

HEINL RADIO BUSINESS LETTER

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FRANK E. MULLEN

INDEX TO ISSUE OF NOVEMBER 15, 1944

Feeling Is That Petrillo Put Over A Fast One On FDR.....	1
Petrillo Sarcastically Assailed; Critics "Hail Caesar!".....	2
Newspapers Consider Adopting Network Advertising Plan.....	4
Fly Resigning Hints International Field; FDR "Furlough".....	5
Ellery Stone To Be Chief U.S. Commissioner In Italy.....	6
Capehart, Senator-Elect, Proposes Phone Wire Tele Net.....	7
Phil Carlin Leaves Blue; Reported Headed For MBS.....	8
Hollywood Radio Artist Defeated; Also WBBM Exec.....	9
Agriculture, Industry And Labor Must Cooperate - Mullen.....	9
Radio To Have Many New Uses In Telephony.....	10
Would Modify Sound Equipment Controls.....	11
RCA Transmitter Flown From Italy To France.....	11
G.E. And IBM Granted New Visual Experiment Permits.....	12
Program For First Tele Broadcasters Conference Dec. 11.....	13
Action By The FCC.....	14
Trade Notes.....	16

November 15, 1944

FEELING IS THAT PETRILLO PUT OVER A FAST ONE ON FDR

Although James C. Petrillo is said to have worn one of the largest Roosevelt campaign buttons in Chicago on Election Day, there is a distinct impression that Petrillo did more to embarrass President Roosevelt than anyone in the labor industry ever has except John L. Lewis. Also there was a general feeling that sooner or later the President, who has a long memory, would in some way get back at Mr. Petrillo. However, just about the time a good many people thought Mr. Roosevelt might be again getting around to Mr. Petrillo, the latter, allowing no grass to grow under his feet, four days after the election took the recording industry into camp. It was one of the fastest and boldest moves Washington has ever seen. Even yet nobody has found any definite legal measure to keep Petrillo from getting away with it nor to block any other labor union which desires to use Petrillo's coup as a precedent.

Petrillo thus makes history in forcing an industry to pay a fee directly to a labor union on each piece of merchandise it produces. This is expected to bring into his union \$4,000,000 annually, based on fees ranging from a quarter of a cent on a record priced at 35 cents to 2 cents on a record priced at \$2.00. This is to be done, however, without any increase in pay for the musicians. Up to now over \$100,000 has been received from the companies who previously signed and this pool, along with the more important money which will come in from the record manufacturing subsidiaries of the Radio Corporation of America and the Columbia Broadcasting System will be put into a special fund until Mr. Petrillo and his associates decide what they will do with it. It was here that Jimmy declared, "We will never make a WPA out of it."

Edward Wallterstein, President of the Columbia Recording System, pointing a finger at the Administration, declared that the economic pressure was such that the companies could no longer wait on Washington and therefore they had to come to Petrillo's terms or go out of business. "We are finally accepting", Mr. Wallerstein declared, "because of the Government's unwillingness or incapacity to enforce its orders."

So Mr. Petrillo, instead of being called into the White House woodshed, apparently went to the head of the class. And, as previously mentioned, nobody at this writing seems to know what can be done about it. The only concrete suggestion is that there should be a new law covering such a case and that the whole matter should be put up to Congress.

It remains to be seen after what happened to Senator D. Worth Clark (D), of Idaho, the only man in Congress who really ever

went after Petrillo, just how many volunteers are going to step forward to do the present job if the record and other manufacturers now likewise threatened, decide to seek Congressional relief. Senator Clark is the man who hailed Petrillo to Washington a year or two ago and for two of the most miserable days of the music chieftain's life.

Though he made it hot for Petrillo on the witness stand, nothing particular came of the hearing and it looked like Senator Clark's round until the recent Idaho primaries were held. Then to the amazement of everyone, Senator Clark was beaten for renomination by 202 votes by Glenn H. Taylor, cowboy and later entertainer at Station KSEI at Pocatello and other stations. Later Taylor defeated Governor Bottolffsen and is now Senator-elect from Idaho. Whether Mr. Petrillo had anything to do with Senator Clark's downfall isn't known, but it will not be an inducement to any other member of Congress to cross swords with the diminutive labor leader.

RCA Victor beat the Columbia Recording Company to the draw by making its first record since August 1, 1942, last Sunday a few hours after the agreement had been signed. Columbia followed suit Monday. There is said to be an accumulation of orders for millions of records by both companies and the first of these will be on sale at an early date. The first RCA recording was Vaughn Monroe and his orchestra and for Columbia one by Andre Kostelanetz.

