

HEINL RADIO BUSINESS LETTER

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September 27, 1944

RADIO ALMOST CORNERS CAMPAIGN; CALLED ELECTION BONANZA

Never before have the people of the country turned to radio to size up the major candidates as in this presidential year. Radio came into its own beyond all expectation when President Roosevelt and Governor Dewey clashed over the air in such sensational fashion. Many more of these ethereal battles are likely to follow and if so, they will almost give radio a corner on the campaign.

Even with things just warming up, radio is doing a job of salesmanship that makes the last presidential election seem creaky and out-of-date. In the 1940 campaign, radio showmanship was conspicuous by its absence.

This year every trick of the trade is used and hardly a night passes but some innovation has not been included. For instance, the ingenious manner in which Governor Dewey ballyhoos his next broadcast by saying, "Tomorrow night in San Francisco, I shall discuss so and so." Also, there was showmanship with a capital "S" in the way the Republicans used transcriptions to put Dewey's homefolks on the air. For the benefit of those who may not have heard this, there were first recorded interviews with friends and neighbors of Dewey at Pawling, N. Y., and later expressions from those who remembered him as a boy in Owosso, Mich. The latter recordings were made in the home of Governor Dewey's mother with a tribute from her along with the rest of the old neighbors.

Hearing from these folks in this way proved so effective that it wouldn't be surprising if the same idea would not be tried out on regular commercial programs. Personal endorsement of articles by prominent people may be the next step in radio selling. This far surpasses the old printed testimonial.

Discussing the way both parties have improved their radio showmanship and advertising methods in the current campaign, Variety, magazine of the entertainment world, says:

"A page out of show business is this year being adopted - as never before - by major political parties in their campaigns to woo votes in the November election. It's showmanship by way of radio, with radio serving as the backbone of the appeal on which Democrats and Republicans alike are depending for their vote-getting.

"So complete have radio-advertising techniques and terminology taken over the political strategy that party reps refer to the presidential election as a test of opposing radio sales methods. Campaign managers refer to their own work as 'a straight selling job' and their candidates as 'the product'.

"Translated into money, the Roosevelt-Dewey campaign cues a possible \$2,500,000 'take' for radio between now and Nov. 7. The two national committees are expected to account for a possible \$1,500,000 alone, with state and independent organizations kicking in with the rest. That's potent spending packed into a five or six week period.

"Republicans, according to Ted Church, Assistant Radio Director of the GOP national Committee, slant their election pitch as 'the commercial special event technique' applied to politics, with Gov. Dewey as the central figure. Repubs say that past campaigns have seen sloppy, unshowmanly use of radio by all parties and it's their intent this time to stick to radio's brisk, split-second timing.

"Roosevelt as a radio attraction is w.k. enough, but in their five minute spot twist, Democrats figure they really have something, according to Leonard Reinsch, Democratic National Committee radio head. Five minute pitches will be sandwiched in between radio's top shows and will consist of talks by men of the Truman-Wallace calibre. As Reinsch sees it, this will give the party the benefits of peak audience, minimum disruption to regular commercial schedules and what is most important politically, will catch the ears of Democrats, Republicans and undecided voters as well.

"Five-minute approach also has economical advantages. Since talent bumped off the air by politics must be paid by the latter, these acts will only have to be reimbursed one-sixth of their dough by the Democrats and the time bill will be reduced from the half-hour rate to one-half the 15 minute rate. It'll mean a considerable saving. Policy also allow advertisers to get their sales spiels over intact, in 25 rather than 30 minutes, and does away with audience resentment over being deprived of a favorite radio show."

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SAWYER, CROSLY RADIO COUNSEL, AMBASSADOR TO BELGIUM

About as near as anyone connected with radio has come to being appointed to a high diplomatic post was President Roosevelt naming Charles Sawyer, of Cincinnati, Vice-President and Counsel of the Crosley Radio Corporation, to be Ambassador to Belgium and Minister to Luxemburg. Mr. Sawyer is also owner of Stations WING, Dayton, and WIZE, of Springfield. At the same time, the President also nominated Robert C. Patterson, former NBC Vice-President, to be Ambassador to Yugoslavia.

It has been the custom for years to reward newspaper publishers with diplomatic appointments but such honors to those connected with the broadcasting industry have been few and far between though some will argue that radio is now as great a power in an election as the press.

Even so, Mr. Sawyer's appointment may have come to him because of his prominence in Ohio politics. He is a former Democratic Lieutenant Governor of Ohio and was a candidate for Governor in 1938. It wasn't until two years later that he acquired his broadcasting stations. He has been the Democratic National Committeeman from Ohio since 1936.

