago and had a secret political confab with National Chairman Hannegan and reportedly Boss Kelly.

Enroute to the West Coast, radio stations and newspapers were flooded with calls from listeners and readers either tipping them off that the President was there or accusing them of not knowing what was going on or of not printing the news - the inference being if the stations and papers were holding out on that they were not telling the truth on other things. It is believed that the President was advised to add the praise to the press and radio as a result of this criticism. However, it evidently has not done much to soothe the broadcasters and publishers directly concerned.

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BOB KINTNER RECEIVES LEGION OF MERIT DECORATION

Upon his retirement from the Army to become a Vice-President of the Blue Network, Lieut. Col. Robert E. Kintner was awarded the Legion of Merit decoration. Colonel Kintner was recently given a medical discharge. He has been with the War Department Bureau of Public Relations. He was a former Washington correspondent for the New York Herald Tribune, and a member of the famous writing team of Alsop and Kintner.

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TELECOMMUNICATIONS CONFERENCE SIDESTEPS FOREIGN MERGER

In addition to making no provision whatever for increased space for international short-wave broadcasting, although television, and FM were taken care of, the joint government and industry conference on post-war world communications which was held in Washington last week took no action on the proposed merger in foreign countries of U. S. radio and cable companies. It had been reported that the conference would consider this subject but the merger was not even discussed, the idea evidently being that it was less pressing than some of the other matters.

Every move made at the Washington gathering was toward the speedy preparation of agenda for another International Telecommunications Convention, such as the ones held at Madrid and Cairo. Francis Colt de Wolf, new Chief of the Telecommunications Division of the State Department, expressed the opinion, depending on war conditions, that this Convention might be called early next year, and urged that no time be lost. Accordingly, December 1st was the date set for the Committees to complete proposals for our State Department to submit to the forthcoming convention.

Three Committees were appointed to work out the details between now and December. The Committee on Amendment of the 1932 International Telephone Communications Convention of Madrid is headed by Harvey B. Otterman, Assistant Chief of the State Department's Telecommunications Division, and the Committee on the 1938 Cairo revision of general radio regulations, other than those pertaining to allocations, by Capt. E. M. Webster, Chief of the Communications Division of the United States Coast Guard.

The more technical phases of the changes involved, including frequency allocations, registration and other problems, have been assigned to a committee of communications executives and engineers headed by Dr. J. H. Dellinger, Chief of the Radio Division of the Bureau of Standards and Chairman of the State Department's Technical subcommittee in charge of the conference.

Referred to this Committee for consideration in connection with the proposed amplification of the powers of the International Telephone Communications Union with headquarters at Berne, Switzerland, was a recommendation for an International Central Frequency Board authorized not only to register but on occasion to reallocate frequencies in the interest of clarity of transmission and thus avert "interference" which would otherwise result.

The Washington Star had this to say of the conference:

"The significance of the current meetings between a State Department Committee and representatives of our radio and cable companies is that they are designed to work out an agreement on the policy and program to be advocated by our Government at forthcoming international conferences on world communications. Nothing could be more important, for this is a subject that bears directly not merely

upon American pocketbooks but upon the character of the next peace as well.

"Shorn of its numerous technical aspects, at the risk of some oversimplification, the picture of global communications can be reduced to two basic facts. The first of these is that a British monopoly, with 10 per cent participation by the British government, controls 170,000 miles of cable networks and thus is dominant in this field of communication. The second is that the United States holds the commanding position on the international air waves, with American companies leading all others in the number of radio circuits operating to areas overseas, wholly apart from the remarkable and unrivalled world-wide transmission system developed by the United States Signal Corps since the start of the war.

"Though our pre-eminence in the radio field presents something of a challenge to the British cable monopoly, however, it is limited in many respects, not the least of which is the fact that it is in part dependent on the use of terminals in British territory under agreements scheduled to expire at the close of the war. According to communications experts, the postwar competitive situation will not be greatly changed unless a new international understanding is reached, short of which nationals of the United States and other countries, when they use the British cable, will continue to have to pay from double to five times the rates charged British users. As in the past, moreover, some American businessmen may again find reason to complain that their commercial messages abroad, necessarily going through British control points, suffer delays helpful to their competitors in Britain.

