

HEINL RADIO BUSINESS LETTER

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FRANK E. MULLEN

INDEX TO ISSUE OF DECEMBER 6, 1944

Tele To Put Best Foot Forward At 1st Annual Conference.....	1
Durr Urges Educators To Go To It On FM.....	3
Noble Charges WMCA Foes With Even Trying To Reach FDR.....	5
Karns Heads WPB Radio Division Products Branch.....	6
Forecasts In 10 Years Almost Everything Will Be FM.....	7
AFL Plans Radio Expansion After The War.....	8
Petrillo Thumbed On Police Band; He Threatens Benny.....	9
Calls Vandenberg Anti-Petrillo Bill "Only A Pinprick".....	9
McDonald Sees Jap's Radio Invention Boomerang.....	10
Facsimile No Threat To Newspapers Yet, Says Craven.....	11
Charges Corcoran Threatened Tax Squeeze In WMCA Case.....	12
Scissors And Paste.....	13
Trade Notes.....	15

No. 1659

December 6, 1944

TELE TO PUT BEST FOOT FORWARD AT 1ST ANNUAL CONFERENCE

Television will be on parade as never before next Monday and Tuesday, December 11th and 12th, when the First Annual Conference of the Television Broadcasters' Association will be held in New York City. The program, arranged by a Committee headed by J. R. Poppele, is virtually complete.

Broadcasters, manufacturers of radio and television equipment, advertising agencies, motion picture companies and others will be represented at the conference. Over 300 advance registrations from all sections of the United States have been received and the meeting is expected to attract two or three times that many people.

The opening program Monday morning at the Hotel Commodore will include an Address of Welcome by Dr. Allen B. DuMont, President of the Television Broadcasters' Association, Inc., and the following:

Report on Arrangements by J. R. Poppele, Chairman, First Annual Conference of Television Broadcasters Association, Inc.

"New Horizons in Television", Dr. W.R.G. Baker, Vice President, General Electric Company; Chairman Radio Technical Planning Board.

E. W. Engstrom, Director of Research, RCA Laboratories, Princeton, N. J.

"Television Programming", John F. Royal, Vice President in Charge of Television, National Broadcasting Company.

Robert L. Gibson, Assistant to the Vice President in Charge of Advertising and Publicity, General Electric Company.

Thomas H. Hutchinson, in Charge of Production, RKO Television Corporation.

"Establishing Television Networks", Harold S. Osborne, Chief Engineer, American Telephone and Telegraph Co.

Lewis Allen Weiss, Executive Vice-President of the Don Lee Broadcasting System will address the luncheon meeting Monday. His topic will be "Television and the Broadcaster".

In the early part of the afternoon there will be panel meetings to be summarized at a general meeting at 3:45. This will be followed by a cocktail party sponsored by the First Television Network - NBC, GE, and Philco.

Thirty television receivers will be installed in the ballroom of the Commodore on Monday evening to receive a special program of entertainment to be televised in connection with the banquet. A gala program of entertainment, presented entirely via television, will feature the affair, which is expected to be attended by 1,000 persons.

F. J. Bingley, Chief Television Engineer of the Philco Radio and Television Corporation, is in charge of set installations. Receivers are being supplied by RCA Victor, General Electric, DuMont, Philco and Feda.

A full-hour program of entertainment will be telecast to the ballroom by WNBT, the National Broadcasting station, and WABD, operated by the Du Mont Laboratories. Ralph B. Austrian, executive Vice President of the RKO Television Corporation, will produce the telecasts, which will include a remote pickup, a studio variety show and special films.

An address "The U. S. Navy's Electronic Training Program and Its Relation to Post-War Television", Commander William C. Eddy, U.S. Navy (Retired), will be heard Tuesday morning followed by a Technical Roundtable Discussion and Question-and-Answer period with Dr. Alfred N. Goldsmith, Vice Chairman, Radio Technical Planning Board as moderator.

At the luncheon following there will be entertainment by stars of television, radio, stage and screen and the annual meeting will be held at 2:00 o'clock. Thereafter there will be visits to television studios at the National Broadcasting Company, Du Mont Television and Columbia Broadcasting System.

