

# HEINL RADIO BUSINESS LETTER

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FRANK E. MULLEN

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November 8, 1944

## NEW CONGRESS WILL REVAMP 10-YEAR-OLD COMMUNICATIONS ACT

One definite result of the election will be an up-to-date radio law. Among the most important things facing the 79th Congress will be the task of streamlining the old 1934 Communications Act. Such an explosion followed the introduction of the Wheeler-White bill last May that it was decided to wait until after election and then put the baby on the doorstep of the new Congress.

The thing that almost blew the lid off the Capitol Dome in the Wheeler-White bill was the proposal to prohibit commercial sponsorship of news broadcasts and radio commentators. This was based on the charge that some commentators were secretly backed by unscrupulous interests. However, there was an immediate denial that there had been proof that any radio news reporter or commentator had been unduly influenced in what he said by association with commercial interests.

"Most radio commentators were schooled in newspaper city rooms", Editor and Publisher argued in their defense, and it is only fair to say that "as a group they still retain the high ethics of good newspaper reporters and editors."

Angered by the shower of brickbats which greeted the news commentators clause, Senator Wheeler washed his hands of the entire bill declaring that the broadcasting industry itself didn't know from day to day what it wanted. "They don't want free speech", the Senator charged. "They want to control free speech. They don't want any regulation at all except regulation of interference with the industry."

Senator Wheeler laid the blame on "a little handful of people in New York". It was apparent, however, that others in the Senate, also the House "had it in for" the commentators, notably Walter Winchell, Drew Pearson, Fulton Lewis, Jr. and others. The result was that several bills were introduced aimed solely at the commentators, one of them by Senator Johnson (D), of Colorado, which provided that every sponsored commentator would have to get a license from the Federal Communications Commission and be subject to a code of ethics written into the law. The Johnson bill likewise hasn't been heard of since.

Unquestionably news commentators and sponsored news broadcasters and what to do about them will come up heatedly when the question of the new Radio bill is discussed.

Likewise numerous other features of the Wheeler-White bill are apt to be reconsidered by the new Congress, some of which are also liable to kick up quite a row. One of them will be the provision which limits the power of standard broadcast stations on clear

channels to 50,000 watts. If so, the clear channel people will again hurl everything they have at that one.

With Chairman Fly out of the picture, there probably would not be much opposition to the proposal to the rotation of the chairmanship. The Chairman would serve for one year and would be elected by his fellow members.

Among the other provisions of the Wheeler-White proposal which may find their way into the new Radio Bill are:

The clause which abolishes the present organization of the FCC and creates a Commission of five (instead of seven as now). Two separate autonomous divisions - one for broadcast matters and the other for common carriers - which would be composed of two Commissioners each, with the Chairman as ex-officio member on each Division.

A provision which would provide equal time for both parties involved in controversial radio discussions.

A provision which would nullify the Supreme Court ruling which caused consternation to the industry. It forbids the FCC to regulate the business of broadcasters, or to control or affect the substance of the material to be broadcast.

A clause empowering the FCC to furnish uniform financial reports for all classes of station operation but preventing it from procuring from licensees detailed data as to business agreements or other information not directly related to license qualifications.

In the Wheeler-White bill, the method of granting licenses, the procedure in adversary proceedings, and the whole process of court review, was spelled out more exactly. It also provided for cease and desist orders of rules and regulations so that a licensee would not be in jeopardy of losing his license. Thereafter violation of a cease and desist order would be grounds for revocation, but only under court procedure on appeal.

The Wheeler-White bill also would have written into the law the substance of the FCC's much discussed network monopoly regulations by banning exclusive affiliation contracts; limited network affiliated contracts on a non-exclusive to three years; limited stations to optioning of not more than 50% of total license hours (12 out of the 24 for network programs for fulltime stations); provided that not more than two hours in any consecutive three-hour period may be optioned for network programs (presumably other time could be devoted to network programs without option); specified notice of at least 56 days on option time; limited network ownership to one network in a single broadcast band, which would permit one network organization to maintain standard, FM, television and other networks.

Those and numerous other question will be the problems the new Congress will have to worry about in framing an up-to-the-minute fair and workable radio law.

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"NEWSPAPERS O.K.; MAY HAVE TO THROW PRESSES AWAY" - KOBAK

"I believe there will always be newspapers - but", Edgar Kobak, President-elect of the Mutual Broadcasting System, smiled, "they may have to throw the presses away.

