

# HEINL RADIO BUSINESS LETTER

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FRANK E. MULLER

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No. 1651

October 11, 1944

"WHO PAID FOR ALL THIS?"; RYAN PRAISES RADIO'S BACKERS

Before the Federal Communications Commission, which hasn't fallen over itself being advertising conscious in connection with broadcasting, Harold Ryan, President of the National Association of Broadcasters, at the allocations hearing last Tuesday went to the bat for the "forgotten man" who footed the bills. Declaring that the "effectiveness of broadcasting didn't just happen, Mr. Ryan told the Commission:

"From a beginning marked by difficulties, restricted sources and even distrust of radio news, the industry has schooled an army of news reporters, achieved numerous world wide news sources and won for itself accredited correspondents wherever things are happening. It was this smooth working machine that maintained an unbroken flow of information on D-Day and continued to supply its listeners with stories and bulletins from every part of the globe.

"Inevitably we get down to the question 'Who paid for all this?' Who paid for this slow and methodical 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, newsmen 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 had been, a considerable investment.

"The mere granting of licenses by the government to operate radio stations is not like granting rights to mine government land, for example, where gold lies in abundant quantities. Radio held for its licensees only so much as they, by their ingenuity, money and devotion to public service, could make of it. That wasn't much in the early days of radio, and before it could really get started it was plunged into the depression which began in 1929. But its owners put up money and more money and sustained the industry until finally it became self-supporting.

"And here we should say a word for the companies that 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. Many advertisers guessed right, some 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 to build.

"The proper assignment of the public's frequencies into the channels of commerce so that they may be of the greatest value to the people is a most important and grave responsibility of this Commission.

"Entering into your consideration of the evidence must therefore be the broader effects your decision will have on the post-war era. Solution of the problem of unemployment is our number 1 job. Let us bear in mind then that the bases of full employment are production, distribution and consumption.

"With the tremendous needs of the peoples all over the world, we should have no worry about the consumption of all the products we can create.

"If, therefore, we can solve the problem of distribution, a long, lasting and healthy prosperity will be ours.

"As one of its most valuable tools, distribution uses the key of advertising and to a greater and greater extent the medium of mass communication by radio.

"We are here asking that the Government allocate sufficient space in the ether for the development of broadcasting - aural and visual - on a competitive nationwide scale. Adequate facilities for a nationwide competitive system of mass communication is indispensable to distribution in the post war era and our greatest guarantee for the maintenance of democracy.

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#### KESTEN WOULD MOVE TELEVISION FROM BASEMENT TO TOP FLOOR

Although he testified on shortwave and was cross-examined on that subject only, Paul W. Kesten, Executive Vice-President of the Columbia Broadcasting System, because he might be away from the United States later was also allowed to express himself on FM and television at the FCC allocations hearings last week. His prepared statement covered 31 typewritten pages. Mr. Kesten's recommendations for the post-war broadcasting spectrum were, briefly:

- "1. I want to plead, as strongly as I can, for maintaining the status quo, or substantially the status quo, in the total amount of spectrum space devoted to international short-wave broadcasting.



- "2. By contrast, I wish to urge a vast increase over the status quo - an increase of the order of more than 2 to 1 - in the number of frequencies assigned to FM broadcasting. I want to urge, in this field, not only more frequencies but more stations on each frequency, as I will point out later.
- "3. On the subject of television, I shall go even farther. I shall, for your consideration, urge what many will call a complete annihilation of the status quo - moving television bodily from what might be called the basement of the very high frequencies to an upper floor in the ultra-high frequencies - moving each licensee, moreover, from a narrow cell down there in the basement to a broad and spacious room in the upper megacycles, and finally - scrubbing off the dingy gray soot of the cellar so that television can emerge, upstairs, in the full and natural colors of the life it is to view and reflect to the American audience."

A tremendous increase in the number of radio stations was proposed by Mr. Kesten, enough to make possible up to 10 major networks. He made this recommendation in discussing his company's suggestions for FM broadcasting. Frequency modulation was one of the three sections of his testimony, the others dealing with international short-wave and television.