Gold medals will be awarded 1. To an engineer for a technical improvement, development or invention relating directly to television; 2. For the most outstanding television program of the year. 3. To a person for his individual contribution to television, not necessarily of a technical or program nature, but for the active interest he has taken in the general field of television.

The First Annual Conference of TBA marks the first event in television history sponsored by a major video interest of the country. Membership in the Association is comprised of the following organizations:

Active: General Electric Company, Crosley Corporation, Don Lee Broadcasting System, Philco Radio and Television Corporation, National Broadcasting Co., Allen B. Du Mont Laboratories; Television Productions, Inc.; Earle C. Anthony, Inc.; The Journal Company of Milwaukee, Hughes Productions, Bamberger Broadcasting Service, Balaban & Katz Corporation, WGN, Inc., with an application pending from Farnsworth Television and Radio Corporation.

Affiliate: RCA Victor, Capitol Radio Engineering Institute, Western Electric Co., Midland Broadcasting Co., North American Philips Co., Time, Inc., Raytheon Manufacturing Co., Emerson Radio & Phonograph Corp., William Morris Agency, Cecil B. DeMille Productions, Buchanan & Co. Advertising; General Electric Co., Electronics Department, Theatre Guild, RKO Television Corp., and two applications now pending from Federal Telephone and Radio Corp. and Rauland Corp.

The Association is now compiling its first official year book "Television Today and Tomorrow". The price is \$1.00.

DURR URGES EDUCATORS TO GO TO IT ON FM

Educators having missed the boat in their failure to develop standard broadcast stations, FCC Commissioner Clifford J. Durr at the annual meeting of the National Council of Chief State School Officers in Baltimore told them opportunity again knocked at the door - this time FM.

"In abandoning their own stations, many education institutions were influenced by the belief that their educational work could be effectively carried on through the use of time donated by the commercial stations", Commissioner Durr said. "This was true for awhile, but as broadcasting grew in popularity as an advertising medium, the time available for educational programs rapidly declined. The demand for advertising has been stimulated still more by the war-time profits of business concerns, and there is no reason to believe that advertising pressure upon broadcasting time will grow less when the war is over.

"Now, happily, an educator has given education its second chance. The importance of FM, or frequency modulation broadcasting, developed by Major Edwin H. Armstrong, Professor of Electrical Engineering at Columbia University, lies not merely in its high fidelity and its comparative freedom from static and interference, but even more in the new spaces it has opened up in the broadcasting spectrum. When the wartime pressure upon critical materials has been relaxed and radio equipment again made freely available, there will be room for many new stations, both educational and commercial. If I read the signs right, the educators are not going to let this second chance go by.

"In the old recipe for rabbit stew, the first step recommended is to catch the rabbit. Educational stations must be established before there can be effective educational broadcasting. Even this part of the job is not a simple one, and the educational institutions cannot count on others to do it for them. They must do the job for themselves."

Commissioner Durr said he thought that the entire Communications Commission was impressed with the fact that this time the educational institutions really mean business.

"The Chief State School Officers have a particular responsibility with respect to assisting and encouraging coordinated planning of the many educational FM stations which are now being planned", the speaker continued. "In the educational portion of the radio spectrum, as elsewhere throughout the spectrum, there will not be enough room for all those who seek to broadcast unless spectrum space is conserved by careful coordination of frequency assignments. There was no such coordination in commercial broadcasting; and as a result, after a quarter of a century one-third of the area of the country is still without primary broadcast service. You can help prevent a similar misfortune in the educational band by developing statewide plans now. If you wait, the applications for frequencies

now pending before the Federal Communications Commission will of necessity be granted without respect to a statewide plan, and it may be much more difficult thereafter to introduce coordination. I am informed that some States, including Maryland, West Virginia, Tennessee, and perhaps others, have already adopted resolutions authorizing the Chief State School Officers to prepare statewide plans. I am further informed that Michigan, Pennsylvania, Indiana, and Connecticut have set up State Radio Committees to prepare statewide plans. It is none too early; for if these plans are not ready when equipment and materials become available, the foundations of educational broadcasting may develop helter-skelter. It is always desirable to complete your architectural blueprints before you lay the cornerstone of an edifice."