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PETRILLO SARCASTICALLY ASSAILED; CRITICS "HAIL CAESAR!"

One conclusion reached by this writer listening to James C. Petrillo, testifying before the Senate Committee on the memorable occasion that the music czar was put on the grill at the Capitol, was that Mr. Petrillo felt very keenly the criticism of the press. He referred to it time and again and it seemed to irritate him more than anything else. If that is true, Petrillo, despite his assertion that his victory over the record manufacturers is "the greatest for a labor organization in the history of the labor movement" will almost have to be put into a strait-jacket when he reads what some of the leading newspapers have to say about it.

"Hail Caesar!" cries the Washington News (Scripps-Howard):

"Petrillo has established for the first time the principle that employers can be compelled to collect money from the public and pay it, not to employees in higher wages, but into the treasury of a union which does not have to account even to the union's members for what is done with it. In so doing, he has defeated -

"1. The entire record-making industry of the United States.

"2. The National War Labor Board, which ordered the union to rescind its ban on musical recordings, and Mr. Petrillo defied.

"3. The President of the United States, who asked Mr.

Petrillo pretty-please to obey the War Labor Board as a wartime contribution to industrial peace, and to whom Mr. Petrillo said no.

"4. The public interest. The annual \$4,000,000 or more in fees now to be received by the union treasury will be, actually, a tax on the public - taxation without representation. Under his union's constitution Mr. Petrillo can spend the money, as he says he will, to 'spread musical culture' and make jobs for unemployed musicians, or he can use it for any other purpose that pleases him. In any case, the public has nothing whatever to say about how it shall be used.

"What Mr. Petrillo has done officials of other unions can do, and many doubtless will. The result may well be that hundreds of millions of dollars a year will be taken from the public, in higher prices for goods, and paid into union treasuries."

Says the New York Times:

"If one union can force employers to supply the funds for a private relief scheme, why can't other unions? If the officials of one union can work out a scheme which makes them financially independent even of their own union membership, why can't the officials of other unions? Such precedents, once established, must inevitably spread. * * *

"The Petrillo record is not simply one of Government weakness or inaction. Mr. Petrillo's irresponsible private dictatorship has been made possible by positive Government help. Congress and the Supreme Court between them have put into effect sweeping immunities which make it perfectly legal for union officials to commit anti-social acts which would be illegal if committed by anyone else. As long as this situation lasts, the Petrillos will move from victory to victory."

Comments the New York Herald-Tribune:

"Meanwhile, a bit of rosemary for remembrance. When Montgomery Ward & Co. refused to comply with a War Labor Board order the President promptly sent in Federal troops to seize the plant. The elderly Mr. Avery, its head, was ejected from it physically. When Mr. Petrillo said no to the same agency, nothing happened for some time, and then the President wrote him a personal letter asking him please to obey the Board 'in the interest of orderly government.' Petrillo, who is nobody's fool, simply said no again, so now he has his reward.

"The contrast needs no elaboration. It epitomizes the egregious favoritism with which the Roosevelt administration from the very beginning has treated labor, in the laws it has jammed through and in their enforcement. The present Supreme Court has added its own contribution to a situation in which, as Petrillo has dramatically demonstrated, the country is helpless against the arrogant behavior and demands of a labor czar."

The Washington Post declared:

"The American people have a right to demand protection against exactions of this sort, because it is they who pay in the end in the form of higher prices. Moreover, we now have a system of social insurance that requires employers to make contributions to funds for the unemployed. If there is to be an extension of that system, it should be effected by legal process, not through the bludgeoning methods of labor czars who indirectly tax the consuming public without being under any obligation to render an accounting.

"Since there appears to be no way to thwart the activities of Mr. Petrillo under existing law, the duty of Congress is plain. It should act promptly to suppress anti-social rackets that can now be worked with impunity, provided they do not interfere with prosecution of the war."

Says the Washington Star:

"If the American Federation of Musicians, under the determined leadership of Mr. Petrillo, can levy what amounts to a tax on the public, so can any other union possessed of sufficient economic power. And if Mr. Petrillo's success remains unchallenged, the strong probability is that other unions will follow his example.

"The remedy, if there is to be a remedy, lies with public opinion and the Congress. The present Supreme Court has conferred a virtually total grant of immunity on unions in matters of this kind, and it is not in the least surprising that the President found nothing in the law books that would be useful against Mr. Petrillo. The court, in effect, has nullified the laws which formerly might have been invoked in a situation of this kind. And this means that nothing can or will be done unless and until an aroused public demands that Congress enact legislation to forbid or to regulate union practices that are inimical to the public interest but which, nevertheless, are steadily gaining ground."

