

HEINL RADIO BUSINESS LETTER

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No. 1652

October 18, 1944

RADIO-RADAR LABOR GROUP SEEKS TO CUSHION RECONVERSION

Doing everything possible to absorb the shock of postwar reconversion, the Radio and Radar Advisory Committee has made the following recommendations to the War Production Board:

That a special task committee of the Advisory Committee be appointed by Harold Sharpe, of Radio and Radar Division, the Government presiding officer, to investigate labor shortages in plants producing tubes, transformers and other critical radio and radar components.

That prior to "V-E" Day, the WPB Industry Division, in cooperation with the military, consider equalizing loads and attempt to solve any spot unemployment situations that may develop.

That the Army and Navy cutback procedure provide for a 30-day advance notice of labor layoffs.

That plans of the Army and Navy with respect to requirements after the defeat of Germany be made available to the national labor organizations as soon as possible.

That the Industry Advisory Committee and the Labor Advisory Committee exchange summaries of their meetings.

The Committee endorsed the principle of protection for small and medium-sized plants during the reconversion period by retaining certain WPB controls to the extent necessary to assure equitable distribution of components and raw materials in short supply.

The Committee also endorsed the proposal of the Radio and Radar Industry Advisory Committee that a central clearing house for surpluses be created.

Hiland G. Batcheller, WPB Operations Vice Chairman, told the Committee he was confident that the radio and radar industry and labor groups would cooperate in meeting military requirements. He said he believed this could be accomplished despite the low labor supply and without interfering with other programs. Completion of war schedules, he indicated, will make possible earlier and quicker reconversion with minimum impact on industry when the war slows up or contracts are terminated.

Recalling that electronics production is not yet up to requirements, Mr. Batcheller said that there could be no relaxation of WPB controls until Army and Navy orders were filled or guaranteed. He asked that industry and labor continue to offer suggestions to WPB for completing the war program and planning for peacetime production.

Mr. Sharpe said the large backlog of orders amounts to about 13 months, partly because some equipment will not be suitable for use in the Pacific theatre, and new types will have to be produced.

The radio and radar production program, despite exertions of industry, is still lagging, Louis J. Chatten, Director of WPB's Radio and Radar Division, said. Although production is four per cent above the August figure, it is still 13 per cent behind military requirements.

Fabricators of components will be heavily pressed to fulfill the requirements of the few large electronics prime contractors, Mr. Chatten pointed out.

WPB wants to direct some of this work to plants able to take it up, and will make every effort to redistribute the load in cooperation with the military in order to meet military requirements, he said. The military job must be done before any serious consideration can be given to reconversion for civilian production, Mr. Chatten said. Limitation orders are being studied, he added, and manufacturer will be relieved of unnecessary controls as soon as possible.

Pointing out that certain essential components, such as tubes and condensers, will be very scarce, Mr. Chatten doubted that industry could start civilian production very soon, especially because component manufacturers may be required to meet many emergency demands for both military and civilian electronic products.

As a result of the lack of labor, manufacturers anticipate difficulties in supplying an adequate number of receiving tubes during the remainder of the year. Production of receiving tubes must be increased by improved efficiency and more labor, Mr. Chatten declared. On "V-E" Day electronic requirements will be far higher than the requirements of most industries, it was indicated. They may approximate 73½ percent of peak production and will probably remain at 70 percent for sometime. However, 30 percent of facilities will not be available because many plants now manufacturing electronic equipment will not continue to do so but will return to their own peacetime products, officials said.

Current requirements for the next nine months will necessitate the operation of electronic plants at 94 percent of their estimated capacity, WPB officials said.

Following "V-E" Day, there will be shortages in tubes, electronic condensers, loudspeakers and wire-wound resistors, it was stated. On the more optimistic side, however, it was reported that in all probability there would be adequate raw materials and tools, and a gradual return of labor to the industry, depending on the termination of hostilities in Europe and Japan.

The tube shortage was brought about partly by the demand for new and special types, changes in types in production and

unexpected essential demands, officials explained. Changes in tube types are increasing in both heavier types and in the new miniature tube fields. Seven radio tube manufacturers are now producing all receiving tubes, according to WPB officials, and most of these are located in tight labor areas.

Despite many wartime improvements in radio equipment no new models of radio broadcast receivers are expected to be produced in the first few months following the war in Europe, it was predicted, but some pre-war or similar types will probably be offered to the public. Eventually, frequency modulation and television features will be incorporated in standard receivers, officials said.