"I do not believe the ultimate success of your educational FM stations will depend merely on the program you broadcast for in-school listening. Nor will success depend merely upon the quality of the transcriptions and the network programs which you bring into the community from the outside. At least equally important will be the function of your educational FM stations as vehicles for local self-expression for the community as a whole. The little red schoolhouse and the modern brick consolidated high-school alike have always played a role as civic centers, and it is certainly appropriate that the new educational FM stations should play a similar role in the life of the whole community. By means of FM, you are enabled to serve not merely the children in the schoolroom but the cultural, intellectual, and recreational needs of every man, woman, and child in your service area. I doubt whether there is any town, however small, which does not have a considerable untapped reservoir of talent suitable for broadcasting. Every educational institution has on its staff teachers and lecturers who can contribute much to the entire community as well as to their classroom students. * * *

"In addition to local dramatic possibilities, there is local music; here radio can be of particular service. And finally, there is the discussion of local issues. It is all very well, for example, to hear juvenile delinquency in your own home community? Or housing in your community? Or public utility regulation?

"Perhaps such home-grown programs may not have the professional polish of network programs; but it is at least possible that they will make up in local interest what they lack in professional craftsmanship. And they will serve a most important cultural function - the preservation and perhaps even the survival of those regional variations of culture without which our national life would be the poorer.

"A democracy cannot rise above the level of the education of its citizens. The vistas which FM stations open for education are unlimited, and so are the vistas which they open up for our democracy as a whole. A tool has been offered us; let us do our best to use it well."

(Note - Commissioner Durr's address "Education's Opportunities in Radio" was 11 typewritten pages in length, single-spaced.)

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NOBLE CHARGES WMCA FOES WITH EVEN TRYING TO REACH FDR

Countering on the attack made by Representative Richard B. Wigglesworth (R), of Massachusetts, last week on the House floor in connection with his purchase of Station WMCA in New York, Edward J. Noble hurled the charge of "political pressure" in high quarters back at his opponents.

"Congressman Wigglesworth is trying so desperately to conjure up a public issue out of my purchase of Station WMCA four years ago. In so doing, he carries a torch for a number of persons who seek to extract from the situation personal profit for themselves at my expense", Mr. Noble declared.

"One of this number, complaining he was forced to sell the station to me at less than its value because of 'political pressure', has thus far displayed consummate skill in the use of political pressure for his own purposes, even to sending a political emissary to see the President of the United States in his behalf. Another of this number professes to have conspired against the seller of the station when the latter was his own employer.

"They have had a field day peddling reckless charges but their public campaign of defamation has now been curbed - at least insofar as the House Select Committee is concerned. In determining on executive hearings, a majority of the Committee simply refused to permit it to be exploited for private gain. That the public interest, if there be any in the situation, has not been compromised is evident from the fact that the investigation continues - though the information it adduces relating to the private lawsuit, will not be available for the present, and therefore cannot be used in the pending court action for damages which the seller of the station initiated.

"That suit, which is awaiting trial in Supreme Court, New York, represents a second try in the courts. The first action took the form of injunction proceedings to prevent me from disposing of the station a year ago; but the judge threw that proceeding out of court."

Charging the use of political pressure in connection with the WMCA sale, Representative Wigglesworth had asked:

"What are these all-powerful forces?

"Is the administration seeking to protect and to keep under cover the conduct and the doings of its 'sacred cows' and political 'parasites in private practice' who are amassing fortunes at the expense of the taxpayers?

"Is the administration trying to prevent the public disclosure of the part played by Thomas G. Corcoran 'Tommy the Cork', William J. Dempsey, and William C. Koplowitz and other New Deal officials, past and present, in connection with this case?

"Did these persons conspire in the alleged enforced sale of radio station WMCA by Donald Flamm to Edward J. Noble, another former officeholder under the New Deal?"