"Beyond this important pocketbook consideration, there is the larger and much more significant issue of the free flow of news between country and country, an issue whose world implications are recognized in both the Democratic and Republican platforms for this year's presidential campaign. In an atmosphere of monopolistic communications control and prohibitive and discriminatory rates, suppression and distortion of information can readily flourish, which is another way of saying that international misunderstandings and frictions - prime breeders of war - can be set in motion. Surely, in this field, as much as in any other, the family of nations should feel impelled - for the sake of an enduring peace - to arrive at some clear-cut agreement."

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BLUE NET ANSWERS $1,000,000 WINCHELL LIBEL SUIT

The Blue Network Co., Inc., in an answer filed in United States District Court last week in Chicago, denied it had committed any libel or slander against George Washington Robnett, Executive Secretary of the Church League of America. Mr. Robnett had filed a $1,000,000 libel suit against the network, also naming the Andrew Jergens Co. and Walter Winchell.

The suit was based on Mr. Winchell's broadcast of portions of the book, "Under Cover". The network's answer declared the broadcasts were transmitting a "fair and accurate report of facts and conditions that had already taken place and with no intent of libeling or slandering Robnett."

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FORESEES FIRST U.S. COAST-TO-COAST TELEVISION NETWORK

How the East and West may be linked in the first American television network is shown on a double-page map in a profusely illustrated new brochure on "Television" just published by the Department of Information of the Radio Corporation of America, of which Orrin E. Dunlap, Jr., is the Manager.

Ralph R. Beal, Assistant to the Vice-President in Charge of RCA Laboratories, has predicted the day when Californians and New Yorkers are going to see the seemingly fantastic spectacle of two sunsets in a single day. It will be accomplished simply by television transmitters in New York and California that scan sundown horizons during the three-hour time differential. Not long ago, it was news when radio listeners on the East Coast heard the buzz of a bumble bee in Los Angeles. Now it is predicted that Easterners will be able to see and hear the Western bumble bee, or anything else that comes within the range of television's electronic eye.

The purpose of the brochure is to tell of the advances of television.

"Out of the ingenuity of American invention, research and engineering, television is emerging as a potential billion-dollar industry and service to the public. It moves in the forefront of all the promises in the art and science of radio", an opening chapter on the "Progress and Promise of Television" sets forth.

"Plans for sight-and-sound broadcasting are taking definite form. The radio-electronic field of production is alert to revolutionary changes ahead. For, in providing the public the ultimate in service, manufacturers are fully aware that they must produce good, economical home-television sets; networks must be linked; stations built and equipped. That is in prospect as soon as industry reconverts to peacetime enterprise."

"Television's movement has been speeded and its practical service guaranteed by the magic of electronics. At the forefront of this new art is Dr. V. K. Zworykin of RCA Laboratories, noted for his invention of the Iconoscope - television's electronic 'eye' - and his development of the Kinescope, or electronic 'eye' of the receiver. Perfection of these cathode-ray tubes revolutionized television and caused abandonment of mechanical scanning which experimenters had used for years to prove that radio could see at a distance.

"The progress of television to this point gives more than an inkling of what is in store."

Other chapters are captioned "David Sarnoff Introduces Television", "RCA Establishes Pattern of Future", "Home Owners Assured High Quality Television", "Seemingly Fantastic Spectacles To Be Seen", "Theater Television Has Great Promise", "Millions

Might Pay To See Televised Events", "Radio Relays For Television", "Network Schedule For Nation","Another Prospect: 'Eyes' Of Industry", "Television's Coming Market", "Television Means New Jobs and Joys", and "Milestones in Television".

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WGN SCRIPTS ORDERED IN CIO RADIO SUIT

The Mutual Broadcasting System and Station WGN, Chicago, Monday were directed to provide the Federal Communications Commission with radio scripts of five speakers for use in connection with a suit brought by a CIO union to prevent WHKC, Columbus, Ohio, from renewing its license.