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NEWSPAPERS CONSIDER ADOPTING NETWORK ADVERTISING PLAN

A Committee representing 16 large newspapers in the country is studying the feasibility of selling advertising on the same principal as radio networks. As yet no newspaper network has been formed but a study of the situation is being made which will cost between \$35,000 and \$40,000 and take six months to complete.

Another big newspaper sales plan is an expansion of the Bureau of Advertising of the American Newspaper Publishers' Association which calls for the establishment of a Sales Committee and a Retail Advertising Department and an overall enlargement of the Bureau's activities with a budget of \$1,000,000 a year.

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FLY RESIGNING HINTS INTERNATIONAL FIELD; FDR "FURLOUGH"

One of the best things they do at the White House is to write the letters to be signed by the President kissing the boys good-bye. Some Presidents write their own letters, some only write certain ones of these. Outside the inner circle, it is never known exactly any more that is known who writes a President's speeches, now much is ghosted or how much is the real thing.

Regardless of who actually writes the letters, reading between the lines there is often a story in them. Sometimes they mean good-bye forever, and frequently are for home consumption and to hang framed in the office; other times, they forecase coming events. An exchange causing more than passing attention was letters made public between Chairman James L. Fly, Chairman of the Federal Communications Commission, and President Roosevelt. Mr. Fly's reference to the fact that there was still much work to be done in the Communications field and especially to international communications and that he stood ready in a "private capacity to assist in any manner possible" and Mr. Roosevelt's response saying that Mr. Fly was "only on a furlough", occasioned considerable speculation.

Chairman Fly wrote the President:

"I hereby submit my resignation as a member of the Federal Communications Commission, effective at the end of the fifteenth day of November, 1944.

"Despite the personal reasons calling for this step - and these you have recognized - I make the move only with great reluctance. The forward movement of electrical communications is freighted with problems of broad and deep significance. In some real measure the landmarks of principle have been established and the path rough hewn. Yet much work remains to be done. The most urgent task is in the field of international communications. In this regard I shall stand ready from time to time and in a private capacity to assist in any manner possible.

"I need hardly remind you of the deep gratitude I feel for the faith you have held midst all the ill-winds of doctrine. My deep personal regard and great confidence go with you in the most significant work which lies ahead."

In accepting Mr. Fly's resignation, the President wrote as follows, addressing the letter "Dear Larry":

"With great personal reluctance, I accept your resignation as a member of the Federal Communications Commission.

"We have had long discussions of the personal reasons for which you feel you have to return to private practice. And because you have had only a few years of private life since you left the Navy, after the last war, I feel I cannot deny you the 'furlough'.

"You have given five years to the prosecution of monopolies in the anti-trust division of the Department of Justice, five years to your brilliant defense of the Tennessee Valley Authority as its General Counsel, and five years to the reorganization of the Federal Communications Commission as its Chairman. These were all extraordinarily difficult tasks - calling for technical competence and strength of heart of the highest order - against powerful opponents who did not always take your victories lightly. Few men have so proud and effective a record in public service.

"Indeed, it is a tribute to the call of public service upon young men that you were willing to persist for fifteen years in such apparently thankless tasks. But you should take great satisfaction from the knowledge that in all your public endeavors you have not only advanced the public interest, but in the end gained the respect of most your opponents for requiring them to face, for the public good, the need of adjustments necessary to protect their own long-range interests.

"The importance of the work of the Federal Communications Commission is better appreciated today both by the public and by the industries under its jurisdiction than it has ever been before. The Commission, working as a team under your chairmanship, has made notable advances in safeguarding freedom of speech and information and in protecting competitive enterprise in the field of communications.

"But much work remains to be done and in the doing of it, I shall want your advice and counsel. You are only on 'furlough'. I shall have to have your help from time to time, particularly in the field of international communications, and know I can expect you to respond."

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ELLERY STONE TO BE CHIEF U.S. COMMISSIONER IN ITALY

Advancement for Commodore Ellery Stone, U.S.N.R., former Vice-President of Mackay Radio, All America Cable and Radio, and former President of the Postal Telegraph Company, was indicated in the following State Department bulletin:

"As already announced, the President of the United States and the Prime Minister of Great Britain recently reviewed the situation in Italy and agreed on a general policy to meet the many economic and other difficulties of that country. In order to facilitate the task they have agreed that the Right Honorable Harold MacMillan, M.P. British Resident Minister at AFHQ, Mediterranean, should, in addition to his present post, become responsible head of the Allied Commission. In order to effect this, General Wilson will delegate to Mr. MacMillan his functions as President of the Commission. Commodore Ellery Stone of the United States Navy, at present Acting Chief Commissioner, will be appointed Chief Commissioner. Mr. MacMillan, as Acting President, will be specially charged with the duty of supervising development of new measures together with any change in structure of commission necessary to carry them out."