Mr. Kesten pointed out that his proposal would provide for between 4,000 and 5,000 stations within the United States - all of them of equal power and comparable wave lengths. Such an arrangement, he declared, would result in the most democratic licensing of broadcasting facilities ever enjoyed by any country in the world. He underscored this plan as the most equitable one in opportunities for both broadcasters and listeners.

"Our objective", Mr. Kesten said, "can be stated in eight words: 'We want FM broadcasting to be wholly democratic.'"

Instead of the 40 frequencies now available for FM, Columbia's recommendation calls for 100 frequencies. In line with his objective, Mr. Kesten asked that FM licensees be limited to coverage on a single market area.

Mr. Kesten also placed his company on record as favoring continuance of international short-wave broadcasting in at least as many frequencies as are now utilized; convinced that television must be moved into much wider bands and higher frequencies, eventually relinquishing entirely its present allocations in the radio spectrum.

Columbia's stand on international short-wave broadcasting, as stated by Mr. Kesten, was taken in full recognition of the fact that the I.R.A.C. (Interdepartmental Radio Advisory Committee) proposal submitted to the State Department in August "implied that international broadcasting might be eliminated entirely." Columbia, however, believes that free and adequate short-wave broadcasting between



nations is an essential instrument for the maintenance of world peace and understanding. Point-to-point transmission, on the other hand, cannot guarantee this free exchange of ideas and information, since unfriendly countries could bar American programs from rebroadcasting over their own domestic radio stations.

In recommending wider bands and higher frequencies for postwar television, Mr. Kesten restated his company's proposal of six months ago; outlined the increasing support that the proposal has had in recent weeks. The CBS recommendations include four basic points:

1. That television be moved up in the spectrum above 300 megacycles.
2. That no fewer than 30 channels be assigned to it.
3. That each channel be at least 16 megacycles wide.
4. That, as quickly as possible, the lower frequencies be withdrawn from television service.

At the conclusion of his testimony, Mr. Kesten pointed out his company's recommendations, for all three broadcasting services, would entail greater expense and increased competition for the Columbia Broadcasting System. He said: "We are asking for the opportunity to carry on international broadcasting, at our own expense, and without the slightest hope of profit, to keep a vital democratic process alive after the war. . . . In FM broadcasting, we are asking not for less competition, but more competition - roughly five times as much competition as there is in AM broadcasting. . . . We ask for more and more frequencies in television for the same reason. . . . I hope the spirit and purpose of our recommendations in these important post-war fields will serve as ample and confirming evidence to the Commission that the public interest and the broadcasters' interest can be identical."

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#### HESLEP, NEW MUTUAL WASHINGTON OPERATING HEAD

Genial Charter (that's his correct name) Heslep, who for the past two years has been making things a little easier for Byron Price at the Bureau of Censorship, has been appointed Washington representative in charge of operations for the Mutual Broadcasting System. Heretofore, MBS cleared through WOL in the Capital, but with the Cowles Brothers taking over Mutual, they decided to put on a full-time man.

Mr. Heslep, however, will concern himself with news and program activities and Louis Caldwell will continue to do the legal honors. Prior to his employment as Censorship, Mr. Heslep was news and special events representative of the National Broadcasting Company in New York City. For the twelve years prior to his broadcasting connections, he had varied and intensive newspaper experience, having risen from a reporter to Managing Editor of the Washington Daily News.