"A little electronic tube, with more than a million men in the Army and Navy trained to use it, is bound to change the publishing business."

Thus Mr. Kobak was quoted as saying by Jerry Walker, in the Editor and Publisher of November 4th. It was one of the first interviews Mr. Kobak gave after being chosen to head MBS and he said he believed that the whole radio picture is a challenge to the good business judgment of newspaper publishers. They are the proper ones to be "broadcast publishers", the opportunities are here, and "there are going to be a lot of surprises" in the whole publishing industry after the war.

Broadcasting, Mr. Kobak believes, is just another form of publishing and he gave reasons why newspaper publishers should regard broadcasting as an adjunct to their business.

Radio ruled out editorial policies from the very beginning said Mutual's new chief, "because radio uses property that belongs to all the people - the air." The newspaper publisher, by contrast, may do as he wishes with his own property. Except for second-class mailing privileges, Mr. Kobak remarked, the newspaper operates without any government regulation, whereas broadcasting is subject to licensing.

Through the years, as an executive of McGraw-Hill Company, as Vice-President of Lord & Thomas advertising agency, as President of the Advertising Federation of America, as Vice-President of the National Broadcasting Company and as Executive Vice-President of the Blue Network, Mr. Kobak has sized up newspaper publishers as "good businessmen" - "just the men", he said in the next breath, "who are the best-equipped to operate radio stations."

He was aware, he said, that many newspaper publishers laughed at radio in its early days, then worried over the advertising competition, but today nearly all of them are getting interested in the business because it's so closely related to their own. He recited the names of Mutual stations owned and controlled by newspapers - "the ones", he said, "who have both feet in radio."

"All you have to add to the newspaper business to make a successful operation in radio", Mr. Kobak described, "is showmanship." A publisher faces little difficulty, he said, in getting a smart radio man to run his station.

"The publisher knows the kind of stuff that satisfies his readers: it follows that he will be as good in judging the kind of broadcasts that win and hold listeners", he ventured.



Mr. Kobak, who revamped the Blue Network's programs to the extent that he washed out "soap operas" and tickled the audiences with "giggles" and news, offered some "inside" information that the secret of many well-liked news periods is "a good voice".

One-time announcers, who have the gift of gab, the ability to stand up to a microphone and tell stories, have become the more popular news broadcasters, even from the war fronts, Mr. Kobak revealed.

"We can always give the news as compiled from the wire dispatches - quicker than we can get broadcasts through sometimes - but the listeners like a good voice and an easy story-telling style", he commented.

Mr. Kobak disclosed how the pressure is on the radio time salesman to build up the cooperative broadcasts, thus tapping retail stores for sponsorship of big time programs.

However, he warned publishers who might be thinking radio is an easy way to plug in the cash register, the local stations will have to get on their toes after the war if they hope to stay in a worthwhile network, for there will be plenty of competition - FM will see to that.

Frequency modulation...television...and facsimile...those are the opportunities knocking at publishers' doors, according to Mr. Kobak. He describes himself as "bullish" on facsimile, taking issue with those who say the little machine in the closet will be just a gadget, instead of something bringing the newspaper into the home while the readers sleep.

When the paper problem is solved, then facsimile will have arrived, he predicted. The technical side is well advanced in the laboratories, and "we know it will work".

Television cries for publishers' adoption as a medium for advertising where the voice and the printed page are inadequate to describe the product, Mr. Kobak declared. In his view, the automobile merchants will clamor for television when they turn out new models.

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#### SERVICES DEMAND MANY MORE MINIATURE RECEIVING TUBES

The production of 9,100,000 miniature receiving tubes for the Army, Navy and Lend-Lease in the first quarter of 1945 will be necessary if present requirements are to be met, officials of the War Production Board's Radio and Radar Division revealed.

Also military requirements for miniature vacuum tubes for airborne radio and radar equipment during the first quarter of 1945 will increase considerably, War Production Board officials informed the Bolybdenum and Tungsten Wire and Rod Industry Advisory Committee at its meeting last week, WPB reported.