Mr. Patterson, former Commissioner of Correction of New York and former Assistant Secretary of Commerce, likewise could hardly be considered strictly a radio man having only been with the NBC from 1932-36. Later he served for a time as President of RKO.

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RADIO MANUFACTURERS WORK ON RECONVERSION PROBLEMS

The Radio Manufacturers' Association at numerous executive and committee meetings in New York City last week reported progress on postwar reconversion plans. R. C. Cosgrove of the Crosley Radio Corporation, President of the RMA, presided at a meeting of the Board of Directors, Thursday, September 21st. There were prior meetings of six major groups.

Twenty-five members of the Parts Division Executive Committee and Section Chairmen^{met} September 19th discussing surplus material problems, future development of RMA parts standards and a special sales warranty for parts manufacturers. Also on September 19th, there was a meeting of the Transmitter Division's Executive Committee, which considered projects developed for securing statistics on production and sales of transmitting equipment.

On September 20th, there was a conference of the RMA Industry Reconversion Committee with Government officials.

The RMA Employment and Personnel Committee also held a meeting on September 20th and made arrangements to release the recent survey on postwar employment, together with special data to members on reemployment of veterans and postwar seniority problems.

The RMA Tube Division likewise met on September 20th, as well as another meeting of the new Merchandising Committee of the Parts Division, which discussed plans for further cooperation with radio distributors and dealers.

Postwar industry employment, in the first year after the war ends, was estimated at almost double that of the last full year of normal peacetime employment, in 1941, according to the RMA survey conducted by the Employment and Personnel Committee.

Completion of another survey, on distribution costs of radio dealers, by the RMA Distribution Costs Committee was announced.

This was a sample survey, in six cities of about 250 retail outlets of eight different classes, made by the Elmo Roper organization and developed partial but valuable information on many sales problems.

Revival in 1945 of the RMA Parts Trade Show was recommended both by the Parts Division Executive Committee and that of the Transmitter Division, both unanimously, contingent upon the early defeat of Germany, by next April or before; the RMA Board of Directors authorized the Parts Trade Show with details to be arranged later. The last trade show was held in 1932.

Postwar development of FM and television were discussed by Dr. W. R. G. Baker, Chairman of the Radio Technical Planning Board, who is also Director of the RMA Engineering Department. In a report to the RMA Board of Directors, he detailed RTPB plans for FM, television, facsimile, and other new service presentations at the Federal Communications Commission hearings in Washington to begin September 28th.

Plans of the Engineering Department for postwar standardization of radio components were detailed by Dr. Baker, who also reported conclusion of tests arranged by cooperation of the RMA and the Society of Automotive Engineers on prevention of automotive interference with television. The RMA-NEMA Joint Committee on Industrial Tube Allocations also met in New York on September 21st for settlement of standardization problems.

In the discussion on disposal of war surpluses by the Industry Reconversion Subcommittees with Government officials, arrangements were made and approved by the Board of Directors for transmission soon to RMA members, also to non-member companies, of a bulleting giving detailed information regarding problems in connection with the DSC plan for handling war surpluses.

Special information for members on war contract termination problems also was arranged by the Contract Terminations Committee.

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U.S. GRANTS ASCAP FRENCH MUSIC RIGHTS

The American Society of Composers, Authors and Publishers (ASCAP) has acquired from the Alien Property Custodian the performing rights to the symphonic and concert works of Sacem, the French performing right society, as of Friday, September 15th. These copyrights have been controlled in the United States by the Elkan-Vogel Company of Philadelphia since 1931. Upon German occupation of France these rights were seized by James E. Markham, Alien Property Custodian.

The acquisition of these works adds substantially to the ASCAP symphonic and concert catalog. Some of the well-known French composers whose works are now controlled by the Society are Ravel, Debussy, Milhaud, Saint-Saens, Poulenc, d'Indy and many others.

Herman Finkelstein, ASCAP resident counsel, represented the Society in this transaction; Messrs. Werner and Johnson were the lawyers for the Alien Property Custodian.

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CBS TELLS WHY IT IS QUITTING TELE ASS'N; DU MONT REPLIES

The exchange of correspondence between Worthington Miner, Director of television for the Columbia Broadcasting System, and Allen Du Mont, President of the Television Broadcasters' Association, in connection with the resignation of CBS from the Association, has just been made public.

On September 19th, Mr. Miner wrote to Mr. DuMont as follows:

"I have been concerned ever since the organization of the T.B.A. because of the fact that its membership was at no time fully representative of the broadcaster's point of view, uncolored by any intimate affiliation with the manufacturing end of the industry. It is true that the active members now enrolled represent the only television broadcasters in this country; and yet there is a wide difference of perspective between broadcasting units organized as promotional show-windows for the manufacturer, and broadcasting units set up for the simple and sole purpose of broadcasting to the public.