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CAPEHART, SENATOR-ELECT, PROPOSES PHONE WIRE TELE NET

Homer E. Capehart, who was elected Republican U. S. Senator from Indiana last week with a majority believed to be between 20,000 and 30,000, though the count is still incomplete, has announced the development of a new method through which he says television can be transmitted over a standard telephone circuit and recording made of television programs. The technique, known as "video transmission", not only solves one of the major difficulties which have stood in the way of television development but also brings widespread domestic television entertainment years nearer.

Capehart engineers are also said to have made an important advance in another phase of the commercial development of television, the company announces - a method for recording television programs for rebroadcast as sound programs are now transcribed.

"It will enable advertising sponsors to prepare television programs with professional talent and elaborate staging in entertainment centers for rebroadcast anywhere and at any time", Mr. Capehart said.

In a television transmission demonstration in Indianapolis last week, Mr. Capehart, who is President of the Packard Manufacturing Company of Indianapolis, displayed for newspapermen and other observers a mockup transmission system employing standard No. 19 gauge telephone wire.

It was reported that the transmission was carried over 10 miles of such landlines, and that there was no discernible difference between the result and that presented by a corollary transmission over a shorter length of coaxial cable.

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C O R R E C T I O N

We are indebted to B. J. Rowan, Assistant Manager of Broadcasting, of the General Electric Company, Schenectady for this correction:

"I have noted the following quotation from your Heinl Communications Letter of October 15:

"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."

"I felt sure the figures quoted were incorrect and called the matter to the attention of our Electronics Department, and have received from them the following information:

"It is probable that the estimates attributed to General Electric were obtained by a misreading of an article beginning on Page 7 of "Editor & Publisher" for February 26, 1944. The amounts quoted cover only the estimate of the salary expense of a station manager, announcer and stenographer. The author has conveniently omitted the estimates for other operating costs and program production expense."

"I am passing on the above information to you with the thought that you may want to correct your earlier release."

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PHIL CARLIN LEAVES BLUE; REPORTED HEADED FOR MBS

There was another resignation at the Blue Network with that of Phillips Carlin, Vice-President in Charge of Programs, a radio veteran whose career in the industry began in 1922. Known to be very close to Edgar Kobak, Blue Network Vice-President, who becomes head of the Mutual Broadcasting System next Monday, November 20th, Mr. Carlin was likewise reported to be headed in that direction.

Accepting Mr. Carlin's resignation, Mark Woods, President of the Blue Network, wrote:

"Now that you have finally determined to leave the Blue Network, I wanted to tell you again how sorry Ed Noble, Chet LaRoche and I are.

"We had hoped you would continue in your present position as a member of what we believe will be an outstanding network program and production department, or accept the role of chief officer in charge of television, facsimile, and frequency modulation. Your considered decision not to accept either of these important positions is indeed a disappointment to all of us.

"We wish you great success and happiness in the future."

Mr. Carlin became Manager of WEAJ in New York in 1927, and later assistant to the NBC Vice-President in Charge of Programs. When the Blue Network was organized, Mr. Carlin transferred to it as Vice-President in Charge of Programs.

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A new television program titled "The World In Your Home", sponsored by the RCA Victor Division of the Radio Corporation of America, will start Friday, November 17th, over NBC's television station WNBT. The new series will bring to television set owners in the metropolitan area a well-rounded program of science, education, entertainment, sports news and special events.

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HOLLYWOOD RADIO ARTIST DEFEATED; ALSO WBBM EXEC.

Although he had been warmly endorsed by Vice-President-elect Harry S. Truman, Hal Styles, radio entertainer and Democratic nominee for Congress from Hollywood, was badly beaten by Gordon L. McDonough (R). Styles had defeated John M. Costello (D), of California, present incumbent. Shortly before the election, the Los Angeles Examiner charged that Styles, who conducts a radio program "Help Thy Neighbor" and had the support of the PAC, was a former Kleagle of the Ku Klux Klan and that he was once under sentence to Sing Sing for perjury.