Current production of miniature radio receiving tubes, at approximately 2,600,000 tubes per month, indicates a serious shortage of this type of tube used extensively by both the Army and Navy, members of the Radio Receiver Vacuum Tube Industry Advisory Committee were told at a meeting here November 2nd. The total shortage was placed at 250,000 tubes per month, while monthly production of battery type miniature tubes was said to be 200,000 a month short of essential requirements, Radio and Radar officials reported.

Demands for these tubes have increased instead of fallen off, largely as a result of battle losses and the development of new electronic equipment for use in the war effort.

Representatives of WPB indicated that the reduction in tube requirements for Army electronic equipment after "V-E" Day would be only about 26 per cent, instead of about 50 per cent, as formerly predicted. In view of continuing Navy equipment requirements, the reduction in military tube demands after "V-E" Day is expected to be very slight.

Army officials also pointed out that the Army was in short supply of five important types of miniature tubes at its depots where replacements are stored, and that current inventories showed far less than the normal supply.

Members of the committee endorsed a plan for the organization of a sub-committee to meet in Washington each month with officials of the Radio and Radar Division to study production and scheduling of orders for all receiving tubes to maintain a free and even flow of the necessary tubes to meet wartime demands. This committee will be representative of the seven receiving tube manufacturing companies, and M. E. Lauer of WPB will be Chairman. The first meeting is scheduled for November 17, 1944.

When war demands for miniature receiving tubes are materially reduced, WPB will authorize their manufacture for civilian use, WPB officials said, emphasizing the belief that there is little hope for such action in the near future in view of new requirements and continued demands for established standard tubes used by the Army, Navy and for Lend-Lease.

The desirability of having a standard post-war AC/DC miniature tube complement was pointed out. In view of the fact that the 25 kinds of miniature tubes used in military equipment are not applicable for civilian sets, it was indicated that some engineering standards should be worked out for post-war civilian use.

Attention was called to the recent issuance of new joint Army and Navy Contract Termination Regulations, available from the distribution section of the Industrial Readjustment Branch of the Navy, 90 Church Street, New York.

A WPB Radio and Radar Division spokesman said emphasis now is on construction of more complicated electronic equipment requiring finer wires and rods. Requirements for airborne radio and radar



will remain high even after the defeat of Germany, he said. At most, an over-all 15 per cent reduction in electronic production would then result on "Victory-in-Europe" Day as compared with a 40 per cent cutback predicted six weeks ago. The present rate of tube attrition is twice the production level, he emphasized. Military cutbacks will be replaced by a civilian demand for at least 115,000,000 radio receiving tubes, and wire and rod requirements for these will not decrease for 18 months after "V-E" Day, he said.

Supplementary allocations, filed with WPB by suppliers rather than by producers, would overcome time lags in securing material, WPB pointed out.

Retention of Order M-369, which establishes allocation controls over tungsten and molybdenum products, was recommended by industry members because only minor cutbacks are expected in fine wire products after "V-E" Day.

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#### BROADCASTERS' DIRECTORS POST-ELECTION MEETING IN CHICAGO

Results of the Presidential and Congressional elections will be carefully gone over when the Board of Directors of the National Association of Broadcasters meet in Chicago next Tuesday and Wednesday, November 14th and 15th. Also there will be further discussion of a candidate for President of the Association to succeed J. Harold Ryan at the expiration of his present term.

On the formal agenda is the Association's 1945 budget. Creation of a bureau to measure station circulation, voted unanimously by the membership and approved by ANA and AAAA, will receive further attention.

Preliminary plans for a series of district meetings in 1945, as well as the next annual membership meeting, will be considered by the Directors, who will also hear a report on the recent FCC allocation hearings from Mr. Ryan.

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#### BACK FROM THE WAR, BROOKS WATSON AGAIN AT WMBD, PEORIA

Edgar L. Bill, President of Station WMBD, Peoria (or Peoriarea as the station calls it) can take things a little easier as Lieut. Col. Brooks Watson is returning after two years in the armed services. Colonel Watson was Chief of the Radio Department, Public Relations Section, European Theatre of Operations in London.

"Colonel Watson's return ushers in a new era of news service to prosperous Peoriarea", the station announces. "WMBD programs already command more than twice the average listening audience of the second most popular station in Illinois' leading market outside Chicago."