Committee members were told that WPB would summon both industry and labor to Washington for a conference after "V-E" Day to formulate plans for an orderly reduction of controls and resumption of peacetime production.

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CBS ORDERS NEW HIGH-FREQUENCY TELEVISION TRANSMITTER

Joseph H. Ream, Vice President of the Columbia Broadcasting System, told the FCC Allocations Hearings in Washington that the Federal Telephone and Radio Corporation had accepted a CBS order for a wholly new type of television transmitter to be delivered within eight months. In accepting the order, the Federal company - a subsidiary of the International Telephone & Telegraph Corporation of New York - stated that the equipment would be manufactured in its Newark, N. J. factories.

When completed, the new transmitter will be installed atop the Chrysler Building in New York, nearly 1,000 feet above the street. Its programs will originate in the studios of WCBW, Columbia's New York television station, in the Grand Central Terminal Building, below the Chrysler Tower. Within the circle of service from WCBW live an estimated 11,000,000 people, approximately one-twelfth the nation's population.

"We know now", said Mr. Ream, "not only that the fine picture quality that secret war research has made possible is feasible to broadcast, but that just as soon as the new CBS transmitter is installed, it actually will be broadcast. And while CBS manufactures no receiving apparatus, we have complete confidence in the energy, ingenuity and know-how of the receiver manufacturers to prepare suitable home sets in time to receive the new fine-screen pictures first broadcast from WCBW. To this end, also, CBS is actively cooperating with Zenith Radio."

The fine-screen high-frequency picture has two marked improvements over the coarse-screen picture currently broadcast under prewar standards, according to CBS: the new picture will have more than twice the detail of the pictures hitherto possible, and the resulting effect in full natural color will mark a complete innovation from anything yet seen by the public.

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TOM JOYCE, RCA, PAINTS ROSY POST-WAR TELEVISION PICTURE

Thomas F. Joyce, of the Radio Corporation of America, painted a great picture to the Boston Conference on Distribution yesterday (Tuesday) on what a nation-wide television service could do to stimulate after-the-war employment. In discussing the sales possibilities of television, Mr. Joyce became so enthusiastic that he said that perhaps the only thing, at present, that television could not do was to put an order form in the customers' hands.

"But", he added, "with the addition of facsimile to television, electronics, some day, promises to overcome even this handicap."

"Television", he declared, "has the power to create consumer buying of goods and services beyond anything that we have heretofore known. This means jobs."

The immediate postwar development of sight-and-sound broadcasting can, and will, contribute forcefully to a sound economic structure in two ways, said Mr. Joyce, who is General Manager of the Radio, Phonograph and Television Department of the RCA Victor Division.

Most important, he declared, is television's potential power to stimulate the demand of all consumer goods, and thereby to create more jobs.

It will contribute directly to additional employment and increased purchasing power in the radio industry itself, he contended. In this connection, he expressed a conviction that if television is permitted to go ahead immediately after the war ends, employment in the radio industry at the end of the third full production year will be approximately 600,000 as compared with the 300,000 prewar peak, an estimated increase in this industry alone of 300,000.

Mr. Joyce pointed out that if television is given the "to-ahead" now and, assuming that its production gets underway in 1945, it can be confidently predicted that three-fourths of America's families - 30,000,000 - will own sight-and-sound home receivers by the end of 1955. Estimating the average cost of the receiver to be \$200, he declared this would represent a ten-year market for over six billion dollars worth of television receivers.

"In order to provide full employment during the postwar period without the use of extensive 'made' work projects", the RCA executive told the assembled business leaders, "the production and consumption of consumer goods must be increased a minimum of 60 percent over the prewar peak."

As a measure of what television can do to bring about a 50 percent increase in production and consumption of consumer goods, the RCA executive pointed to the fact that American business had invested several billion dollars in showroom and show window display

facilities for the 1,770,000 retail establishments needed to market the nation's food and goods in prewar times.

"If, as I estimate, we have thirty million television-equipped homes by the end of 1944", he continued, "American farmers, manufacturers and service industries will have thirty million show-rooms where personal, dramatized demonstrations can be made, simultaneously, under the most favorable and convenient conditions."