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## SHOUSE FIGHTS FOR DIRECT S.W. WITHOUT FOREIGN MEDDLING

James D. Shouse, Vice-President in Charge of Broadcasting of the Crosley Radio Corporation, Cincinnati, came down like a ton of brick on the Interdepartmental Radio Advisory Committee recommendation that no frequencies be allocated for direct international broadcasting. At the FCC allocation hearings, Mr. Shouse said:

"I do not believe that this recommendation should be adopted. There are several reasons why I believe that the proposal is unsound. In the first place, the suggestion that international broadcast service should be dependent upon the cooperation of foreign governments and the operators of foreign domestic radio broadcast stations is lacking in realism. It is my firm conviction that any plan which places the dissemination of programs originating in the United States under the control of foreign governments would inevitably lead to a deterioration, and possible ultimate termination, of any substantial amount of international broadcasting by the United States. Prior to the war, and more effectively since the commencement of the war, international stations have proven to be the only means by which this country can make sure that peoples of other nations learn directly from us what the United States stands for, what our people believe in, and why our position on any matter of international interest or controversy has been taken. Any other means of mass communication is either susceptible to censorship or can be refused entry at the border of any country in which we desire to have it disseminated. This is true of cable communication. It would be true of point-to-point communication such as that proposed by the Interdepartmental Radio Advisory Committee. It is obviously true in the case of newspapers, magazines, pamphlets, books, and periodicals. Shortwave international radio stations operated with sufficient power and properly beamed to reach the audience to which a particular message is desired to be given constitutes the only sure way we have of making the voice of this nation heard in foreign countries. It is obvious, of course, that the importance of having our country's message reach the people in some other country might well be greatest at a time when that country's government would prohibit broadcasting of our programs sent through point-to-point channels. Under the I.R.A.C. proposal, we might well find ourselves in the position of being cut off from any communications with the people of a foreign nation at the very time when such communication would mean most to this country.

The United States, from a standpoint of radio broadcasting in the international field, is already at a tremendous disadvantage geographically. Because of our geographical position with reference to both the Asiatic and European population masses, we suffer a tremendous handicap in competition with other countries. England, for example, located just off the continental shore, need not rely solely on international shortwave broadcasting stations to propagandize - and I use this word in its broader and not in its invidious sense - the many nationalistic population masses in Europe. Because of her location, England can do a much better job in the medium and longwave bands and no continental government could possibly prevent



England from using medium and longwave transmitters located in England, in furtherance of English interests, both politically, commercially, and ideologically on the continent. It may be that the United States will never be in a position to reach the listeners in Europe with the same effectiveness that can be accomplished by England, but if we take away the only sure means we have of speaking directly to the peoples of other nations in the same manner that England can speak directly to them, we will be throttling the only means we have of speaking for ourselves if and when that becomes important as a matter of national policy.

"The same thing, of course, would apply to any other continental power as well as to countries of the Far East. Our ability to reach the big Asiatic population masses by longwave and medium wave transmitters is far from being certain. Geographical factors reduce the United States to the sole and peculiar position of being forced to rely upon direct international shortwave broadcasting - a poor substitute admittedly, but nevertheless the only broadcasting facilities completely in our hands, and under our control.

"From the standpoint of national security, and preparedness in the case of any future period of international stress, a system which depends entirely upon the cooperation of some sister-nation to provide international radio service seems to be extremely ill-advised. In times of stress, agreements which might now be negotiated to provide for rebroadcasting in any particular country of programs beamed point-to-point from the United States might be arbitrarily withdrawn, in which event we would, from a broadcasting standpoint, be left completely defenseless. It does not seem to me that it is practical for the United States to agree to scrap its present international broadcasting system, even though other leading countries may advocate a discontinuance of this method of mass communication.

"Why should the United States, which has also made remarkable progress in this field since the outbreak of the war, give up entirely the idea of direct mass communication to other nations? It seems to me that we would be admitting defeat in a field where we have not yet exhausted our efforts to overcome initial disadvantages because of our unfavorable geographical location."

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Signalmen of the 82nd Airborne Division are reported to have gone to work in the early hours of D-Day from the very moment they "dropped in" on France. Veterans of the Sicilian and Italian campaigns, they knew from grim experience how to lay wire, repair radios, deliver messages and supply necessary signal equipment in the face of almost continuous enemy fire. As merely one of their activities they laid 3000 miles of wire; and as another they repaired 85 radios and returned them in fit condition to operating units.