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## SOME THINGS G.E. HAS LEARNED IN 5 YEARS OF TELEVISIONING

Explaining that after five years the television honeymoon is over, the newness is worn off, and their audience in the Schenectady-Albany-Troy area no longer looks and listens because of the novelty of the new medium, Robert L. Gibson, Vice-President, Advertising and Publicity Department, of the General Electric Company, got down to cases with regard to the results when he addressed the American Marketing Association in New York last week. Mr. Gibson said the general conclusion reached was that the public likes television even after the newness has worn very thin.

"During these past five years, we have put on over 900 different programs; we have tried everything that we could possibly think of, and almost everything that anyone could suggest to us", Mr. Gibson told the Marketing Association. "Each week, we send the audience (there are only between 300 and 400 receiving sets in our area) a business reply card and ask them to check those programs to which they listen and indicate to what extent they like or dislike each show. We get about a 20 percent return from these cards each week. Last Winter we drafted a four-page questionnaire and had one of our Market Research interviewers make personal interviews with 10 percent of our set owners; then we mailed a questionnaire to the remaining 90 percent and received a 58 percent return. Three weeks ago, we made a telephone survey.

"Here are some of the things we have learned:

Question: "How does the effectiveness of advertising over television compare with newspapers and magazines?"

Answer: "This shows that the public believes that advertising over television will be considerably more effective than in newspapers and magazines. I wouldn't place much stock in this particular information, since I don't think people are in a position to know the answer, but I am showing it to you for whatever interest it might be."

Question: "What proportion of the receiving sets are tuned in for the average broadcast?"

Answer: "This information was obtained during coincidental telephone surveys. It is interesting that when we asked people the general question, 'What percentage of the time is your television receiver tuned on during the shows?', they answered 90 percent. The actual figure is nearer 60 percent. In comparing this with radio, we should bear in mind that we only have programs four evenings a week, which would tend to make this a high percentage, but on the other hand, we are, of course, unable to give the kind of programs which will likely be available after the war."

Question: "What is the average home attendance for television programs?"

Answer: "In each of three surveys, the results showed an average audience of between four and five persons per receiver."

Question: "What proportion of the television audience consists of children?"

Answer: "In two coincidental checks, we asked how many boys and girls under 17 years old were listening, with this result (26 percent). When we made a personal interview study, some months ago, we frequently found that the adults could not answer the questions as well as the children - television has a tremendous appeal for children, as you would expect. Not long ago we were trying to put on a show for children - it was 'Tom Sawyer'. Everything went along fine in rehearsals until about a week before the show was to go on, when the boy playing the part of Tom was sent to reform school."

Question: "What time of day is preferred for programs? We put on and afternoon programs two days a week for more than a year and found the afternoon audience to be about 1/5 of the evening audience. We cannot tell you exactly what evening hours are best, but accept without question the 8 to 10 P.M. period as the best time to get to the largest audience. Sunday evenings, though, we start at 7 P.M. to please the children."

Question "Does the audience prefer motion pictures or live talent shows?"

Answer: 52 percent say they prefer live talent shows and 27 percent say motion pictures. But during the past six weeks the average audience rating for about 25 motion pictures has been but slightly less than the average rating for about the same number of live talent shows (2.13 to 2.20), but I hasten to add that this is not a necessarily true reflection as to what the situation may be as time goes on. Although the pictures we are getting are good, and I personally enjoy them very much, they, of course, are not first-run pictures. This reply is also partially explained by the reply to the next question."

Question: "What type of program comes through most clearly?"

Answer: "67 percent tell us that the studio programs are received more clearly than motion pictures - this is due to the fact that motion pictures were not made especially for television. If the pictures were made especially for television (that is, with more close-ups and better contrasts), there is no reason why they should not be received fully as well, and in many cases, better than live talent shows. We have had fair success with serials - we have had 8 serials, usually 12 or 15 episodes, and with one exception the average rating has increased over the previous serial. The fact that there is less turnover in the television audience than in the motion picture theater audience may mean that serials will gain in popularity."

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## DEMOCRATS WIN CONTINUED RADIO CONTROL IN NEW CONGRESS

Early returns indicate that the Senate and the House will continue Democratic which means that the heads of the Committees having to do with radio in the new Congress will remain the same if they desire to do so. Senator Burton K. Wheeler (D), of Montana, will doubtless continue as Chairman of the Senate Interstate Commerce Committee with Senator Wallace White (R), of Maine as ranking Republican member.