"For many months now, all major problems of policy have been viewed by me and by the rest of T.B.A. from points of view which are totally at variance. As a result, any resolutions designed to create an effective activity on the part of this trade organization have resulted in some form of compromise, which has not been altogether satisfactory to anyone concerned.

"The point has now been reached, where it is impossible for me with complete integrity to compromise further with the majority point of view of the organization. I cannot feel that there is any advantage to us, or to you, in Columbia's remaining a member of an organization merely to exercise the privilege of voting "No" to each resolution as it is proposed. There is so strong a matter of principle involved in our difference of opinion, that a compromise is no longer a desirable objective.

"Were T.B.A. to be in fact, as well as in name, a genuine representative of the broadcaster's point of view, continuation of this association might be fruitful. Under present conditions, this does not appear to be the case and consequently I feel that the only possible course for Columbia to take is to withdraw from the organization. I should appreciate it, therefore, if you will accept this letter as our resignation from the Television Broadcasters' Association."

On September 21st, Mr. Du Mont replied:

"I received your letter of September 19, 1944, and noted with surprise the decision of the Columbia Broadcasting System to withdraw from membership in the Television Broadcasters' Association, Inc. I also note that the announcement reached 'Variety' as soon as it did the Association.

"I have reviewed the minutes of the meetings of the Television Broadcasters Association, Inc., and nowhere can I find anything to substantiate your assertion that 'any resolutions designed to create an effective activity on the part of this trade organization have resulted in some form of compromise.'

"The Directors of TBA have always been unanimous in their resolutions on all matters including those dealing with postwar allocations. At no time have the Directors sought to compromise their position that allocations for television should be other than those favored by the best engineering minds in the country, as represented on the Radio Technical Planning Board.

"The only existing resolution on allocations, expressing the policy of the Association on allocations, unanimously adopted, which set forth the points 'considered the major premises involved in the matter of allocations', was not only introduced by you, but you actually dictated every word of it. In your resolution you had every right to speak your own mind and I'm quite sure you did.

"I resent, and I'm sure the other Directors of the Association must feel likewise, your attack upon the integrity of the Television Broadcasters Association, Inc. I refer specifically to your assertion that the point of view taken by the Association is colored by 'intimate affiliation with the manufacturing end of the industry' and that television broadcasters, with the exception of CBS, are merely 'promotional show-windows for the manufacturer.'

"The facts belie such an assertion. On our Board of Directors there are nine members, five of whom are connected with organizations not engaged in the manufacture of television equipment. These include: Lewis Allen Weiss of Don Lee, Paul Raibourn of Television Productions, Inc., Curtis W. Mason of Earle C. Anthony, E. A. Hayes of Hughes Productions, and yourself. And, looking at the roster of active members, one finds that of the fourteen organizations listed, nine are not engaged in television equipment manufacture. They include: Don Lee, Television Productions, Inc., Earle C. Anthony, The Journal Company, CBS, Hughes Productions, Bamberger Broadcasting Service, Balaban & Katz, and WGN, Inc. Mr. Weiss is Vice-President of the organization.

"From this group of names, you reach the conclusion that CBS is the only member with a genuine representation of the broadcasters' point of view. Isn't that an unwarranted supposition, after you dictated the statement of the Association allocation policy and the CBS engineers affirmed that view on the R.T.P.B.?

"Your letter carries one thought to which I can accede and subscribe, i.e., that 'it is true the active members now enrolled (in TBA) represent the only television broadcasters in this country.' In view of this situation, one wonders if this resignation and the accompanying publicity could be an adroit publicity move to dramatize the hopes of the management of CBS regarding allocations?

"Your resignation as a member of TBA has been directed to the attention of the Directors."

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U.S. DEDICATES MOST POWERFUL STATIONS; CROSLLEY PRAISED

Uncle Sam now has the three most powerful short-wave stations in the world - WLWL, WLWR and WLWS. Located in Bethany, near Cincinnati, they are the newest outlets of the Voice of America, each having 200,000 watts power, built for the Office of War Information and operated for the Office of War Information, and the Coordinator of Inter-American Affairs by the Broadcasting Division of the Crosley Radio Corporation of Cincinnati. The dedication of these great transmitters was broadcast last Saturday simultaneously from Cincinnati and Washington.

Among the important persons heard on the broadcast were Elmer Davis, Director of the Office of War Information; Nelson Rockefeller, Coordinator of Inter-American Affairs, and Clifford J. Durr, a member of the Federal Communications Commission.