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FDR HOOTED ON BELATEDLY TRYING TO DIG UP PETRILLO LAW

About as many newspaper brickbats were hurled at President Roosevelt for starting at this late date to find a law to deal with Petrillo as were heaved at the President for getting down on his knees to Petrillo (in contrast to Montgomery Ward). It is proving to be one of the most embarrassing incidents in Mr. Roosevelt's campaign for re-election.

Says the New York Times, which only the day before had come out for Roosevelt:

"President Roosevelt announces that he will begin a study of whether there is any legal action that can be taken to compel James C. Petrillo, head of the American Federation of Musicians, to comply with his request to lift the ban on recordings for the major recording companies. The President's curiosity on this point surely seems belated. It is now more than four months since the War Labor Board 'ordered' Mr. Petrillo to lift his ban on the making of phonograph records and transcriptions. The study of the legal status of the Board's order should have been begun at the latest immediately after Mr. Petrillo refused to comply. The legal study, in fact, should have been made before the order was ever handed down. For that matter, Mr. Petrillo began his boycott of the record companies in August, 1942. The study that the President is just beginning of what can be done about it legally, therefore, should have been started no less than twenty-six months ago.

"If Mr. Roosevelt can find no law to do anything about Mr. Petrillo now, if it is perfectly legal for a union to put firms out of business by a boycott, to restrict production, to force the creation of needless jobs and to hold up the public by forcing excessive prices, it is because that is the state of the law that the Administration has sanctioned."

Frowning upon President Roosevelt's coddling of Petrillo, the Washington Star declares:

"Since he has already told James C. Petrillo that his musicians' strike was not unduly interfering with the conduct of the war, it is not quite clear what the President hopes to accomplish by looking up the law on the subject at this late stage of the game.

"Certainly, he is not going to frighten Mr. Petrillo, who has turned down the President's request that he call off the strike, and who took that occasion to express his gratification at the President's statement that the strike was not obstructing the prosecution of the war. Nor does it seem likely, if the strike is not interfering with the war, that any wartime legislation with reference to strikes can be brought to bear against Mr. Petrillo. This leaves the possibility that Mr. Roosevelt was thinking of the anti-trust laws, but in view of the lengths to which the Supreme Court has gone in granting labor unions immunity under this legislation, it is difficult to see how any antitrust proceeding against Mr. Petrillo could be effective.

"Once upon a time, when the shoe was on the other foot, the advocate of such a project would have been roundly denounced as a 'prince of privilege', or perhaps as a 'robber baron'. But in these days there is no one to call a spade a spade. Instead, there is only a wringing of hands and a thumbing through of the law books."

"Why Not a New Law?" asks the Washington Post:

"We cannot help thinking that it is late in the day for the President to be looking up the law in the Petrillo case. As long ago as last June Mr. Petrillo was ordered by the War Labor Board to end the strike of musicians under his dictatorship against the making of recordings and transcriptions. He has repeatedly defied the WLB and last week he turned down a sugared request from the President to comply with the WLB's order. If the Department of Justice is only now looking up the law on the subject (of course the President has no time to do it himself), the case has been rather grossly mishandled.

"It seems more probably, however, that the President was merely turning away an embarrassing question by a noncommittal reply.

"The real mistake of the Administration has been in trying to deal with the Petrillo affair as a wartime emergency. Since the production, mining or manufacture of goods for war is not directly involved, it does not appear that the War Labor Disputes Act can be invoked. But that is beside the point, for no monopoly should be permitted to tax consumers by coercive means for its own benefit in time of either war or peace. The weakness of the President's position is that the Supreme Court he appointed has emasculated the antitrust laws that might otherwise have been employed against monopolies of this sort and his Administration has consistently frowned upon any corrective legislation in this field. Certainly this is no time to begin rummaging around in the statute books for law that does not appear to be there. The only forthright and courageous thing the President can do, in our opinion, is to send a stiff message to Congress, on its return, asking that monopoly and rackets be curbed in the ranks of labor, as well as those of industry and business."

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9 OUT OF 10 G.E. STOCKHOLDERS-DEALERS WOULD BUY FM SETS

Nine out of every ten General Electric 16,635 stockholders and 1,538 radio dealers who replied to a recent post-war radio survey conducted by the company would like to buy an FM (frequency modulation) radio receiver. This interest in FM radio reception was indicated in replies to a questionnaire.