Representative Schuyler Otis Bland (D), of Virginia, who seems assured of re-election, will continue as head of the House Committee on Merchant Marine and Fisheries, with Representative Richard J. Welch (R), of California, as top man for the minority. Representative Frank W. Boykin (D), of Alabama, will likely go on as head of the House Patents Committee. The only change in Chairmen in sight apparently - and this not due to the election - will be the possibility of Senator Pepper ascending to No. 1 man on the Senate Patents Committee due to Senator Homer T. Bone (D), of Washington, being appointed a U. S. Judge.

Senator Bone will likewise be missing from the Senate Interstate Commerce Committee as will Senator "Cotton Ed" Smith (D), of South Carolina, and Senator D. Worth Clark (D), of Idaho, who were not renominated. Senator Truman's elevation to Vice-President will necessitate his resigning from the Interstate Commerce Committee. Otherwise, its personnel will probably remain about the same as Senators Wagner (D), of New York; Alben W. Barkley (D), of Kentucky; Lister Hill (D), of Alabama; Charles W. Tobey (R), of New Hampshire; Clyde Reed (R), of Kansas, and Chan Gurney (R), of Idaho, all seem to have been re-elected. Senator Donaher (R), has evidently been defeated.

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### KEN BANGHART BRINGS ANNOUNCER HONORS TO CAPITAL

In a list of prize winners headed by Ben Grauer, Kenneth Banghart, of WRC, Washington, D. C., was one of the four regional winners of the 1944 H. P. Davis Memorial Announcers Awards. Mrs. S. B. Rockwell, daughter of Mrs. Davis and Frank E. Mullen, Vice-President and General Manager of the National Broadcasting Company, made the presentations.

Mr. Banghart has been with WRC for three and a half years. In addition to his news reports, he is extensively scheduled on the network as a special events broadcaster. He covered the campaign of the Republican presidential candidate, after acting as a staff commentator at the National Conventions this Summer.

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FDR'S VICTORY CLINCHES DEMOCRAT AS FCC CHAIRMAN

The reelection of President Roosevelt will insure the appointment of a Democrat as Chairman of the Federal Communications Commission to succeed James L. Fly, whose resignation takes effect next week. Also the appointment of a Democrat as a member of the Commission to take the place of Tam Craven, now Vice-President of the Cowles Broadcasting Company.

This will again bring up the names of J. Leonard Reinsch, Radio Director of the Democratic National Committee, and Paul A. Porter, Publicity Director, of the Committee, both of whom have been mentioned for the chairmanship. Mr. Reinsch is on leave from his post as Managing Director of the stations of former Governor Cox of Ohio - WSB, Atlanta, Ga., WIOD, Miami, Fla., and WHIO, Dayton, Ohio. Mr. Porter was formerly counsel for the Columbia Broadcasting System in Washington. The name of Steve Early, President Roosevelt's No. 1 Secretary, has also been added to the list of probabilities.

Among others who at one time or another have been proposed to succeed either Mr. Fly or Commander Craven have been Charles D. Denny, General Counsel of the FCC, Leighton H. Peebles, Chief of WPB Communications, John D. Biggers, Libby-Owens Co., Toledo, Ohio, and "Cap" Krug, Chairman of the WPB and former common carrier expert.

FCC Commissioners Durr and Jett have likewise been spoken of to succeed Mr. Fly in the FCC chairmanship.

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CAPT. HARRY BUTCHER IN MOVIES; EISENHOWER GETS STATION

Friends had the pleasure of seeing Capt. Harry C. Butcher, U.S.N.R.F. in a Pathe News Reel this week with General Eisenhower greeting Gen. George C. Marshall and War Mobilization Director James F. Byrnes, when the latter arrived in Paris on their non-stop plane trip from Washington recently. Captain Butcher, aide to General Eisenhower, and former Vice-President of the Columbia Broadcasting System, looked as natural as life and apparently was in the best of health and spirits.

General Eisenhower is about to receive one of the biggest and most practical gifts he ever has been given, according to a recent broadcast by NBC war reporter Merrill Mueller. The present comes from General Charles DeGaulle in the name of France, and is a radio transmitter station installed in two railway cars. It was built to German specifications by "Vichy engineers" prior to the liberation of France. According to Mr. Mueller, the station will be coupled to General Eisenhower's special train.