Deploring the fact that House Investigating Committee had closed its doors to the public and the press, the Washington Post noted:

"Members of the House who are protesting against the closing of hearings on the sale of Station WMCA seem to us to have a good case. The story of the transfer of this radio station from Donald Flamm to Edward J. Noble, former Undersecretary of Commerce, is long and complicated. No doubt parts of it have been exaggerated by persons interested in making a case against the Federal Communications Commission. But that is no excuse for conducting the investigation behind closed doors. If the hearing is to be held at all, its proceedings should be open to the public.

"Since his transfer gave rise to a lawsuit, it is persuasively argued that the case should not be tried before a Congressional Committee. Congress certainly ought not to interfere in private legal controversies. On the other hand, a Congressional Committee cannot reasonably be asked to ignore public issues merely because they may have a bearing upon a private suit. If the Committee makes its investigation impartially, and seeks only to disclose the relationship of the FCC to the case, we cannot see that there will be any reasonable ground for complaint.

"The most unfortunate aspect of the WMCA case seems to us to be the part that two former FCC attorneys, who knew of Mr. Flamm's difficulties with the FCC, played in connection with the sale. We think all the facts should be explored by the Committee in the full light of day."

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KARNS HEADS WPB RADIO DIVISION PRODUCTS BRANCH

The appointment of Melvin E. Karns, of Collingswood, N.J., as Chief of the Products and Facilities Branch of the War Production Board Radio and Radar Division, was announced Monday by Louis J. Chatten, Director of the Division.

Besides directing the Products and Facilities Branch, Mr. Karns will supervise the operations of the component and end products sections of the Division.

Mr. Karns is a graduate of the Kansas State College and has been engaged in the engineering and manufacturing phases of the radio industry for 18 years. Prior to joining the Radio and Radar Division staff of WPB, he served with the Radio Corporation of America, as Staff Assistant to the Manager of Manufacturing of the RCA Victor Division and was located at Camden, N. J.

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FORECASTS IN 10 YEARS ALMOST EVERYTHING WILL BE FM

If the Federal Communications Commission gives the green light to frequency modulation as a result of the recent allocation hearings in Washington, William B. Lewis, Vice President of Kenyon & Eckhardt, Inc., Advertising Agency of New York, forecasts that within 10 years nearly all domestic broadcasting will utilize the FM method. Stating that the radio public will never know the real value of FM reception until studios, records, wires and all other technical facilities are geared up to match the fidelity of which FM equipment is capable.

"These technical facilities are ready for production when the war ends", Mr. Lewis, who was a CBS Vice-President stated. "Recordings have been developed which will carry 16,000 cycles. Telephone wires can now be leased which will carry 16,000 cycles, but at such great cost that experiments are being carried forward to find a more economical method of tying together an FM network, either through the use of coaxial cable or the use of ultra high-frequency relay systems.

"Orders are being taken on all sides for FM transmitters and equipment, and the set manufacturers - almost without exception - are ready to build and heavily promote complete lines of combination AM-FM sets. One manufacturer predicts that 20,000,000 sets capable of receiving frequency modulation will be in use within four or five years after the war's end, as compared with an estimated 30,000,000 AM sets in use today."

It is his opinion that the four established networks will become FM webs, a change which "will bring about an improvement in the radio structure that will be a boon to advertisers and to the public." All FM stations in one community will have approximately the same coverage; there will be no such differentials in coverage as exist between the 250-watt station and the 50,000-watt station in AM broadcasting.

As he sees it: "With coverage more or less equalized, the weaker networks will have a much better chance to compete with the stronger networks on the basis of good management, to the profit of advertisers; and good programming, to the profit of the public."

"Regarding his idea of a newspaper-sponsored FM network, Mr. Lewis told the marketing group: 'I daresay there is not an advertiser present who would refuse advertising space in Reader's Digest if it were available, or would object to paying for it a considerably higher rate per thousand than he pays for mass media. I further predict that he would pay a relatively higher time rate to the network which could demonstrably deliver the same market."

"A fifth network", he said, "could establish such an editorial policy and could control its program balance much more easily than one of the established networks could revise its present policies and schedules I have a strong feeling that the American

public is ripe for something new and better in radio and that such a program policy might start a bandwagon rush."