Almost half of those who replied were undecided as to when they would buy their new radios, which was interpreted by H. A. Crossland, Manager of Sales, Receiver Division, as an indication that many post-war receiver customers are awaiting the appearance of FM stations in their localities before they make a selection. As soon as receivers become available, 26.9 percent of those answering stated that they will buy a new set.

The replies to the questionnaire also showed that 80 percent knew about FM and that one out of every 10 had already bought an FM receiver.

The survey also disclosed that about 15 percent of all the radios owned by those making replies were out of order because of war shortages on parts and tubes. Twenty percent stated that they have one set currently out of order, while 10 percent showed that they had two or more sets idle for lack of service.

The replies also revealed a distinct change in trend in the selection of models. They pointed out that 38.9 percent now owned table sets while 13.5 percent said they had floor radio-phonograph combinations. However, in giving their preferences as to post-war sets, the table sets were listed first by only 22.2 percent, while the floor radio-phonograph combination claimed the choice of 33.8 of the respondents.

Almost 85 percent of those replying stated that they plan to buy a portable radio after the war. The popularity of this type of receiver was seen in the responses of 2,268 stockholders who stated that they use a portable 75 percent of the time indoors.

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GEN HARBORD POINTS TO RCA'S QUARTER CENTURY SUCCESS

Lieut. Gen. James G. Harbord, Chairman of the Board, Radio Corporation of America, said, in part, commemorating the observance this month of RCA's twenty-fifth anniversary:

"For the use of our armed services, RCA has developed more than 150 new electron tubes and approximately 300 types of apparatus not manufactured by anyone before the war. A vast amount of new knowledge about short waves is being gained. Research and an opportunity for field testing, which would ordinarily require years, have been compressed into months. The demand on the radio industry for millions of electron tubes of all sizes, great numbers of trans-

mitters, receivers, antennas and other essential equipment can be realized only when we think of the size of our 7,000,000-man Army and two-ocean Navy. They are fighting what almost might be called a 'radio war', because the science of radio-electronics is playing such a conspicuous part for victory."

According to General Harbord, RCA's production of radio, electronic, and sound equipment for the armed forces of the United States and of the United Nations increased nearly 100 percent in 1943 over 1942. In 1943, production amounted to \$222,000,000. On July 1, 1944, unfilled orders totalled \$300,000,000. RCA personnel now numbers more than 42,000, of which 48 percent are men and 52 percent are women.

General Harbord listed these achievements of RCA:

In the first year of its existence, RCA, operating only as a radiotelegraph service, handled 7,000,000 paid words of telegraph traffic; in 1943, R.C.A. Communications, which now operates more than 50 circuits between the U.S. and foreign nations of the world, handled 130,000,000 paid words, and the estimate for this year is 145,000,000 words. Since May, 1940, more than 2,300,000 EFM, or Expeditionary Force Messages, have been sent and received by RCA. It is conservatively estimated that rate reductions initiated by the company have saved Americans and other users of international telegraph \$100,000,000 since 1920.

Approximately 21,777,000 RCA radio and phonograph instruments have been put into use throughout the world; 452,000,000 RCA electron tubes have been sold since 1930. In the same period of the last fourteen years, the RCA Victor Division produced 294,000,000 phonograph discs of recordings by the world's great artists. Today, 325 broadcasting stations in the United States have RCA transmitters, and hundreds of others use RCA studio equipment, electron tubes and microphones. More than 2,000 industrial plants are equipped with RCA sound systems; 6,000 theaters use RCA theater sound reproduction equipment.

In the marine field, the Radiomarine Corporation of America, through its system of coastal radiotelegraph stations, operates a message service to and from ships at sea which is world-wide in scope. It also specializes in manufacturing marine radio transmitters, receivers, direction finders, automatic SOS alarms, and lifeboat equipment.

The National Broadcasting Company, organized by RCA in 1926, operates America's No. 1 nation-wide broadcasting network, comprised of 145 stations from coast to coast. It operates New York's pioneer television station WNBT. It also operates the first FM station to be established in New York City by any network broadcaster.

During the 25 years it has been a part of the company, RCA Institutes has trained more than 20,000 radio operators and technicians.

The RCA Laboratories, located at Princeton, N.J., are a gateway into the future for all RCA divisions as well as for the Company's 215 licensees.

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INLAND DAILY PRESS ASSOCIATION ROUSES MEMBERS ABOUT FM

Proof that the interest of the newspapers is growing in FM is a special bulletin issued by the Inland Daily Press Association to its members on that subject with some current information on facsimile and television thrown in for good measure.