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## COWLES TO SPEND \$1,500,000 IN D.C.; MINN.-ST. PAUL NEXT

The Cowles Broadcasting Company (which will be the new title when the Federal Communications Commission approves the change from the old name of Iowa Broadcasting Company) propose to spend \$1,500,000 on their recently acquired Station WOL in Washington, D.C. Commander T.A.M. Craven, Vice-President residing in Washington, made it known that over a period of 10 years the Cowles organization plans to spend \$9,000,000 on its six stations in various parts of the country. Much of this appropriation is ear-marked for FM and television expansion after the war.

A further expansion was revealed in the application by the Northwest Broadcasting Company, owned by the Cowles Brothers, John, owner of the Minneapolis Star-Journal, and his brother, Gardner, Jr., President of the Des Moines Register-Tribune, and Look Magazine.

First of all in Washington, WOL will get a badly needed new transmitter which will be moved outside the city where the power can be stepped up. WOL reception conditions at this time are the poorest of any of the major stations in the National Capital. So this improvement will be enthusiastically welcomed by WOL and MBS listeners. In addition to modern studios, WOL may have its own building in Washington.

The St. Paul-Minneapolis application calls for a station to operate on 580 kc. with 1000 watts power day and night.

The FCC last Monday formally granted consent to transfer of control of Massachusetts Broadcasting Corp., licensee of Station WCOP, from Arde Bulova and Harold A. Lafount to Iowa Broadcasting Co., by the transfer of 5,000 shares of common stock and 500 shares of preferred stock, or 100 percent of issued and outstanding capital stock, for a consideration of \$225,000.

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## DUTCH PATRIOTS SURPRISE BRITISH WITH POCKET WATCH SET

Dutch patriot workers developed a pocket-size radio receiving set made to German specifications during the occupation of Holland - and used them to listen to allied broadcasts, the Netherlands Information Bureau reports. The existence of the tiny set was disclosed by a Dutchman who approached British tank troops about to go into action somewhere in Holland. The Dutchman, who had been a laboratory worker in a radio factory, asked a London Evening News correspondent, Austin Hatton, if he would "like to listen to the news".

He then held out a pocket watch that immediately began to vibrate with the confident tones of a B.B.C. announcer.

It was attached to a three-tube radio set packed into a small German-issued field dressing box with a Red Cross on the lid. The power came either from a battery or a hand-worked dynamo - also pocket-sized. The set was one of many that had been built as experiments.

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## PETRILLO'S REBUFF EMBARRASSES FDR WITH ELECTION SO NEAR

President Roosevelt's plea to James C. Petrillo to call off the dogs and permit union musicians to again make recordings for all companies, was regarded in some quarters as pre-campaign political hokum. However, there didn't appear to be much political hokum in Mr. Petrillo's reply. The next move appears to be up to the White House.

Mr. Petrillo's reply, a telegram which, reprinted in the New York Times today (Wednesday, October 11) covers 2-3/4 columns, admits giving his word to President Roosevelt that he would call off the strike if requested to do (which Petrillo promised to do on two different occasions) nevertheless now refuses the President's request.

Mr. Petrillo said, in part:

"We are making records to the extent of nearly four million per month for 105 companies and have been doing so for many months under a form of agreement which neither Columbia nor RCA are willing to accept.

"Mr. President, our membership has had and now has great confidence in you. We are all aware that, while others objected to your handling of their problems, our organization through me was willing to have you do so. We waited for the employers to join with us in this request to have you consider the matter. The employers, however, did not do so. On the contrary, after many tricky attempts to defeat the federation by instigating a Senate investigation of, and an anti-trust suit against, the federation, some of the companies filed a petition with the War Labor Board. The two companies now objecting did not petition at the time other companies first filed the petition.

"There has been some talk by others that we have struck against these two companies.

"We have never struck against any of these companies and certainly we have never struck against the Government. During this entire controversy, we have made records and transcriptions for practically every governmental agency, for the armed forces of the United States and our Allies, in the overwhelming number of cases without any compensation, and we are continuing to do so. With respect to our patriotism, it is second to none as the following recital of facts will clearly demonstrate.