Host at the Washington proceedings was James D. Shouse, Vice President of The Crosley Corporation in charge of broadcasting; while the Cincinnati assemblage was presided over by Robert E. Dunville, Vice-President of The Crosley Corporation and General Manager of Station WLW.

"I cannot claim to have had too much to do with making this achievement possible, since the great construction program for American shortwave facilities had been drawn up before I entered the Government service. But for almost two and a half years past, I have been watching the execution of this program, one transmitter after another coming into service, and the Voice of America steadily growing in power until now it is capable of carrying American ideas into almost every corner of the world", said Elmer Davis.

"And, as was pointed out earlier in this program, the Voice of America - weak or strong - has had, from the very beginning, the same content - the truth. Strong in the faith that the truth was on our side, it has told the truth from those dark early days of defeat right down to these times when every day brings news of fresh victories; it will go on telling the truth until all our enemies, east and west, have been utterly beaten down.

"When that has been accomplished the Office of Information will have finished its work and will pass out of existence. But the great technical plant that has been created to carry the Voice of America in war time will still be here, ready to serve America in time of peace. Precisely what the future of international Broadcasting, as conducted from the United States, may be, it is too early to say; many men, in the government and in private industry, are giving thought to it, but no final determination has yet been made. In war time the Voice of America had to be single, united; in peace there may perhaps be many voices of America, expressing different aspects of the truth as seen by men."

"In Bethany, Ohio, on last year's corn field there stands tonight a forest of wires and towering poles. These towers, although far from the scene of military conflict, are powerful and effective weapons of war. They are short-wave radio towers - arranged in rhombic patterns so that at a moment's notice they can be beamed on twenty-four different lands in five of the world's six warring continents", Commissioner Durr said.

"These short waves are not like those of our standard broadcasting band - they do not die out in a few hundred miles. They are the siege guns of radio - the heavy artillery - guns of war that can hurl explosive facts against the enemy's weapons of lies and confusion anywhere in the world. They are also potential guns of peace that can be turned against misinformation and ideas that lead to war.

"Tonight we are dedicating the newest and most powerful group of short wave broadcasting stations in the world, built for our government by The Crosley Corporation - three brand-new transmitters of 200,000 watts power each. For those who have built them, this is a proud achievement. And yet, it is only one small chapter in the story of 'The Voice of America'."

"The Broadcasting Division of The Crosley Corporation is proud to participate in the shortwave broadcasting program of the Office of War Information and Office of the Coordinator of Inter-American Affairs through operation of the world's most powerful shortwave stations - WLWL, WLWR and WLWS", Mr. Shouse declared.

"The importance of shortwave radio broadcasting as a medium of psychological warfare and the dissemination of truthful American news reports and top radio entertainment to millions of listeners in far countries cannot be underestimated.

"Having made the splendid start in worldwide broadcasting, as exemplified in the Bethany stations and others now in operation or nearing completion across the country, it hardly is conceivable that America ever again will permit its shortwave radio facilities to lapse into a secondary position in a world that is bound to be increasingly a world of radio.

"The Broadcasting Division of The Crosley Corporation dedicates its best efforts now and during the years ahead to a continued maintenance of America's position in the forefront of international shortwave broadcasting."

The start of the Bethany Transmitters resulted from a telephone call!

Mr. Shouse was attending a meeting of the Coordinating Committee of the Federal Communications Commission, the Office of War Information, The International Broadcasting Committee of the Board of War Communications, and high ranking officials of the Army and Navy.

Something had to be done to strengthen the shortwave broadcasting facilities of the United States. America was lagging in shortwave propaganda and psychological warfare activities. The men present at the meeting were discussing answers to the problem.

In the midst of the meeting, Mr. Shouse asked, "Why not build some 200,000 watt shortwave transmitters?" All eyes turned toward him. This had never been done. But they knew about Crosley's ability to do things.

"Can you build them?" Mr. Shouse was asked.

He replied that he would give the answer in a few minutes and stepped from the room. He called Jim Rockwell, Chief Engineer of the Broadcasting Division of The Crosley Corporation in Cincinnati and asked him the big question.

Without hesitating, the engineer replied - "Sure!"

And now, a few months later, those transmitters are in operation, fighting the Axis with bullets of truth.

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BELIEVED FDR AND DEWEY SLUGGING OVER RADIO ONLY BEGUN

About the only thing Washington can recall similar to the sensational exchange between the big and the little presidential champs, was many years ago when President Theodore Roosevelt attacked Senator Joseph B. Foraker, of Ohio, at a Gridiron Dinner, so viciously that it broke up the dinner. The difference between that affair and the FDR-Dewey clash was that it took place before a small off-the-record gathering and was not heard over the radio by practically the entire nation. It now develops, due to quick thinking on the part of Governor Dewey in calling for additional coverage, that his reply was heard over the entire NBC and Blue Networks - some 300 stations - about twice the number which had originally intended to carry it. Furthermore, for the benefit of any who may have missed speech Monday night, a transcription will be broadcast over MBS this evening (Wednesday).