The leading article "The Newspapers and FM Radio" is by Ernest L. Owen, publisher of the Syracuse, (N.Y.) Post Standard. There is a list of the 50 FM stations licensed in the inland States of which 6 are newspaper-owned, and a list showing that of the 218 FCC FM applicants, 94 are by newspapers. The bulletin states that of the 9 television applicants approved, one is for a member of the Inland Press Association. Facsimile post-war prospects are discussed and also FM construction and operating expenses. Of the latter the bulletin says:

"The General Electric Company estimates the cost of operating a 250-watt FM station at as little as \$5,500 a year; a 1,000-watt station at \$9,500 a year. We are informed that a 50,000-watt station operated by the Zenith Radio Corporation in Chicago costs approximately \$45,000 a year to operate. This is an exceptionally high grade station and has a reputation for fine programs."

The Inland Daily Press Association is composed of smaller newspapers and is one of the oldest organizations of its kind in the country, having been founded in 1885. Its President is L. Mitchell White of the Mexico (Mo.) Ledger, and the Association's offices are located at 7 South Dearborn Street, Chicago, 3, Illinois.

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MAJESTIC RADIO REGISTERS 297,500 STOCK SHARES WITH SEC

The Majestic Radio and Television Corporation, Chicago, registered last Friday with the Securities and Exchange Commission 297,500 shares of one cent par value common stock. Of the total, 200,000 shares are authorized but unissued: 95,000 will be issued to three officials upon exercise of options and resold publicly, and 2,500 will be sold by William R. Harrison of Canton, Ohio, a Director of the company.

Upon receipt of the shares through options, Eugene A. Tracey, President of Majestic, will resell 82,500; Dudley E. Foster, Vice-President, will resell 8,000, and Parker H. Ericksen, Director of Sales, will resell 4,500.

From the sale of the 200,000 new shares, not more than \$170,000 will be used to call the 26,016 outstanding shares of no par value preferred stock at \$10 a share. Holders of more than 9,000 preferred shares, including British Type Investors, Inc., and Empire American Securities Corporation, "have stated that such stock will be converted into common stock", the prospectus said.

Not more than \$200,000 is to be applied to the recording, manufacture and sale of phonographic records, either directly or through a wholly owned subsidiary to be formed. The balance will be added to working capital, as will the \$112,499 proceeds from the sale of 95,000 shares to selling stockholders.

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FLY NOW SCHEDULED TO LEAVE AFTER ELECTION; MUZAK POST

The dope now is that James L. Fly, FCC Chairman, will resign from the Commission about a week after election. It is further reported that he has engaged offices in the RCA Building in New York City.

There was confirmation by William Benton, President, that Mr. Fly had been offered a position as General Counsel to the Muzak and Associated Music Publishers Corporation, a transcription concern. Mr. Benton made a fortune in the advertising business, and told of a proposed FM radio net to offer listeners programs which did not carry advertising and which would be paid for at the rate of 5¢ a day by subscribers. It would be on the same principle that Muzak now supplies non-advertising musical programs to restaurants and hotels.

The continuous radio service would be transmitted over three frequency modulation channels, application for which was filed last week with the Federal Communications Commission. Persons would be unable to hear the broadcasts unless they had a special attachment that the new concern would rent to subscribers, according to Mr. Benton. Classical and dance music and news programs of all types would constitute the service, he added.

Mr. Benton stated that Beardsley Ruml, Chairman of the Federal Reserve Bank of New York, author of the famous "Ruml tax plan" would serve as a member of the new company's Board. Also Chester Bowles, of OPA, advertising partner in Mr. Benton's former agency - Benton and Bowles.

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WILLOUGHBY MADE FCC ASSISTANT CHIEF ENGINEER

John A. Willoughby has been appointed Assistant Chief Engineer and Chief of the Broadcast Division of the Engineering Department of the Federal Communications Commission.

In August 1930, Mr. Willoughby entered the services of the Federal Radio Commission, predecessor to the FCC, as Senior Radio Engineer in the Broadcast Division. He was Assistant Chief of the Broadcast Division of the FCC's Engineering Department from December 1941 to August 1944, when he was made Acting Chief of that Division.