"The Special Service Division of the Army is now purchasing over 225,000 musical records monthly and distributing them to the men in the Army as well as the personnel of the Navy.

"Our donation in service to the Coordinator of Inter-American Affairs' office has been evaluated by Mr. Rockefeller in excess of one million dollars."



Mr. Petrillo's turning President Roosevelt down is in contrast of his attitude a year or so ago when he had the run of the White House, conferred with the President at length, and in apparent gratitude began to organize the free symphony concerts in honor of Mr. Roosevelt. The first of these was given by the N.Y. Philharmonic at Poughkeepsie, N.Y., and though FDR was there that day, he did not attend. The rest of the series apparently was just about as big a flop.

Discussing Mr. Petrillo's rebuff to President Roosevelt's plea to call off the record making ban, an important man in the industry declared:

"This is democracy at its worst. The pool is now so muddied up that nobody knows where he is. It is one of the worst industrial breakdowns in the history of our country. Here we have one side which has to abide by the rules of the game and the other side having full and complete access to the White House does as it pleases.

"Although the President has said that the strike was not slowing down the war effort, nevertheless it would seem to me that the President could again appeal to Petrillo stating that his case could once more be carefully considered but that in the meantime, he could allow the resumption of record manufacturing. If, as alleged, the President's appeal to Mr. Petrillo was political, his further urging the music head to comply would get him more votes than allowing Petrillo to give the impression that he is a bigger man than the President of the United States and that he can successfully defy the U. S. Government in time of war."

War Labor Board Chairman William H. Davis stated that the case was closed as far as WLB was concerned.

Mr. Davis said that the only power available to the Board in the Petrillo case was the "power of public opinion".

"Mr. Petrillo may find himself kind of lonely", Mr. Davis added.

No comment was available from the White House, but the Chief Executive had virtually precluded further action against the head of the musicians union for his defiance of War Labor Board orders by his finding that the ban was not interfering with the war effort.

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The first pro-allied radio station set up in liberated Holland announced last week that henceforth it would retransmit programs broadcast by Radio Orange, the free Netherlands radio in London, according to the Netherlands Information Bureau. The new Dutch station operates on a wave length of 420 meters. The first indication of the station's existence came Monday, October 2nd, when Netherlands government monitors in London picked up a program of news and patriotic Dutch music.

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 :: SCISSORS AND PASTE ::  
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Whooped Up Radio Applause

The gong sounded 6:30. Then there came a din of shouting and tumult from the Statler dining room in Washington. It went on and on, interminably. Those in the car, wise in the ways of pumped-up radio demonstrations, grinned knowingly at one another. They whispered that the Teamsters were trying to outdo that cascade of sound that had greeted Gov. Dewey in Los Angeles' Coliseum the night before. That had come, too, at the signal of a man at the microphone with his watch in his hand.

- (Thomas L. Stokes of Scripps-Howard newspapers on the Dewey Train).  
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Appealing to Mr. Petrillo

It certainly is a sad commentary on the state of the laws of this country when Mr. Petrillo has to be asked "on a personal" basis by the President to conform with an order issued by one of the President's own agencies.

- (L. Patricia Willetts in a letter to the  
New York Times)  
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Radio Voices Of Roosevelt Vs. Dewey

Dewey hasn't, to be sure, the aerial wizardry of the President, but his points come over tellingly, and at Oklahoma City his points were worth making, for the President's air of innocence on the indispensability issue and his assertions as to his country's preparedness before Pearl Harbor called for the broadside that they got.

- (Washington Post)

Dewey holds the interest of his visible audience, as evidenced by the applause at regular intervals, but you get the definite impression as you watch him that he also has constantly in mind the great unseen audience out beyond the microphones. After listening to him, first in a hall and then from a loud-speaker outside, you realize that he has mastered the art of broadcasting.