President Roosevelt, arousing the anger of Governor Dewey, has changed the pace of the entire campaign and it is believed that their slug-fest earlier in the week is only a forerunner of others as the campaign warms up. Mr. Roosevelt will make at least two more major broadcasts from New York State and is being urged to make several others to the nation. All, of course, will be promptly countered by Governor Dewey.

The Saturday-Monday knockdown, drag-out debate is still the main topic of conversation in Washington with surprisingly few defenders of the President. "His speech would have been O.K. for a teamsters' dinner behind closed doors but lacked dignity and was not appropriate for a broadcast to the Nation.

Nevertheless, those who have been around the White House ever since Mr. Roosevelt took over, acclaimed it probably the best speech of that political type he ever made. On the other hand, a Dewey enthusiast declared that Governor Dewey's broadcast so widely heard was for the presidential re-election hopes: "A funeral, a burial, and I see no signs of a resurrection!"

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57% OF DAILIES BACK DEWEY; 20% FOR FDR ELECTION

Governor Thomas E. Dewey is being supported by 57.9% of the daily newspapers representing 63.7% of the total daily circulation, according to a nationwide survey of every daily newspaper just completed by EDITOR & PUBLISHER. Six hundred and seventeen newspapers out of a total 1,067 replying to the questionnaire indicated their editorial preference for Dewey giving him a total of 21,439,768 circulation.

Compared to a similar survey made by Editor & Publisher in August, 1940, there has been little change in the political attitudes of the daily newspapers. At that time it was discovered that of 1,058 newspapers responding, Willkie was supported by 59.47% of the circulation, Roosevelt by 19.1%, and 21.43% was neutral. Roosevelt had 20.1% of the newspapers, Willkie had 66.3% and 13.5% were neutral.

Says the Editor & Publisher, which gives a complete list of the newspapers for or against Roosevelt or Dewey in its issue of September 23:

"Contrary to the wold mouthings in the labor press and by the critics of newspapers, Roosevelt is not being opposed by 95% of the nation's newspapers in his campaign for reelection, nor is Dewey being supported by any such majority. * * *

"Those who have attacked the press in the last decade charge a conspiracy against Roosevelt and say more and more newspapers have gone progressively against him editorially.

"A comparison of Editor & Publisher surveys of newspaper attitudes in the last four presidential campaigns exhibit a remarkable consistency in the number supporting Democratic or Republican candidates.* * *

"The survey indicates that far more newspapers are undecided, or wish to remain neutral, than in previous campaigns. Perhaps because of the important issues involved in the contest these newspapers are taking time for serious study for a decision to be announced later.

"We do not believe these later announcements will seriously affect the percentages in favor of either candidate. Most of the metropolitan newspapers with the largest circulations are already included in the survey. For that reason the figures might be weighted slightly in the Dewey column. The newspapers that did not respond to our questionnaire are mostly in the small daily classification and it is unlikely that they seriously would alter the final figures.

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WPB RADIO COMMUNICATIONS PRIORITIES RULES REVISED

Provisions for securing priorities assistance in radio communication, broadcasting, commercial recording and public address systems for maintenance, repair and operating have been transferred from War Production Board Preference Rating Order P-133 to Controlled Materials Plan Regulation 5, and Direction 23 to CMP Regulation 5, WPB announced Tuesday. Simultaneously Order P-133 was revoked.

In order to insure the adequacy of our foreign communications, United States international point-to-point radio communication companies may now secure special maintenance, repair and operating assistance under CMP Regulation 5, Direction 23. International point-to-point communication companies are defined by WPB as those owning stations licensed by the Federal Communications Commission to handle international communications, including code, voice and pictorial matter, WPB Radio and Radar Division officials explained.

The special rule allowing international point-to-point radio communication carriers to use MRO preference rating AA-1 for rearranging and modifying their facilities formerly in P-133, will be continued under CMP-5 in order to enable the three or four American companies engaged in this business to move speedily to meet the overseas communication demands, especially of the Army and the Office of War Information, in providing services as new territories are occupied or liberated, WPB officials pointed out.

Specifically, Direction 23 authorizes any person engaged in commercial international point-to-point radio communication to use preference rating AA-1 and the CMP allotment symbol MRO to rearrange, modify or expand existing facilities and equipment, except buildings, either to maintain his regularly established services, or to provide whatever new or modified services may be necessary to render services by or for the United States Army, Navy or Governmental Agency, or any foreign agency. Limitations as to the cost of materials used in any one such project have been increased from \$1,500 to \$2,500. Prohibitions of CMP-5 against securing maintenance, repair and operating supplies for export, and the rules of Conservation Order L-41 requiring construction authorization, do not apply to activities permitted by Direction 23, it was explained.