Charles Garland, former Assistant Sales Manager of WBBM, Chicago, Republican candidate for Congress in the 7th Illinois Congressional District, was defeated by William W. Link (D). The 7th, which is said to be the largest district in the United States, is normally Republican but during the New Deal it has been Democratic to a lessening degree in each election. The former incumbent, Leonard Scheutz, who died sometime before the election, won by only 890 votes out of a total of 374,000 in the 1942 election. Thus had it not been for the Democratic tidal wave, Mr. Garland, who put up a strong fight, would doubtless have been elected.

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AGRICULTURE, INDUSTRY AND LABOR MUST COOPERATE - MULLEN

The foundation of America's post-war economy will be secure only to the extent that agriculture, industry and labor cooperate to their mutual advantage, it was declared in Chicago on Monday by Frank E. Mullen, Vice-President and General Manager of the National Broadcasting Company, in an address before the Chicago Agricultural Club.

According to Mr. Mullen's thesis, agriculture, industry and labor are the three major sources of the nation's economic power, and the welfare of each depends on the welfare of the other.

"Farmers", he said, "who clamor for high prices of farm products while complaining about high wages paid to their best customers, the factory workers, labor leaders who contend for wages or restrictive arrangements which boost manufacturing costs to uneconomic levels; employers who seek high prices or high profits by paying subnormal wage scales - these are the individuals who need education as to where their own best interest lie in the future."

In seeking to build an economically strong America, the lesson must be learned that class legislation obtained by a pressure group with a single eye to its own immediate advantage, is the most dangerous of all solutions to the nation's economic problems, he indicated. Mr. Mullen further stated his belief that it would be disastrous for any two or more of the three basic groups to engage in

a tug-of-war strife for advantage over one another. "In a tug-of-war the strength on one side cancels an equal amount of strength on the other side. Team work is vitally necessary, for in a team strength is added to strength and the pull is doubled", he stated.

With an eye to the future world, Mr. Mullen predicted that television will provide the most effective means for mass communications ever created. He stated a belief that it would rank at the top of new industries that will create jobs for men and women and capital. Mr. Mullen pointed out that television is not just a better form of an old product or a better way of doing a thing. That has been done before.

"Television is something totally new. It will grow on soil where nothing ever grew before. From the employment standpoint it will create new jobs without abolishing any old ones. It will add to employment without subtracting from it", he declared.

During his visit to the Middle West, Mr. Mullen will deliver talks before the Chamber of Commerce at Des Moines, Iowa, and at Purdue University, Lafayette, Indiana.

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RADIO TO HAVE MANY NEW USES IN TELEPHONY

In an address "Telephone Regulatory Problems in the Transition from War to Peace", Commissioner Ray C. Wakefield of the Federal Communications Commission, addressing the War Conference of the National Association of Utilities Commissioners in Omaha, said:

"Many new uses of radio for urban and long distance telephony were suggested at the allocation hearings both by the Bell and independent telephone companies and by various interested industries. Proposals were made for the adaptation of the walkie-talkie radio-phone for services between motorists and their homes or offices. Mobile radiotelephony was proposed for reaching physicians and ambulances, for dispatching and controlling taxicabs, for delivery services of department stores, and for services now carried on by public utilities in reaching their repair trucks and coordinating emergency operations.

"Whether such services should be carried on by the individual industries involved or as one general common carrier service conducted by a special company or the local telephone company remains to be determined, but the probability of uses of radio to furnish telephone service of this nature is very great. Similarly, more distant calling to control the movement of buses and trucks on the highways, either directly by the industries involved or by the telephone companies in conjunction with their land lines service, was suggested."

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WOULD MODIFY SOUND EQUIPMENT CONTROLS

The Industrial Sound Equipment Industry Advisory Committee believes that electronic equipment controls should not be revoked until all military requirements can be met, but that controls should be modified as war demands decrease and materials become more readily available, officials of the War Production Board's Radio and Radar Division said last week.

Revocation or modification of Limitation Order L-265 was considered by the Committee, which met recently in Washington. Equipment used in public address systems, inter-communication systems and other industrial sound amplifying equipment falls within the category of electronic equipment involving the use of vacuum or gaseous tubes, under L-265.

An amendment adopted last Saturday to the Electronic Equipment Limitation Order L-265 exempts industrial instruments, and their associated circuits, used for measuring or controlling temperature, pressure, flow, liquid level, relative humidity, specific gravity, acidity, alkalinity, speed, and power load or frequency of electric power generating stations from controls of the order. None of these instruments is ordinarily considered to be within the field of radio or electronic equipment, officials of the Radio and Radar Division of WPB said.

The issuance of a pamphlet entitled "Guide of Industrial Sound", designed to explain the uses and value of sound equipment, was announced. This document will soon be put on sale by the Superintendent of Documents.