To that "group of powerful and wealthy newspaper publishers who passed up radio in the early days, and have lived to regret it", Mr. Lewis said he leaves the question of whether they, as they obtain FM permits, will logically follow their own AP precedent and establish their own network on a mutual, and, therefore, more economical basis, or "wait instead for another privately-owned network to sell them program service."

The full text of the address of Mr. Lewis may be had by writing to the FM Broadcasters, Inc., 711 Colorado Building, Washington, 5, D. C.

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AFL PLANS RADIO EXPANSION AFTER THE WAR

The American Federation of Labor is planning expansion of its press and radio activity but will delay positive action until after the war.

This decision has been reached, AFL announced, because while "the frontal wave of anti-labor propaganda collapsed of its own sheer emptiness in the past year . . . the trade union movement has been harassed by constant and repeated flanking attacks by powerful and hostile interests."

"Severe setbacks were administered to those who sought to inflame the minds of men in the armed forces against Labor (a capital 'L' was used in the text)", the Executive Council informed the organization's annuan convention when it opened at New Orleans.

AFL evidently has no intention to seek control of radio outlets but will be content with time on the air reportedly already promised by the networks.

(Sidney Hillman, Vice-President of the Congress of Industrial Organizations, and Chairman of the Political Action Committee, when addressing the National Press Club before election was asked if the CIO intended entering the FM field. He replied: "Probably something should be done about it. We have no program for it.")

The printed AFL report to be placed in the hands of delegates in New Orleans said the plans for promotional work by way of press and radio are designed to "enable Labor to take the offensive instead of being forced to remain on the defensive. Foremost among these plans is the development of expanded radio activities."

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PETRILLO THUMBED ON POLICE BAND; HE THREATENS BENNY

Ignoring protests of James C. Petrillo's powerful musicians union, a subcommittee of the House of Representatives governing the District of Columbia, unanimously approved a bill to establish a band for the Washington Police Department. Referring to the diminutive music leader as "Julius Caesar", Representative Hebert (D), of Louisiana, said that Petrillo had been seeking to throttle music to a point where "no one could beat a note on the piano or blow a toot on a horn unless he had obtained Julius Caesar's permission. I am not one to set by and let him do it."

Also despite the threat of Mr. Petrillo to keep the Jack Benny show off the air last Sunday night because of a dispute with the National Broadcasting Company, the program was heard as usual. The word was passed around that if Benny went on with non-union engineers that it might result in a strike which would tie up the entire network.

Network officials declined to explain the exact nature of the A.F.M. complaint or how many employees were involved. Beverly Fredenall, Vice President of the National Association of Broadcast Engineers and Technicians, said at Chicago that he had been informed of the A.F.M. move and that it was prompted by the "fact that the technician responsible for the proper broadcast of the show is not a union man - that he is a N.A.B.E.T. man."

N.A.B.E.T., he said, is an independent union "governed and protected by the same laws that A.F.M. functions under." The attempt to stop the Benny show is "really a fight against N.A.B.E.T.", he said.

There was another victory for Petrillo when approximately 1400 New York City musicians, members of the AFM, were given a 15% increase in wages last week by a Regional War Labor Board order retroactive to last February 28th. The musicians are employed in bands and orchestras which provide the music for thirty-nine members of the Hotel Association of New York, twenty-three members of the Cafe Owners Guild and thirty-five cafes and night clubs in New York City.

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CALLS VANDENBERGH ANTI-PETRILLO BILL "ONLY A PINPRICK"

Although favoring the bill introduced by Senator Vandenberg (R), of Michigan, which prohibits interference with the broadcasting of non-commercial cultural or educational programs, the Washington Post calls the measure merely "a pinprick" and doesn't anticipate that Mr. Petrillo "will feel too distressed by this timid challenge to his comprehensive authority."