The general requirements covering MRO assistance to all other types of radio stations, previously covered by P-133, were revised, officials said.

Under P-133, radio station was not permitted to use the MRO rating for securing new capital equipment. Interpretation No. 1 to P-133 specifically pointed out that the rating could not be used for capital replacements or additions, such as amplifiers, turntables, microphones, etc. Under CMP Regulation 5, however, stations will be able to use their MRO rating for the purchase of new equipment of this kind, whether for replacement or as additional equipment, so long as the total value of the new equipment for any one complete capital addition does not exceed \$500, Radio and Radar Division officials said.

Another provision of P-133 limited stations to one new and one rebuilt spare tube per socket, whereas the new regulation does not place any specific limit on the number of such spare tubes that may be kept on hand.

Heretofore under P-133 no limit was placed on the amount of money that was expended for MRO purposes provided purchases were in strict accordance with the limits of the order. Hereafter the total amount that may be spent for MRO under CMP-5 in any calendar quarter may not exceed one-fourth of the expenditures in the whole year 1942; except that if present expenditures do not exceed \$5,000 a year, the purchases do not have to be based on 1942 purchases. It was pointed out, however, that if this limitation works any hardship on a station, an appeal for increased MRO quota may be filed under CMP-5.

It was made clear that this ruling does not legalize MRO ratings that have been illegally extended in the past, but does allow the station owner considerably more freedom to acquire additional material and equipment.

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OMITS PEARSON LETTER DESPITE WINCHELL RADIO NEEDLING

Drew Pearson, columnist and radio commentator, and the Washington Post clashed this week resulting in the paper omitting to print a column about John Foster Dulles in spite of the fact that Walter Winchell over the Blue Network urged readers to demand that it be printed.

The Post said:

"Drew Pearson wrote a column for publication on Tuesday, September 26, about John Foster Dulles, which The Post, in the best judgment of its editors, deemed a personal attack, unfair on the face of it.

"The Post did not print this column.

"For the same reason The Post has occasionally omitted parts or all of Mr. Pearson's column, in the past. Leaders in both political parties have been involved.

"On Sunday night, September 24, Walter Winchell, a radio commentator, told his audience that Drew Pearson would have a sensational column on Tuesday which, he said, some newspapers would be too timid to print. Substantially he urged that readers protect to newspapers that did not publish this particular Pearson column.

"Responding to this unprecedented form of journalistic pressure, a number of Post readers did call and protest. Whether Mr. Pearson and Mr. Winchell acted in cooperation in this matter is unimportant. It was an effort to dragoon this newspaper, among others.

"As our readers know, of course, Mr. Pearson is not an editor of The Post, nor is he a member of the staff. He therefore has no authority or responsibility on The Post. Needless to say Mr. Winchell has not the slightest influence with the Post.

"The editors of The Post are solely responsible for this newspaper and no outsider is going to dictate its policy."

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SHERWOOD RESIGNING POINTS TO OWI SHORT-WAVE FEATS

In his letter of resignation as Director of the Overseas Branch of the Office of War Information to give full time to President Roosevelt's campaign, Robert E. Sherwood made the following references to radio:

"It was in July, 1941, that I started the organization of the Foreign Information Service under the Coordinator of Information Col. (now Brig. Gen.) William J. Donovan. Although this nation was then building up its defenses, training an enormous army, there were no preparations being made for psychological warfare. Although the United States had led the world in radio broadcasting, we had done little to develop international broadcasting from this continent. We had only fourteen short-wave transmitters of relatively weak strength for this purpose as compared with the gigantic batteries developed by the Axis powers to fill the world's air waves with their propaganda.

"We established offices in Washington, New York, San Francisco and London. We established means of telling the story of America's war effort to people all over the world, using all the media that existed - press, radio, radio-photo, publications, motion pictures - and devising some new media of our own. * * *

"We control and operate, either exclusively or in cooperation with other agencies of this and Allied nations, more than thirty radio transmitters in the United States and many more in Great Britain and other points throughout the world. We broadcast more than 3400 radio programs a week in more than 50 different languages and dialects.

"Our radio photo network is the first ever established on a global basis. Within a few hours after the first Allied landings in Normandy, our London office was transmitting photographs of that great operation to Moscow, Chungking, Johannesburg, Sydney and numerous other distant points. * * *

"We have well-trained, well-equipped men and women ready for work in all liberated areas. It is their job to help the peoples of these areas to reestablish their own free press and free radio."