The Committee will meet again during the second week of January, it was announced.

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RCA TRANSMITTER FLOWN FROM ITALY TO FRANCE

A complete commercial short-wave radio station, weighing twenty-five tons, has been transported hundreds of miles by air for the first time in history, from Italy to "Somewhere in Southern France", according to word received by R.C.A. Communications, Inc.

Moved at the request of the U.S. Army, the equipment was transported within a few hours by the coordinated efforts of the Army Signal Corps and RCA technicians. When the station goes into operation, service will be limited to Government, Press, and EFM (Expeditionary Force Message) traffic. No straight commercial messages may be accepted.

In a radiogram describing the station's movement by air, Merrill Mueller, National Broadcasting Company correspondent said:

"Fourteen C-47's moved entire twenty-five tons of equipment, which included generators so heavy it took heavy cranes to load and unload them, in a few hours, whereas surface transportation on both sea and land would have taken days and, perhaps, weeks. Thus, another important step has been taken to facilitate communications with Southern France within a few weeks through the day and night-long work of all concerned."

This is not the first time that this station has met an important wartime communications need, according to RCA officials. It was shipped from New York last Winter, and went into service at Naples transmitting Government and press messages. Its location was then identified as "Somewhere in Southern Italy." More than twenty RCA men, working with Mr. Thomas B. Meola, went along to install and operate it.

On June 13, a second RCA station which had been shipped from the United States, went into operation at Rome, first of Europe's war capitals to fall to Allied armies. Its installation and operation also were handled by the RCA staff working in cooperation with the U.S. Signal Corps and the Board of War Communications.

Still another fast, direct communications link with the European war front was established by R.C.A. Communications on September 16, when a radio circuit between New York and Paris was reopened after being closed since June, 1940, by the German occupation.

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GE AND IBM GRANTED NEW VISUAL EXPERIMENT PERMITS

The Commission last week granted the applications of International Business Machines Corporation for construction permits for two new Experimental Class 2 radio stations, and of General Electric Company for construction permits for three such stations.

The applicants propose to develop a new system of point-to-point communications, employing high-speed pulse transmissions in connection with the operation of business machines as well as standard emissions for the relaying of television and FM programs. They propose a program of experimentation directed toward the development of an ultra-high frequency, wide band, communications system involving the operation of a chain of experimental radio relay stations extending from Washington, D. C. to New York City, and from New York City to Schenectady and New Scotland, N. Y.

The International Business Machines Corporation applications cover the terminal station at Washington, D. C., and the combined terminal station at New York for both links of the system. Three transmitters and a directional antenna are to be installed at Washington to be located on the roof of the Mayflower Hotel, and the station will be operated by remote control from 1111 Connecticut Avenue, N.W. The New York station is to be located at 490 Madison Avenue, where six transmitters are to be installed, and the remote control point will be located in the same building.

The General Electric Company applications cover the terminal station at Schenectady and the relay station at New Scotland, N. Y. At New Scotland four transmitters are to be mounted in the existing towers of television relay station W2XI, where directional antennas will be installed for maximum radiations toward New York City and Schenectady. The Schenectady station and remote control point will be located at 60 Washington Avenue, where two transmitters and directional antenna systems will be mounted on the existing tower of television relay station W2XGE.

Any and all frequencies within the following bands may be used experimentally by the applicants: 1,900-1,960; 1,960-2020; 2020-2080; 2120-2180; 2180-2240, and 2240-2300 megacycles, with 15 watts power, using A2, A3, A4, A5 and special emission for experimental radio communication, provided that all emissions shall be on frequencies within one or more of the above authorized bands.

In acting on these applications, the Commission considered Western Union Telegraph Company objections to any commercial operations by the I.B.M. and the G.E. The authorizations issued are expressly limited to purely experimental operations and prohibit "the rendition of any communication service for hire" by means of the facilities authorized.

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PROGRAM FOR FIRST TELE BROADCASTERS CONFERENCE DEC. 11

Revealing the program arranged for the First Annual Conference of the Television Broadcasters' Association, Inc., which is scheduled to be held at the Hotel Commodore in New York City on Monday and Tuesday, December 11th and 12th, Jack R. Poppele, Chairman of the Conference, indicated that the various sessions planned will be of interest not only to those now operating, or who are planning to operate television stations, but to manufacturers of television and radio equipment; motion picture companies, newspapers, advertising agencies, stage, screen and radio entertainers and the public in general.