- (Washington Star)  
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Sees Paley Going Back To CBS

Bill Paley cables from London that he won't quit Columbia Broadcasting System. He'll be back when the war is over, over there.

-(Danton Walker in Washington Times-Herald.)  
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### Editor Hits New Deal Press Criticism By Fly

Harry G. Stutz, Editor of the Ithaca Journal in a critical review of a speech made by James L. Fly, Chairman of the Federal Communications Commission, at Cornell University, told readers of the Journal that "Mr. Fly talks about diversity of pipelines of thought but what he and the New Deal mean is not diversity but subserviency."

"If a majority of the American newspapers were slanted, class-conscious and biased on the same pattern, say, of PM and the Daily Worker, there would be no complaint from Mr. Fly and his associates", he wrote.

He added that "if the Associated Press had allowed itself to be blackmailed by the Department of Justice into giving Mr. Field a Chicago franchise, there would be no complaint about press associations."

To increase the diversity of "pipelines", Mr. Stutz wrote, Mr. Fly might argue for more newspapers, but "after the publishing experience of the past quarter of a century does Mr. Fly expect private capital to fly in the face of experience and enter the highly risky business of starting second, third and fourth newspapers? He knows better than that. So what then? Ah, the dear old government of course, public newspaper, paid out of tax money and published and edited by whom? The politicians of course. What a free press we would have then!"

- (Editor & Publisher)

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### Philco Made 4,000,000 Auto Radios

Philco pioneered in developing the first practical automobile radio sets in 1930 and has been the leader in automobile radio engineering and sales from 1930 to 1942 inclusive. During that period, over 4,000,000 Philco auto radios were made and sold.

- (Philco News Bulletin)

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### Encourage Fire Department Stations

Chief Roi Woolley, Assistant Editor, Fire Engineering, Chairman of the Committee on Communications, reported at the International Fire Chiefs' Association meeting, the progress made in securing independent radio frequencies for the fire service. Already the FCC regulations have been revised to permit cities of 150,000 and over to have their own short-wave radio stations; smaller places may avail themselves of it jointly with the police through mutual aid arrangements. Chief Woolley reminded the members of the importance of filing their applications for station licenses without delay.

-(Fire Engineering)

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10/11/44

W. E. MACFARLANE EULOGIZED BY MC COSKER AND MC CLINTOCK

Last tributes were paid to W. E. Macfarlane, Chairman of the Executive Committee of the Mutual Broadcasting System, Vice-President of WGN, Chicago, and Business Manager of the Chicago Tribune, who died of a heart attack last Monday.

In speaking of Mr. Macfarlane, Mr. Alfred McCosker, Chairman of the Board of Mutual, said:

"Mr. W. E. Macfarlane's leadership and inspiration will be deeply missed by the Mutual Broadcasting System, of which he was a co-founder ten years ago this month. Mr. Macfarlane brought to the radio network industry and to the Mutual Broadcasting System a rich background of newspaper and radio experience. For eight years he served as President of the Mutual network, and subsequently, to the time of his passing, as Chairman of the Executive Committee."

Miller McClintock, President of MBS, spoke as follows of Mr. Macfarlane.

"The entire Mutual Broadcasting System has been deeply shocked and grieved by the passing of Mr. W. E. Macfarlane, who afforded great leadership as Chairman of its Executive Committee and formerly as President. Mr. Macfarlane had one of those rare combinations of idealism and practical approach to the problem of network radio. Much of the progress which the Mutual Broadcasting System has made since its birth ten years ago was due to his steadfast dedication of the network to the principles of the cooperative welfare of its affiliated stations. The Mutual organization will surely miss his inspiration, guidance and friendship."

As one of the founders of the Mutual Broadcasting System ten years ago this month and first President of the Network which served in that capacity for eight years, Mr. Macfarlane pioneered many developments in the radio field.

Mr. Macfarlane was 60 years old and had been employed by the Chicago Tribune 38 years. He appeared to have been in good health, became ill in his sleep at his home in Lake Forest, Ill., and died without regaining consciousness shortly after his physician had reached the bedside.