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CROSS OF MUTUAL, NEW BBC PRESS CHIEF

Christopher Cross resigns his post as Assistant Director of Publicity for the Mutual Network on October 15th to accept the position of Public Relations Manager for the British Broadcasting Corporation in North America.

Mr. Cross, who has been at Mutual for 2½ years, is the author in collaboration with Chaplain William Taggart of "My Fighting Congregation", published last year by Doubleday Doran. He will assume his new duties at BBC on October 16th.

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HOGAN, WQXR, URGES NEWSPAPERS TO DEVELOP FACSIMILE

"Facsimile, which means among other things a printed newspaper or magazine broadcast into your homes by radio complete with news, exclusive articles, fiction, comics and advertising, is ready today for new experimental tests conducted by newspaper publishers, according to John V. L. Hogan, President of WQXR, the New York Times radio station, "Editor and Publisher reports.

"He declared that he was 'anxious to see facsimile developed cooperatively by newspapers, rather than in competition with them.'

"Revolutionary changes have occurred in facsimile techniques during the war, including recent new improvement patents, Mr. Hogan said. He forecast that within three years after peace is declared, home facsimile receiving sets will achieve a circulation in New York of at least 750,000. That amounts to 25% of the radio sets now installed in that city.

"Mr. Hogan said, 'I am convinced that newspapers and magazines are best able to plan the home facsimile program. Their long experience in selection of the printed word, their expert knowledge of all the editorial functions including the high value of exclusivity makes it imperative that the development of this new medium should flow from them. Facsimile should not and need not be introduced as a competitor to the press.' * * *

"Within five years facsimile will be using more hours over transmission facilities than television', Mr. Hogan predicted, quickly adding: 'That doesn't mean that facsimile is in competition with television.'

"Besides home use there are many other demands on facsimile Mr. Hogan pointed out, such as in railroading, in police work, forestry, the transmission of weather reports, and the relaying of engineering drawings not only between distant points, but also from drafting rooms to production floors of a single plant.

"But home facsimile is much nearer than publishers seem to realize', he continued. 'After their experience with the inauguration of radio broadcasting, which was first attacked as dangerously competitive but is today accepted as a supplementary advertising medium, newspaper publishers should not regard facsimile as competition.'

"As to the costs of installing facsimile, transmitters, that would be dependent upon whether or not a newspaper publisher is already operating a sound broadcasting station. A facsimile unit, for instance, Mr. Hogan said, could be added to an FM station operated by a newspaper at a cost between \$5,000 and \$10,000, or he could spend as high as \$25,000. From the ground up, both sound and facsimile would cost approximately \$100,000."

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Pointing to the fact that in 1940 the Crossley poll, as published in the Washington Star, using the same method as in polling radio audiences, had forecast the presidential election within 2% correct, the Star states that it will again use the Crossley poll this election.

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"FM" Has Three Meanings

The letters "FM" have come to have three distinct and different meanings. Confusion between these definitions sometimes leads to sharp arguments among engineers. There are: 1. the bare phenomenon of modulation by frequency changes in a carrier. 2. An improved technical system, like Armstrong FM, with its limiters, etc. 3. The present complete broadcast service at 42 to 50 mc with its advantages of spectrum position, freedom from interference, high fidelity, choice musical programs, etc. When the engineer talks about FM, he usually means Nos. 1 or 2. When a listener uses the letters, he is usually referring to the complete present-day service whose manifest merits may be only part attributable to the other technical qualities of FM.

- (O. H. Caldwell, Editor, Electronic Industries)

Kids The Commercials

"And for giving up their regular time, Senator Smudge and this broadcasting company wish to thank Joe's wife, the Swing Quartet, Kiddies' Corner, the Zifties Hour, the Central Philharmonic, Quizz or Bizz, the Tune Parade, and Music for Sleeping."

- (Saturday Evening Post)

Dewey Began To Master Radio Back In 1937

In his campaign for District Attorney, Dewey was to demonstrate his strong and persuasive abilities as a speaker over the radio. He took much pains with the radio, rehearsing, listening to advice, and playing recordings back to himself. It was over the radio, on the evening of October 24, 1937, that Dewey unlimbered his big guns.

- (From the new book "Dewey" by Stanley Walker, McGraw-Hill Book Co., Inc., New York.)

Second Reprint Of Sylvania Hints

Requests actually figured in the thousands for Sylvania
Hints and we are now in our second printing of the booklets.

If you didn't receive your copies of Radio Circuit Hints, Radio Tube Hints and Radio Equipment Hints, mail your request now for these three helpful little booklets.