If the gift is forthcoming, General Eisenhower will have a made-to-order manager for the new station as Captain Butcher for years was in charge of Station WJSV in Washington (now WTOP) and knows the business from the group up.

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## FRENCH REPORTED TO HAVE PROGRESSED IN TELEVISION

Edward R. Murrow, Chief of the European Staff of the Columbia Broadcasting System, in his regular weekly broadcast from London last Sunday, expressed the belief that great strides had been made in France in the development of wide-band, high-frequency television.

"Paris today is a city of rumors", Mr. Murrow said. "I encountered one, rather more incredible than most, and it turned out to be true. The story was that even during German occupation, one of the great arts of peace - television, had made surprising strides and while television had more or less stood still in every other belligerent country, it had gone swiftly forward in France. I've not myself seen a demonstration of this development, but I have talked with reliable observers who have seen it in Paris, and I've had access to detailed, though confidential technical reports.

"I don't know what the Germans have done with television nor do I know what may be waiting to emerge from the laboratories in the allied countries, but there has been developed in Paris television in which the picture is clearer, sharper, and larger than any that was being transmitted in America or in Britain before the war. The rumors turned out to be true, and it is mildly encouraging to find evidence of progress in the midst of all the dying and destroying that is going on in Europe."

This brought forth the following comment from Columbia:

"When CBS first announced its postwar television policy (April 27), a brochure that accompanied the announcement included a summary of reasons for moving television into wider bands and higher frequencies. One of these reasons concerned foreign developments, and was stated as follows:

"There is every possibility that television in foreign countries will at least equal the postwar television standards proposed (by CBS)."

Although further information is not yet available, Mr. Murrow's findings strongly indicate that the CBS prediction made over six months ago may be confirmed before the end of the war.

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## CBS ISSUES BOOK "U.S. RADIO OWNERSHIP BY COUNTIES"

The Columbia Broadcasting System has issued in book form the elaborate compilation of its research department, "U. S. Radio Ownership by Counties - 1940-44". This includes an estimate of radio homes by States, the total number of families by counties and the total number of radio families by counties.

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EVERITT, NEW IRE PRESIDENT, BIJL, OF SOUTH AFRICA, V-P

Dr. William L. Everitt of Washington has been elected President of The Institute of Radio Engineers for the coming year, it was announced last week by the Board of Directors of that society. Dr. Everitt, who is Chief of the Operational Research Branch, Office of the Chief Signal Officer of the United States Army, succeeds Professor Hubert M. Turner of the Department of Electrical Engineering at Yale University, New Haven.

Dr. Everitt, who has been directing important research for the Army at Washington since 1942, was recently appointed Professor and Head of the Department of Electrical Engineering at the University of Illinois, Urbana.

Dr. Everitt, a Fellow and a Director of the Institute, is the author of several books and numerous technical magazine articles on subjects relating to radio engineering, electronics and communications. His experience includes research and consulting-engineering work with the American Telephone and Telegraph Company and various manufacturing organizations. He is also the inventor of a number of radio and electronic devices.

The election of Dr. Hendrik J. Van der Bijl of Johannesburg, Union of South Africa, as Vice-President, was announced simultaneously. Dr. Van der Bijl, Fellow of the Institute since 1928, is Chairman of the Electricity Supply Commission and other industrial corporations as well as Director of the S.A. Board Barclays Bank, Director-General of War Supplies, and Chancellor of the University of Pretoria, all of Johannesburg.

The three Directors elected for three-year terms, 1945-1947 were Stuart L. Bailey, Consulting Radio Engineer of Jansky and Bailey, Washington, Keith Henney, Editor of "Electronics" magazine, New York, and Dr. Benjamin E. Shackelford, Engineer-in-Charge of RCA Frequency Bureau, Radio Corporation of America.

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TWO PARTIES SPENT AT LEAST 1½ MILLION DOLLARS ON RADIO

At least 1½ million dollars was spent for political broadcasts on the four major networks during the presidential election campaign. This was the estimate of Larry Wolters of the Chicago Tribune. "The total may be much higher when the final tabulations are in", Mr. Wolters went on.

"CBS reported expenditures of \$291,000 on behalf of the major presidential candidates, including \$181,000 for President Roosevelt and \$110,000 for Governor Dewey.

"The Mutual Network, pending a full compilation, estimated its share at \$400,000 split about equally between President Roosevelt and Dewey.