He was born in Florence, S. C., July 26, 1893. He attended Clemson College, Clemson, S. C., and George Washington University, specializing in electrical engineering. He also took a special course in communications engineering at Harvard University.

Mr. Willoughby spent his early days in radio work with the Bureau of Standards from 1916 to 1922. During this period he made

several inventions, the most important being the submarine loop antenna for transmission and reception of radio signals on the surface and submerged, which invention was installed on all of our submarines during the latter part of World War I. In 1919 he was detailed by the Bureau of Standards to the Post Office Department to take charge of all experimental work, which included the development of an airplane signalling system to enable pilots to land in weather of poor visibility.

From 1923 to 1924, he was employed with the Army Air Corps at McCook Field, Dayton, Ohio. From 1924 to 1928 he was with the Naval Research Laboratory at Bellevue, D.C., and did considerable work with high frequency and high power transmitters and had several patents issued on anti-fading systems.

At the same time, the Commission named Clure H. Owen as Assistant Chief of the Broadcast Division, Engineering Department.

Mr. Owen was born in Aldrich, Mo. in 1904 and was graduated from Georgia School of Technology with the degrees of B.S. and M.S. in Electrical Engineering in 1930 and 1936 respectively. During the years which he attended Georgia Tech, he served as an operator at Station WSB, Atlanta, Ga.

From 1931 to 1932, he served in the Radio Division, Commerce Department, when that Division was transferred to the Federal Radio Commission. He continued with the FRC and the FCC, and from 1941 to date has been Chief of the Hearing Section, Broadcast Division of the Engineering Department.

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GIVE TELE GREEN LIGHT WHILE PUBLIC INTERESTED - WEISS

Unless television proceeds promptly, it will fail to meet the peak of public interest and lose its opportunity for giving employment, Lewis Allen Weiss, Vice-President and General Manager of Don Lee of Hollywood, which has been operating a television station on the West Coast for the past 15 years, told the Federal Communications Commission at the Allocation Hearings on Monday.

Mr. Weiss said there were between 250 and 300 receivers. There were no "ghosts" and no complaint of eyestrain at their picture size of 10 x 12 inches since the reflector type of receiver came in. The witness regarded color as remote. He could operate station on dual system (of high and low television). Mr. Weiss said it takes a city of half a million population to support one television station and costs \$150 per hour running costs aside from programming.

Viewers like actual events rather than staged productions - particularly sport events, he pointed out. Televising such events is "amazingly simple".

In reply to a query from Commissioner Case, Mr. Weiss said he thought television would be a luxury service for a few years.

"Go up, young man, go up". This, in substance, was the recommendation of Peter C. Goldmark, Chief Television Engineer of the Columbia Broadcasting System on television's place in the spectrum. Mr. Goldmark said:

"We believe we can prove that the new system will be superior to any yet utilized". He proposed to widen present four mc video band to 10 mc, which would require a maximum channel of 16 mc, to be utilized for transmission in black and white at 735 lines per picture or in color with 525 lines. This picture would have definition of average professional 16 mm film. The witness proposed a 13½ x 18 inch picture which can be viewed from five and three quarter feet. (RTPB has recommended 9 channels 6 mc wide between 60 and 114 mc., 17 channels 6 mc wide below 250 mc, with channels 20 mc wide between 460 and 1060 mc.)

The CBS color system, he said, is 95% electronic only about 5% mechanical.

There are several types of transmitting tubes operating at the Ultra Highs which have been developed and used in military equipment during the past few years. One of these in particular shows real promise for television. There is indication that vacuum tubes of even higher power, ensuring a satisfactory high definition television will be available commercially immediately after the war.

CBS expects to have a transmitter for this new system on the air a year from now, Mr. Goldmark stated, speaking in reference to the UHF television service.

G. R. Town, of Stromberg-Carlson, testified that a receiving set for Ultra High Frequency television would cost about twice as much as for the lower television, or \$300. Such a set would include standard broadcasting, Frequency Modulation and Television.