Mr. Macfarlane is survived by his widow, Alice, and two sons, Bruce, who is in a Navy School in Rhode Island, and Frederick, who is serving in the Pacific War Theater.

The funeral services will be held this (Wednesday) afternoon.

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## SEES FDR ON KNEES TO PETRILLO - NO ROUGH STUFF LIKE WARD'S

An acrid editorial "Pretty Please, Mr. Petrillo!" in the New York Times last Saturday, read:

"The letter of the President to James C. Petrillo, head of the American Federation of Musicians, illustrates once more the double standard of the Administration in dealing with disputes between unions and employers. Mr. Petrillo has defied an order of the War Labor Board. One cannot imagine the President's writing so gentle and firendly a note to an employer who had defied an order of the Board. The President and his advisers find that the law can do nothing to Mr. Petrillo because his defiance does not 'unduly impede the war effort'. One has only to contrast this with the action of the Administration in the Montgomery Ward case, where noncompliance with a War Labor Board order was deemed so perilous to the war effort that Federal troops were instantly ordered in to seize the plant and remove the head of it bodily.

"What began as an 'order' to Mr. Petrillo to desist has ended as merely a personal 'request', to which Mr. Petrillo is asked to yield as a special favor to the President and to the American public.

"Nothing is said in the President's letter of how it became perfectly legal for Mr. Petrillo to exercise the irresponsible private dictatorial powers that he does. Nothing is said of how it became perfectly legal for this private citizen to tell the American people what music it can and cannot hear. To find out how this situation came about, one has merely to review the labor laws which the Congress has put upon the books and the laws and amendments that the Administration has opposed, together with the interpretation of the existing laws by the Supreme Court. The plain truth is that the powers exercised by Mr. Petrillo are powers conferred upon him by acts of Congress as interpreted by the Supreme Court. Congress has made it illegal for employers to discourage membership in a labor union, but has refused to make it illegal for unions to coerce workers into membership. Congress, according to the Supreme Court, has granted sweeping immunities to labor unions under the anti-trust acts, the anti-conspiracy acts and even the anti-racketeering acts. These immunities are simply go-ahead signals to unions to commit acts that would be illegal if committed by anyone else.

"Under the powers conferred upon him by Congress, Mr. Petrillo can force practically every musician in the country into his union. He has the power to boycott any musician or the employer of any musician who refuses to join. Under these powers he can levy a private tax on the records of recording companies (a tax which must ultimately be paid by the consuming public) so that he can force the employment of unneeded men during a wartime manpower shortage and set up his own private system of unemployment relief. If the Administration is now, as it professes, powerless to take any legal action against Mr. Petrillo, and is reduced to asking him to desist as a special favor, it is because, through its own labor legislation, it planned it that way."

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Production and ordering of small distribution transformers of  $1\frac{1}{2}$  to 5 KVA (kilovolt-amperes) will remain unchanged until "V-E" Day in order not to interfere in the radio and radar transformer production, the Government presiding officer indicated.

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 Gordon Graham, Assistant Director of Special Broadcast Services for WLW, Cincinnati, will be transferred to Washington October 16th to head a new WLW News Bureau in Washington. Mr. Graham will begin broadcasting Washington news of special interest to Midwest listeners each week-day at 6:25 P.M., starting October 23rd.

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 Public offering was made Tuesday of 225,000 shares of Class "A" stock of the Allen B. Dumont Laboratories, Inc., at 7-3/8 a share. Van Alstyne, Noel & Co. handled the offering for the electronic firm, which planned to use the proceeds for production and sale of television transmitting and receiving apparatus when restrictions on such products are lifted.