Speakers named in subpoenas for their scripts are Col. Robert R. McCormick, Fulton Lewis, Jr.; Upton Close, Boake Carter and Dewitt Emery.

The summonses were filed with the United States Marshal in Chicago by Ben Meyers, attorney for the United Automobile, Aircraft and Agricultural Implement Workers. The union, in asking the FCC to deny the Columbus station renewal of its license, alleged the station discriminated against labor organizations by not allowing the UAW on the air for organization purposes and by censoring its scripts.

The union contended the station allowed other organizations to use its facilities without censorship to criticize the New Deal, the CIO, Vice President Wallace, the Democratic party and the CIO Political Action Committee.

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DAVIS APPOINTED GENERAL COUNSEL OF NAB

John Morgan Davis, Philadelphia attorney, has been appointed General Counsel of the National Association of Broadcasters and placed in charge of labor relations, Harold Ryan, NAB President has announced. Mr. Davis, engaged in the practice of law in Philadelphia, will retain his legal connections there and give general direction and supervision to the NAB labor relations activity.

A graduate of the University of Pennsylvania Wharton School of Finance and Commerce and of the law school, he alternated his studies with broadcasting in 1929 when he became an announcer at WLIT, Philadelphia. He later was employed at WCAU and returned to WLIT as Assistant to the General Manager - and in 1935 when WFIL was created through the merger of WLIT and WFI - he remained with the combined operation.

Latin in 1935, Mr. Davis acquired an interest in Station WBIG serving as Vice President and General Counsel. He has retained that post continuously since.

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SCISSORS AND PASTE

U. S. Sponsor Reported For "Tokyo Rose"

"Tokyo Rose" and other Japanese propagandists will be featured in a new program idea over KYA, San Francisco, and sponsored by Roos Bros., clothiers of San Francisco, if plans materialize. Format of the new program, the first of its kind in the American radio field, calls for the rebroadcast of Tokyo programs, recorded by R.C.A. Communications.

The proposed program, which Don Federson, Manager of KYA, and Eleanor Lyons, Advertising Manager of Roos Bros., say has been cleared through the FCC, the OWI and the Board of War Communications. will be launched within the next few days. It calls for the rebroadcasts of Tokyo excerpts, then an analysis by KYA news commentators and editors, with the accompanying Navy or War Department covering the same subjects whenever possible or feasible.

- (Variety)

Want President To Make More Radio Talks

Many within the Administration have become acutely aware that to most people, including those who once regarded him almost as a personal friend, the President has become a strange and distant figure. So, if they can get to him, they will urge him to make a number of radio talks. * * *

Whether the President will respond to pleas for a series of radio talks is a question. He has been stubborn on this score during the past two years even when the urging came from non-political sources. Many people leaving politics to one side, feel he owes it to Americans everywhere to secret under wartime security.***

On June 5 he made a short radio talk on the fall of Rome and a few days later he appealed to war bond buyers but these were not in the class of the fireside chats of an earlier day. * * *

The demands on the President to speak will become more urgent, the nearer election day comes, particularly if it seems likely to be close. He will be implored to go on the air to save Missouri, to save Kentucky, to save the labor vote, to save the independent vote. It was that way in 1940.

- (Marquis Childs, in syndicated column "Washington Calling")

Quentin Reynolds Convention Speech May Prove Boomerang

As expected, the speech by Quentin Reynolds before the Democratic National Convention in Chicago has complicated his position as a news commentator available for sponsored network shows. At least one client, who had an option on Reynolds for radio before the convention, now is a little bit leery about using him to plug his products.

Feeling naturally is that anyone giving news broadcasts during the next three months is bound to handle and interpret hundreds of items about the campaign and election. And it's no secret, of course, that most of the business outfits possessed of enough coin to bankroll a network show are lined up behind "the mustache" in the current campaign.