James D. McLean, Sales Manager of Television Transmitting Equipment for General Electric affirmed that GE endorsed RTPB. He cited estimated costs of transmitters, exclusive of buildings, land and antenna towers:

Master television station	\$250,000 to \$300,000
(Buildings, land, towers would cost from \$200,000 to \$300,000 more).	
Operating Expense for Master Station per year	- \$350,000
Intermediate Station	\$140,000 to \$165,000
Operating expense of Intermediate Station	- \$231,000
Satellite Station	
Unattended	\$ 48,000 to \$ 51,000
Attended	\$ 55,000 to \$ 58,000
Attended with film origination facilities	\$66,000 to \$ 69,000
Operating costs for Satellite Stations	
Unattended	\$15,000
Attended	\$45,000
Attended with film facilities	\$65,000

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 ::: SCISSORS AND PASTE :::
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Plea For Money For More FDR Radio Broadcasts Foreseen

Democratic campaign managers are cheered by heavy registrations reported in most industrial States, think it favors them. If final total reaches 42,000,000, they think they've won.

Money's started to come in to Democratic headquarters too, though not in big amounts. Look for more FDR newspapers to ask readers for funds if they want to hear more speeches by President.

- (Washington News)

Sinatra Seen As Master Mind Behind F.D.R.-Petrillo Plea

There are people in the trade who believe Frank Sinatra's tea with President Roosevelt a fortnight ago influenced latter's wire to James C. Petrillo, head of American Federation of Musicians, requesting settlement of the recording controversy. They feel The Voice copped the plea that did the trick.

Sinatra is under contract to Columbia Records, which is still arguing with Petrillo.

- (Variety)

Commentator Congress Candidate Political Expose Victim

In a signed story by Reporter Carl Greenburg, the Los Angeles Examiner charged that Hal Styles, Democratic nominee for Congress, who conducts a radio program "Help Thy Neighbor", had the militant support of the CIO Political Action Committee in defeating Dies Committee Member John M. Costello for the nomination, is a former Kleeagle of the Ku Klux Klan and that he was once under sentence to Sing Sing Prison for perjury.

A photograph of Styles at time of his alleged indictment and conviction on the perjury charge was secured. (A new trial was subsequently ordered and the indictment eventually dismissed, it was said.)

The Examiner story stated that Styles headed the K.K.K. in 1927 and 1928 and there led a demonstration which flared into a riot and fight with the police. His alleged indictment and conviction in a lower court of perjury were the outgrowth of his testimony at the bribery trial of two political figures there.

The Examiner expose was quickly taken up by the Times and Herald-Express and caused consternation among the ranks of his supporters. Styles has not specifically denied the charges, refuses to be interviewed by reporters. On his radio program he has complained he is being "smeared".

- (Editor & Publisher)

A Sitting Campaign

War and radio have made this a "sitting" campaign.

- (New York Times)

Engineer Offered Jap Radar To U.S.

Evidence that Harold N. Landon, an American engineer, in 1938 offered President Roosevelt a radar-like device which he said he had been hired to build for a foreign power, later identified as the Japanese government, was introduced in court in Los Angeles.

Mrs. Elma Phillips, Mr. Landon's former wife, offered a copy of a letter she testified Mr. Landon wrote the President. It urged that he "cut the usual red tape and delay" if the United States Government was interested in forestalling the efforts of the foreign government to buy the device.

Mr. Landon denied he had ever worked for the Japanese government, but his former wife testified he was under the direct supervision of the Japanese Army.

-(Associated Press)

Politics By Platter

Last Monday night, Assistant Secretary of the Interior Oscar L. Chapman got a phone call from Salt Lake City. Heinrich Guss, high-up Utah Democrat, was on the phone.

"We've just been listening to Secretary Ickes speak in Los Angeles", Guss told Chapman.

"But you promised that Ickes would be in Salt Lake City at 9:30 tomorrow, and he can't possibly make it. It's nearly midnight now, and there's no possible way he could get here unless by special plane."

"No, the Secretary doesn't use special planes", replied Chapman, puzzled. "You say you have been listening to his speech tonight?"

"Yes. He just finished", came the reply.

"What night is it out there in Utah?" asked Chapman.

"Monday night."

"All right", reassured the Assistant Secretary. "Secretary Ickes spoke in Los Angeles Sunday night, and you're listening to a rebroadcast of his speech Monday night. He'll be in Salt Lake on time tomorrow."

- (Drew Pearson)

FDR-Dewey Held First Rate Radio Battlers

President Roosevelt and Governor Dewey are "first rate radio combatants", Prof. Joseph F. O'Brien of Pennsylvania State College stated while comparing the speaking style of the presidential candidates.

Characterizing Mr. Roosevelt a master of the conversational style, O'Brien described his manner as "warm, earthy and informal", while Dewey is the typical court-room prosecutor - "striking hard, making heavy use of his facts, and pressing for an indictment."