Thousands of invitations for the Conference are in the mail the Chairman stated, adding that the affair is open to everyone. Advance registrations are now being accepted at the Association's offices, 500 Fifth Avenue, New York City, he said, with a fee of \$15 covering all Conference activities.

The opening general session at 10 A.M. on December 11th, will feature six talks by leaders in the television industry. "New Horizons in Television" will serve as topics for talks by Dr. W.R.G. Baker, Vice-President in Charge of Electronics for the General Electric Company, and by E. W. Engstrom, Director in Charge of the RCA Laboratories at Princeton, N. J.

"Television Programming", exploring the possibilities of the new art, will be discussed in talks by John F. Royal, Vice-President in Charge of Television at the National Broadcasting Company;

by Robert L. Gibson, a Director of TBA and Assistant to the Vice President in Charge of Advertising and Publicity for the General Electric Company, and by Thomas H. Hutchinson, in charge of production for the RKO Television Corporation.

Harold S. Osborne, Chief Engineer of the American Telephone and Telegraph Company will conclude the opening session when he speaks on the subject: "Establishing Television Networks".

The afternoon of Monday, December 11, 1944, will be devoted primarily to Panel meetings. These meetings are being arranged by Dorman D. Israel, Vice-President in Charge of Engineering for the Emerson Radio and Phonograph Corporation, and will be conducted by executives in various branches of the television, motion picture, theatre, talent and newspaper industries. Mr. Poppele declared that the purpose of these "individualized meetings" will be to provide information on the role television will play in the future plans of a host of industries.

Highlighting the Tuesday morning, December 12th session will be a Round Table discussion by technical experts of the television industry. The discussion will be led by Dr. Alfred N. Goldsmith, consulting engineer and Vice Chairman of the Radio Technical Planning Board. Questions about television are being solicited from all those planning to attend the conference, and these questions will be answered by the following engineering experts:

O. B. Hanson of NBC; Allen B. DuMont, President, of TBA and head of the Du Mont Laboratories; Dr. C. F. Jolliffe, of RCA; F. J. Bingley of Philco; J. E. Keister of G.E.; Harry Lubcke of Don Lee; Jack R. Poppele, WOR; A. H. Brolly of Balaban & Katz, and Klaus Landsberg of Television Productions, Inc.

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ACTION BY THE FCC

Central Valleys Broadcasting Co., Sacramento, Cal., granted construction permit for new station to operate on 1340 kc., 250 watt, unlimited time, subject to January 26 policy; Lincoln Dellar, Sacramento, Cal., granted construction permit for new station to operate on 1490 kc., 250 watts, unlimited time, subject to Jan. 26 policy; Harrisburg Broadcasting Co., Harrisburg, Pa., granted construction permit for a new station to operate on 1400 kc., 250 watts, unlimited time, antenna site to be determined, subject to Jan. 26 policy; American Colonial Broadcasting Corp., Arecibo, P.R. granted construction permit for a new station to operate on 1230 kc., 250 watts, unlimited time, pursuant to January 26 policy; WDGY, Dr. George W. Young, Minneapolis, Minn., designated for hearing application for modification of license to decrease night power from 500 to 250 watts, and change hours of operation from limited to unlimited time; KFI, Earle C. Anthony, Inc., Los Angeles, Cal., granted petition requesting grant of application for renewal of station license (main and auxiliary) on a regular basis, and application dismissed from hearing docket.

Also, WLIB, WLIB, Inc., Brooklyn, N. Y., granted permission to identify station as a "New York" instead of "Brooklyn" station; KQV, KQV Broadcasting Co., Pittsburgh, Pa. (Licensee), granted consent to transfer of control of KQV Broadcasting Co., licensee of Station KQV, from H. J. Brennen, H. K. Brennen, Sara A. Brenne, Margaret M. Brennen and Thelma B. Bregenser, to Allegheny Broadcasting Corp., for a total consideration of \$575,000 for 1000 shares, or 100% of the no par issued and outstanding capital stock of licensee; KWBU, Century Broadcasting Co., Corpus Christi, Texas, on consideration of petition to modify permit to specify 1030 in lieu of 1010 kc, the Commission authorized issuance of Special Service authorization for a period of 6 months on conditional basis, for operation of KWBU on frequency 1030 kc., daytime hours.

Also, KEEW, Brownsville, Texas, granted consent to voluntary assignment of license of Station KEEW from Eagle Broadcasting Co., Inc., to Radio Station KEEW, Ltd., a newly formed limited partnership composed of E. E. "Jack" Wilson and Ernest E. Wilson (sole owners of stock of licensee corporation) and T. Frank Smith; T. Frank Smith to have 60% interest for a cash consideration of \$8,500.