- (Variety)

Hired $200,000 Worth Of Radio Talent For His Campaign

Colonel T. H. Barton, wealthy oil man, one of the contenders for the Democratic Senatorial nomination in Arkansas, recently toured the State with a 40-person opera company from Station WSM, Nashville, reported to have cost him a thousand dollars a night. In addition, rootin' tootin' "Uncle Mack" James McKrell toured the State with the "Bible Lovers' Revival", most popular radio feature in Little Rock. All of these people were on the colonel's payroll. Some estimates have it that he spent a quarter of a million. Investigator Shillito told the Senate Committee that he probably spent around $200,000.

- (Drew Pearson)

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POTENTIAL RADIO ADVERTISING IS $2,403,000 A DAY

Editor & Publisher has received the following from Frank Tripp, Chairman of the Allied Newspaper Council and the Bureau of Advertising, American Newspaper Publishers' Association:

"In an off the record speech which I made at the April meeting of the ANPA and which a month later was exclusively published in Editor & Publisher, I made the statement that a whole day from 7 A.M. to midnight, 17 hours daily, on all of the radio stations of the land could be purchased for $1,382,109. I made the statement that this was based upon the hourly rate of every station as of April and allowed for no discounts.

"I made the further statement, based upon the above conclusions, that a whole year of time on all stations could be bought for $504,469,785 and I stated that that figure constituted radio's potential as of today.

"This statement was approximately true when using the hourly rates as a basis, but I have since obtained information which I believe should be published. It is that based upon quarter hour rates which are higher than hourly rates and allowing for income available from station breaks and spot announcement advertising the daily potential of all radio stations in the land is conservatively $2,403,000 per day, or $877,095,000 for 365 days. Therefore this last figure comes nearer radio's current potential than my figure based upon hourly rates and in the spirit of fairness and accuracy I hope you will publish these figures.

"Thus radio's potential compared with all daily and weekly newspapers' potential becomes $877,095,000 for radio and $1,540,000-000 for newspapers."

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TRADE NOTES

The price schedule that previously governed manufacturers' maximum prices for consumer type radio receivers and phonographs has been revoked, and the articles transferred to coverage by the regulation affecting most other consumers' durable goods, the Office of Price Administration announced last week.

This transfer to coverage (effective today) was made because the previous regulation covering the articles (Revised Price Schedule 83) dealt only with price control problems that were acute in 1942, before civilian production was completely shut off, and is not suited to present conditions. In particular, it does not provide a method for pricing new models of radio receivers and phonographs.

Pending the formation of an Industry Advisory Committee to assist OPA in formulating a new specific regulation covering consumer type radio receivers and phonographs, the pricing formulas of Maximum Price Regulation 188 will be in effect.

American Army and Navy guns of all sizes are blasting the enemy on every war front with more deadly effectiveness than ever before because of amazingly accurate muzzle velocity measurements, as precise as 1/100,000 of a second, made possible by a new electronic time-interval counter developed in RCA Laboratories at Princeton, N.J.

Station WELD, at Columbus, Ohio, which has for its slogan "Ohio's Foremost FM Station" has just issued a 16-page illustrated booklet in which the station "presents its story of Facsimile".

"Get Ready Now to Sell Television" is the title of a new guidebook for merchants and distributors, just issued by Caldwell-Clements, Inc., 480 Lexington Avenue, New York. The book describes types of television sets to be brought out postwar by all principal manufacturers, retail prices, communities planning stations, complete video vocabulary, and answers to frequent questions asked about television. FCC Chairman James L. Fly contributes a foreword to the volume, compiled under the editorial direction of Dr. Orestes H. Caldwell, former Federal Radio Commissioner, and M. Clements.

For the sixth consecutive year the World Series will be broadcast exclusively over the facilities of the Mutual Broadcasting System under the sponsorship of the Gillette Safety Razor Co. of Boston, Mass. More than 250 stations will be linked coast to coast and in Canada.

Development of an explosion-proof storage battery which the Navy Department designed and worked with the Philco Storage Battery Division to put into mass production for urgent war uses, was revealed by M. W. Heinritz, Vice-President in Charge of the Storage Battery Division of Philco Corporation, recently.

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