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 Members of the Campaign Committee of Business Men for Roosevelt, Inc., of which Andrew J. Higgins is Honorary Chairman, include: A. D. Davis, Allied Radio Corp., Chicago, Ill.; Mark F. Ethridge, Publisher, Louisville Courier Journal & Times, Louisville, Ky.; William L. Maas, Secy-Treas., Pacific Sound Equipment Co., Hollywood, 26, Calif.; Sam J. Novick, President, Electronic Corp. of America, New York City; Nathan Straus, WMCA, New York City; and Fred R. Tuerk, Pres., Utah Radio Products Co., Chicago, Ill.

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 The Federal Communications Commission consented to the acquisition of control of East Texas Broadcasting Co., licensee of Station KGKB, by James G. Ulmer and Mrs. Minnie B. Ulmer, through transfer of 12 shares of common stock from J. G. Kretsinger to James G. Ulmer, for a consideration of \$10 cash and cancellation and satisfaction of promissory note of \$300.

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 Tom Downing, Commercial Manager of WSB, Atlanta, is on leave from the station until after election and has joined the staff of the Democratic National Committee, New York, as Assistant to Leonard Reinsch, radio director of the Committee, who is also on leave from his position as Managing Director of the Cox stations, Cox stations, WSB, WIOD, Miami and WHIO, Dayton.

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 The Federal Communications Commission granted consent to transfer of control of State Broadcasting Corporation, licensee of Station WNBC, from Arde Bulove and Harold A. Lafount to the Yankee Network by transfer of 100 percent of the capital stock for a consideration of \$220,000 plus, but not to exceed, a total purchase price of \$250,000. Also request granted to change call letters to WHTD.



As an experiment in the televising of a program primarily designed for radio broadcasting, the Blue Network and General Electric Company last week cooperated to present a television broadcast of "America's Town Meeting of the Air" from the studio of Station WRGB, Schenectady, N.Y., GE television station. The telecast is believed to be the first of a network program.

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Because of the war, batteries have been put to new uses under extreme conditions. This has encouraged research on dry cells and their raw materials. Howard F. McMurdie of the National Bureau of Standards has prepared a report for the Transactions of the American Electrochemical Society concerning the crystalline products formed during discharge of the cells and identification of the various  $MnO_2$  minerals in the ores used as raw materials.

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David J. Finn has been named RCA Products, Sales and Distribution Manager of the Chicago Region for the RCA Victor Division, and James W. Cocke has been appointed Manager of the Dallas, Atlanta Region, with headquarters in Dallas.

Prior to his appointment, Mr. Finn was Sales Manager for the RCA Industrial and Sound Department. From 1934 until 1941 he held the positions of Assistant Manager, and then Manager of all RCA Victor's advertising and sales promotion activities.

Mr. Cocke directed sales activities for RCA in Dallas and Atlanta for many years.

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Unique characteristics of British journalism and radio are set forth in a program titled "How Britain Gets Informed" on the CBS-BBC exchange series "Transatlantic Call: People to People", Sunday, Oct. 15 (WABC-CBS, 12:30-1:00 P.M., EWT). The part played by the British Broadcasting Corporation, a Government monopoly, and its world-wide news services and war reports, are discussed on the program. The tone of British newspapers is compared with that of U.S. papers. Also analyzed are the roles of the British Ministry of Information and the official British Army film units in bringing news to the British. The program is written and produced by Geoffrey Bridson.

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#### FTC CRACKS DOWN ON THE BOOK "RAPE OF RADIO"

Robert West, trading as Rodin Publishing Co., and Rodin Publishing Co., Inc., 205 West 57th St., New York, selling and distributing books and publications, including a book entitled "The Rape of Radio", has stipulated with the Federal Trade Commission to cease and desist representing that "Neville Miller (former President, National Association of Broadcasters)", "Saturday Review of Literature", and "Clifton Fadiman, New Yorker", or any of them, have stated that the publication entitled "The Rape of Radio" is the most revealing book on radio since the advent of broadcasting, is "An inspiring work, - constructive, helpful, worth its weight in gold", or that "No broadcaster or radio performer can afford to be without it"; representing that the book or any other publication sold by him has received the approval, endorsement or opinion of any individual, association, organization or other entity, until such approval actually has been given.

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