A breakdown of the figures for the first three months of this year shows 79.9 percent of the booklets went to dealers and servicemen, and the second largest figure of 10.8 percent went to the armed forces. The rest of the booklets went to the following groups: foreign, 2.9 per cent; government .4 percent; schools and colleges 1.7 percent and employees of radio manufacturing concerns 2.6 percent.

- (Sylvania News, Emporium, Penna.)

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CLEVELAND ALLOWED TO TRY OUT 2-WAY RADIO TAXI DIRECTION

The Federal Communications Commission Tuesday, September 26th, granted the application of Yellow Cab Company of Cleveland, Inc., for special temporary authority for a period not to exceed three months, to operate one portable station at a fixed location in the vicinity of Cleveland, Ohio, and two portable-mobile stations on taxicabs. Two-way radio communication system will be utilized for the purpose of collecting information regarding the application and usefulness of such a system in the practical operation of a taxicab business.

The stations will operate on the experimental frequency 118650 kilocycles with power of 15 watts and special emission for frequency modulation (telephony). The portable station will employ a Motorola Type FSRT-15-B transmitter, and the portable-mobile stations will consist of two Motorola Type FMRT-15-B transmitters to be installed on taxicabs.

The operational data collected by the applicant will be presented to the Commission at the frequency allocation hearings.

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BROADCAST ACTIONS BY THE FCC

WSBC, Granted consent to voluntary assignment of license of Station WSBC, Chicago, Illinois, from Gene T. Dyer, Evelyn M. Dyer, John A. Dyer and Elizabeth M. Hinzman, to Julius Miller, Oscar Miller, Bertha L. Miller, Gertrude Miller and Arnold B. Miller, co-partners for a consideration of \$100,000; Herman Anderson and Robert Franklin, Tulare, Calif., designated for hearing application for construction permit for a new standard broadcast station to operate on 1240 kilocycles, 250 watts, unlimited time; Rev. Sam Morris, San Antonio, Texas, adopted Order denying petition filed by Rev. Sam Morris, for reconsideration and rehearing of the order of the Commission dated Sept. 19, 1944, denying his motions to amend and enlarge the issues in the hearings on KGKO, WBAP, and WFAA renewal of licenses, and to require the above licensees to file statements concerning the operation of their stations.

Philco Radio and Television Corp., Portable - Metropolitan area of New York City, granted construction permit for new experimental television relay broadcast station to operate on Channels 11 and 12 (204,000 to 216,000 kc., esp. clause), power 15 watts; to be used in connection with research and programming of commercial television station WPTZ and in transmission of programs via radio link circuits from Philadelphia to New York, New York to Philadelphia and/or other cities.

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 ::::TRADE NOTES::::
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Among the choicest pre-election offerings is President Roosevelt's urging that electricity be carried to about 7,000,000 farms and rural homes which have not yet received these facilities under the REA program and which would bring radio where they are not already receiving it via storage battery.

Manpower difficulties in communication wire production show signs of easing, Paul V. McNutt, Chairman of the War Manpower Commission, said last week. Developments over the last six weeks have been encouraging, according to Mr. McNutt. Production, measured by miles of wire, has gone up five per cent, in sharp contrast to the six percent deficit for July.

Increasing tightness in the supply of tungsten and nickel for incandescent and fluorescent lamp manufacture was reported by War Production Board officials at a recent meeting of the Incandescent and Fluorescent Lamp Manufacturers Industry Advisory Committee, WPB said today (Wednesday).

Total communication and electronic equipment output, reported by the War Production Board, for July declined eight per cent and was six per cent short of the first-of-month schedule. In August the situation was better: seven per cent above July, three per cent short of schedule. Field wire, a critical item, showed a large deficit in July, because the Independence Day holiday cut into production, and also because facilities were currently undergoing expansion to provide a new type of insulation. The lag was reversed in August, with ASF miscellaneous communication equipment jumping five per cent ahead of schedule and seven per cent above the July level.

Use of Form WPB-547 (formerly PD-1-X) for the assignment of preference ratings on dry cell batteries will be discontinued October 1, 1944, thereby eliminating a large amount of paper work, the War Production Board said today (Wednesday).

This applies to all types of dry cell batteries used by civilians: No. 6, flashlight, railroad lantern, and radio batteries.

Production of "B" hearing aid batteries will again be authorized on an industry-wide basis, the War Production Board said today (Wednesday).

Distribution controls, which were established by Direction 2 to Limitation Order L-71 on August 10, 1944, will expire October 1, 1944, and will not be renewed.

Gordon G. Vanderwarker, Manager of the Blue Network Political Sales Department, has been appointed assistant to C. P. Jaeger, National Sales Manager of the Network.

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