"The Blue Network reported its figure, through November 1 only, as \$263,868, with the Republicans spending \$134,370 and the Democrats \$129,498. These figures did not include amounts spent by groups other than the national committees.

"NBC reported that its figures were not available."

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### Sees Chairman Fly's Departure A Public Loss

At times Mr. Fly has been criticized for exercising too much control over the bipartisan FCC. The line between effective leadership and dictation is a delicate one. In attempting to draw it we must not lose sight of the virtue of keeping governmental agencies operating smoothly in spite of difference of views, and in this respect Mr. Fly must be put down as an extraordinary public servant whose resignation will be a real loss.

- (Washington Post)

### New Radio Servicing Tools

Servicing electronic equipment will in future require special apparatus not common on the average radio repairman's bench. For example, instruments for measuring high values of current, light intensity, motor speed and other quantities, will be necessary in order to do a job in keeping the electronic equipment in many plants operating satisfactorily.

- (Radio Retailing)

### La Guardia Gives His Radio Audience The News Breaks

Mayor La Guardia's Sunday broadcasts generally contain news for the Monday A.M. papers and he is not averse to withholding from the newspaper reporters important announcements for his broadcasts.

- (Editor & Publisher)

### Sylvania Gives Its New Research Lab Campus Atmosphere

The Sylvania Electric Products Company, which is commercially exploiting developments in the field of electronics, and especially fluorescent lighting, has determined to establish its research laboratory in Queens, one of New York's five boroughs. They are building not only the laboratories and other buildings of the research center on a plot of twenty-eight acres but they have acquired as well a nice little six-acre estate, including a house, which is to become a small country club for their plan. Provisionally, there is a further plan. Twenty-two more acres included in the plot and now in woodland must be kept, the company feels, as a barrier against encroachments on the campus type of development, which they are determined to have for their research organization. However, there is a disposition, if the people who work there so desire, to let them buy that land and develop it as a kind of self-contained village, a neighborhood of their own where they would be entirely free from all the usual harassing transportation problems of city life and work. The company wanted the laboratory in New York so it would be not too

far from its main offices in Manhattan, and also because of the character of the workers, most of whom will be scholarly people. They hope to create for them and their families something like a campus existence \* \* \*

In order to permit the establishment of a kind of garden community for this company, the existing street pattern of parallel-ograms had to be washed out. Moreover, the city had to make a number of other concessions.

New York has hopes now of attracting many other pay rolls into the city by means of the advantages it has to offer, as against the inconveniences of commuting. They believe that this tendency of wartime can be fostered during peacetime by the attractiveness of such places as the Sylvania Electric Products Company development and Stuyvesant Town.

-(From "Can Cities Come Back?" in the  
Saturday Evening Post of Nov. 4, 1944)  
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### McDonald Looks to American Boy to Develop Gliding

That glorious, incredible, creative young animal, the American boy, will take up gliding on a large scale soon after the war is over, and will maintain for us the leadership in aviation that has cost so much effort.

Foremost among gliding pioneers is Col. Edward S. Evans. So outstanding was his work that I felt impelled to call him the "Father of American Gliding and Soaring" in my book "Youth Must Fly". I take this occasion to pay my respects to his early and continuing vision and foresight.

- (E. F. McDonald, Jr., President of Zenith  
Radio Corporation in Glider Magazine)  
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### Television Wrist Watch

David Sarnoff, RCA President, predicts for the future a television gadget that will be worn on the wrist like a watch but containing a practical television screen.

-(Washington Times-Herald)  
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### Radio Also Uses Newspapers!

Isn't it a strange anomaly that radio which practically guarantees the power to build listening audiences of millions has to use other media, including newspapers, to tell the people about new programs and program changes?

- (Editor & Publisher)  
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### The Unseen Audience

Man to Wife (as he searches his library shelves) "Be sure to get the repair man over here tomorrow. With the radio busted I'm so desperate I've got to read a book."

- (From a cartoon by Webster)

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: : : TRADE NOTES : : :  
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An early report is expected by the Federal Communications Commission on the Allocations Hearings, which closed last Friday. One of the reasons is that Chairman Fly's resignation will take effect next Wednesday, November 15th and the Commission desires to dispose of the report by that time if it is possible to do so.