Applications Received: Nied and Stevens, Warren, Ohio, construction permit for a new High Frequency (FM) broadcast station to be operated on 49,100 kc., with 262 square miles; Wyandotte News Company, Wyandotte, Mich., construction permit for a new High Frequency (FM) broadcast station to be operated on 46,100 kc., with coverage of 775 sq. miles; KXOX, Sweetwater Radio, Inc., Sweetwater, Texas, acquisition of control of licensee corporation by J. S. and Mittie Agnes McBeath by purchase of 75 shares of common stock (50%) from Wendell Mayes; Valley Broadcasting Co., Eugene, Oregon., construction permit for a new standard broadcast station to be operated on 1400 kc., 250 watts power and unlimited hours of operation.

Also, Rebel Broadcasting Co., Jackson, Miss., construction permit for a new standard broadcast station to be operated on 620 kc, power of 1 KW night, 5 KW daytime, unlimited hours of operation, employing directional antenna at night; Pennsylvania Broadcasting Co., Philadelphia, Pa., construction permit for a new commercial television broadcast station to be operated on Channel #4 (78000-84000 kc), ESR 1,760; Southern Minnesota Broadcasting Co., Rochester, Minn., construction permit for a new High Frequency (FM) broadcast station to be operated on 43,700 kc., with coverage of 15,400 sq. miles; Johnson Kennedy Radio Corp., Chicago, Ill., construction permit for a new commercial television broadcast station to be operated on Channel #7 (102000-108000 kc.) ESR 2,150.

Also, Scripps-Howard Radio, Inc., Washington, D.C., construction permit for a new commercial television broadcast station to be operated on Channel #1 (50000-56000 kc), ESR 1,650; same, Cincinnati, Ohio, construction permit for a new High Frequency (FM) broadcast station to be operated on 47,900 kc. with coverage of 13,700 sq. miles; KFRE, J. E. Rodman, Fresno, Calif., construction permit to change frequency from 1340 to 1060 kc., increase power from 250 watts to 1 KW and install new transmitter; same, Bakersfield, Cal., construction permit for a new standard broadcast station to be operated on 1340 kc., power of 250 watts and unlimited hours of operation.

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 ::: TRADE NOTES :::
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Announcement has been made by Rear Admiral Edward L. Cochrane, U.S.N., Chief of the Bureau of Ships, that Lieut. Comdr. James L. Middlebrooks, U.S.N.R., former engineer for the Columbia Broadcasting System, has been awarded the Bronze Star Medal.

Commander Middlebrooks supervised the building of the WTOP transmitter at Wheaton, Maryland, and the construction of the transmitters for the Columbia stations - WABC in New York, and KNX in Hollywood.

Because of expanded production schedules and employment declines, more than 11,000 jobs are now open in plants manufacturing radar equipment for the armed forces, Paul V. McNutt, Chairman of the War Manpower Commission, estimated.

Mr. McNutt emphasized that the majority of radar plants are currently on schedule, but that additional workers are needed to meet rising production requirements. Many plants have met production schedules, he said, by transferring workers within the plant, by increased efficiency and improved manpower utilization methods, and in some cases by overtime work.

Upton Close, veteran radio news commentator, said in Memphis Tuesday that "National Broadcasting Company, pressured by various sources, has served notice on my radio sponsor, Shaefer Pen Co., that it will no longer sell them time on the air if I am not dropped." Mr. Close said "certain radical and communistic elements" were responsible. He was objectionable, he said, because of discussion on "The Dangers of Communism" on the radio.

The Blue Network confirmed that its contract with Henry J. Taylor, commentator, was not being renewed. Chester J. LaRoche, Vice Chairman of the Board of the Blue Network, explained that the decision not to re-engage Mr. Taylor was solely for business reasons and did not have any political significance. He said that the decision was reached before election day.

The election of Andrew C. Jorgensen as Vice-President of Mackay Radio and Telegraph Company, Inc., affiliate of the International Telephone and Telegraph Corporation, was announced by Admiral Luke McNamee, President. Mr. Jorgensen has been General Manager since last April.

Definitions of nine "trade terms" describing mica used by fabricators were proposed by WPB and adopted this week at a meeting of the Raw Mica Fabricating Industry Advisory Committee, the War Production Board has reported. Larger working inventories of mica which is used chiefly as an insulator in electrical and electronic equipment would expedite military procurement of components, the government presiding officer pointed out. However, spot orders, contract terminations and cancellations have made it difficult to anticipate needs. In view of this situation, inventories are often unbalanced being either greatly overstock or deficient in many items.

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