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::: TRADE NOTES :::
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The fact that Phil Spitalny "Hour of Charm" all-girl orchestra concert tour grossed \$101,000, with a net of \$52,500 in ten personal appearance performances, is a tremendous ballyhoo for radio advertising because it was the General Electric Sunday night broadcasts that put Phil and his girls on the map.

On a product that experiments have shown can be used to replace at least 50 percent of the natural shellac required in manufacturing sound-reproduction records, John M. DeBell, of Long Meadow, Mass., has been granted Patent #2,359,972. This patent designed particularly for use in making phonograph records has been assigned to Hercules Powder Company, Wilmington, Delaware.

Ralph D. Palmer, 43 years old, feature editor of the United Press Radio News Division, died suddenly in New York of a heart attack.

C. M. Campbell, Advertising Manager of the Chicago Tribune will succeed the late W. E. Macfarlane as head of WGN Tribune radio station and as Tribune representative in the Mutual Broadcasting System.

Volume 3 of the printed hearings of the House of Representatives Committee, headed by Representative Lea of California, to investigate the Federal Communications Commission, has just been published. This covers the period from March 7 to June 21, 1944.

Having concluded the verbatim report of the WFTL hearings before the FCC last week, the National Association of Broadcasters Legislative Bulletin this week carries the stenographic account to date of the FCC Allocations Hearings. In addition members are furnished with reprints of the following addresses delivered at the recent NAB Chicago Convention: Opening address by President J. Harold Ryan, "Women's Role in Radio" by Miss Ruth Chilton, Pres., Association of Women Directors, the Radio Council Plan Symposium, and "Radio: Our Newest Freedom" by Gov. Bourke B. Hickenlooper, of Iowa.

Four out of ten persons plan to purchase television sets as soon as they are available after the war, according to a survey made by Buchanan & Company, advertising agency for the Allan B. CuMont Laboratories.

Zenith Radio Corp., Chicago, has applied for a construction permit for a new experimental television broadcast station to be operated on 488,000 to 504,000 kilocycles, power of 250 watts (1 kilowatt peak) for visual and 1 kilowatt for aural.

A high degree of freedom from noise and from interference from undesired stations in the reception of FM (frequency modulation) radio programs is made possible by a new advance in the design of FM receivers, described by its inventor, George L. Beers, of the Radio Corporation of America at the First National Electronics Conference in Chicago recently.

The principles and methods involved in changing television image dimensions were likewise described at the Conference in a paper by I. G. Moloff and David W. Epstein of RCA.

Bakers of the tastiest cakes, to be presented to servicemen and women and the military hospitals, will be awarded a total of \$100 in cash prizes by WTOP as part of the 12th Anniversary Celebration of Washington's Columbia outlet. All entries must be delivered to the WTOP studios by 5:00 P.M. Friday, October 20. Mrs. Dwight D. Eisenhower is to be one of the judges.

Production of parts for the repair or renovation of used automatic phonographs and used amusement or gaming machines is again permitted, but only to the extent that the use of materials for the purpose is permitted by materials conservation orders, the War Production Board reports.

Automatic phonographs, commonly called "juke boxes", include any coin or token-operated phonograph.

Restrictions on the use of copper, nickel, stainless steel, and other critical materials will be maintained through the materials conservation orders, which still apply to the production of automatic phonographs and amusement and gaming devices. L-265, administered by the Radio and Radar Division of WPB, restricts the production of electronic components.

The Commanding General, Army Service Forces, has accepted an offer of national network time for a series of radio broadcasts, "Assignment Home", involving the preparation of soldiers for return to civilian status, the War Department has announced. The program will cover every aspect of Army Service Forces activities in this field.

The offer of radio time was made by Douglas Coulter, Vice President of the Columbia Broadcasting System, following conferences with Lieut. Gen. Brehon Somervell, Commanding General, ASF, and members of his staff. It will be heard over CBS stations from 4:30 to 5:00 P.M., EWT, each Saturday beginning December 9th.

Gilbert Seldes, CBS Director of Television Programs, will address a meeting of the Women's Advertising Club of Washington Monday, October 23rd at 12:30 P.M.

So large has been the registration and attendance at the new radio and television courses given jointly by University Extension of Columbia University and the NBC University of the Air that two new instructors have been added to the teaching staff.

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