Having served abroad for a considerable period, Col. David Sarnoff, President-on-leave from the Radio Corporation of America, is again on duty in this country. He is Special Consultant to the Communications Branch, Public Relations Office SHAEF.

Colonel Sarnoff was awarded the War Department's Legion of Merit for "exceptionally meritorious conduct in the performance of outstanding service".

Mrs. Robert E. Kintner, wife of the recently elected Vice President of the Blue Network, sponsored the launching of the Submarine Cutlass at the Portsmouth (N.H.) Navy Yard. In command of the CUTLASS will be Commander Herbert L. Jukes, who became famous in the Navy while fighting the Japs in command of the Submarine KINGFISH.

Three new directors of Finch Telecommunications are the famous Jimmy Cromwell, who married into the Duke millions, and who was former Ambassador to Canada, Ray Littlefield, a Providence, R.I. banker, and George Henry Payne, former FCC Commissioner.

The Federal Communications Commission has postponed until Monday, November 27th, the hearing which was to have been held next Friday, November 10th, to investigate the charge by labor unions that certain stations failed to properly identify a transcribed broadcast series of sustaining programs sent out by the National Association of Manufacturers.

Stephen Chew, who has been with RCA Victor for the last year has rejoined Emerson Radio and Phonograph Corporation where he will be in charge of cabinet design.

Belmont Radio Corporation - For 1943: Giving effect to completion of war contract negotiations, net profit was \$500,664, or \$1.67 a share on 300,000 common shares, comparing with \$239,616, or 80 cents a share for 1942.

Addition of three new stations to the Mutual network, bringing the total of Mutual affiliates to 246, was announced with the joining of WHLN, Harlan, Kentucky; WAOV, Vincennes, Indiana, and KIUL, Garden City, Kansas, all 250 watters.

A final check by the Editor & Publisher showed that Governor Dewey was supported by 60% of the daily newspapers of the country, President Roosevelt was backed by 22% and 18% remained independent.



Postwar employment for an estimated 26,000 musically-trained personnel as plant broadcast directors in the expanding field of industrial music was forecast by Philip J. Jacoby, of the RCA Industrial Music Service, in a public lecture in New York University's School of Education auditorium.

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Robert M. Felsenthal has been named Manager of the Radio, Phonograph and Appliances Division of the International Department of the RCA Victor Division, Radio Corporation of America.

Hubert H. Kronen, formerly an RCA Victor Regional Manager and Export Specialist, was named Sales Manager for the Division.

Mr. Felsenthal, a merchandising executive for Sears, Roebuck & Company, and its export organization, Sears International, before joining RCA in 1942, will direct distribution abroad of the company's radio receivers and record-playing instruments and household appliances.

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Efficient production of radio waves many times the frequency of the shortest "short waves" used a few years ago, has been one of the most important electronic developments of the war, said William C. White, head of the Electronics Section of the General Electric Research laboratory, speaking recently before the Philadelphia section of the American Institute of Electrical Engineers.

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The Federal Communications Commission in ten years has been built up (largely through political patronage rather than necessity for such a tremendous organization) into a bureau of 2,319 employees calling for an annual appropriation of \$7,610,000. It has proved to be one of the New Deal's most richly laden political Christmas Trees.

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Admiral Corporation, Chicago, manufacturer of radios, filed last week in Philadelphia with the Securities and Exchange Commission a registration statement covering 216,000 shares of \$1 par value capital stock to be offered by Dempsey & Co., Chicago,

Proceeds from the 150,000 shares of previously unissued stock will be added to working capital to finance the company's expansion into the refrigerator, range and home freezer field, as well as its radio business, the prospectus said.

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The Defense Supplies Corporation has recently held three meetings at which manufacturers of radio and radar end equipment were invited to participate in the DSC plan for disposal of surplus war products through companies acting as agents for the Government. The first meeting was held in Washington last Wednesday, November 1; in New York on November 3rd and yesterday in Chicago, at which the surplus property disposal plans were explained by Stuart K. Barnes, Vice President of the DSC and by his assistant, Charles A. Jostes.

Officials said that the same general DSC plan for disposition would apply to end products as to components and tubes but that there probably would be some modification in the proposed contract for end equipment. Discussions have been going on for some time with manufacturers of components and tubes, and officials say that approximately 60 companies have already signed a contract to act as agents for the DSC.

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