In an editorial "Curbing Caesar", the Post says:

"In our opinion it would be better not to legislate at all until Congress is prepared to deal with the major abuses of union leadership exemplified by Mr. Petrillo's extreme demands. Moreover, corrective legislation should not be aimed at Mr. Petrillo exclusively or specifically. He has operated within the law in his successful campaign to impose his will upon the world of commercialized music. Maybe he is a little more colorful and more antisocial than some of his fellow labor leaders. Undoubtedly he has done pioneer work in proving how easy it is under existing law to hold up employers and compel them to subsidize union treasuries under the guise of making contributions to union unemployment funds. But he is only one of the many union officials who know how to apply pressure tactics in disregard of the public's rights without coming into conflict with our inadequate labor laws.

"We are not worried nearly so much by what Mr. Petrillo has done or may do within his own domain as by the bad example he has set for others. What we need is general legislation aimed at suppression of the kind of antisocial union practices for which Mr. Petrillo stands. The emancipation of high school bands from union decrees disbaring broadcasting would still leave Mr. Petrillo free to pursue his major ends, and would impose no restraints at all upon the exactions of like-minded labor czars."

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MC DONALD SEES JAP'S RADIO INVENTION BOOMERANG

We are shooting back at the Jap every day of the week with a major development that was created by a Jap, and - in radio - we are using this same development to plaster him and to keep him from plastering us with the iron and steel he bought from us in prewar days, it was revealed by Commander E. F. McDonald, Jr., President of Zenith Radio Corporation, in an Associated Press dispatch from Chicago.

The material is a super-magnetic alloy that was developed by Professor Tokushici Mishima of Tokyo Imperial University, introduced into this country shortly before the war under the name alnico and is now used by every radionic manufacturer. It is a component of radio and of other potent radionic weapons. Without it, Mr. McDonald stated, some of our radionic devices would be impossible, while others would be heavier, more costly, and less efficient.

"The little yellow Jap is being nicked daily with his own alnico", said Mr. McDonald. "Little did Dr. Mishima think that we would one day be shooting his own development back at his pals. But we are - our fighters are using alnico every day of the week to sink Jap ships and knock enemy planes from the skies."

Alnico's great value, he said, comes from its light weight, great magnetic strength, and permanence. It will lift sixty times its own weight of iron or steel. A piece of it the size of the

eraser of a lead pencil makes a stronger magnet than the large horseshoe magnets we played with as kids. It will retain its magnetic strength under mechanical shock, vibration, and temperature changes of several hundred degrees that would soon reduce old type magnets to hunks of inert metal.

"I believe we got more from the Jap in his discovery of this super efficient magnet than the Jap got from us with all the iron, steel and gasoline we are charged with having sold him in pre-war days."

Mr. McDonald said he could not give further information about military applications of alnico.

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FACSIMILE NO THREAT TO NEWSPAPERS YET, SAYS CRAVEN

Facsimile transmission of printed and illustrated news by radio has been highly developed but the cost "50 upward" of receiving sets is so high that as yet newspapers do not appear threatened with serious competition, Commander T. A. M. Craven, U.S.N., retired, said in outlining future aspects of radio broadcasting at a luncheon of the Advertising Club of Washington Tuesday.

Commander Craven, who left the Federal Communications Commission in July to become Vice President of the Cowles Brothers newspaper, magazine and radio interests, spoke at a luncheon, held in honor of their acquisition of Station WOL in Washington.

Commander Craven said frequency modulation (FM) receivers, like facsimile receivers sets, will cost upwards of \$50 each when they become available, but he predicted ready public acceptance of FM sets because of the improvements in reception which FM provides.

He said television was now "a technical practicability" and that Washington will be "one of the first cities in the country to have television broadcast service." WOL and other local stations have already applied for television transmitter rights.

In the facsimile field, he declared that it is now possible to transmit letter-size sheets of illustrated news at the rate of one page per minute, including pictures in color. But, he added, "until the cost of these sets is lowered, it is hard to see how printed radio news of the future can compete with present methods of distributing printed news in standard newspapers."

Sharing the platform with Commander Craven was the new General Manager of WOL, Merle S. Jones, formerly of St. Louis, Mo., who revealed that WOL this week will announce increases in rates for new advertisers, while "protecting" its present contract advertisers for a year.

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CHARGES CORCORAN THREATENED TAX SQUEEZE IN WMCA CASE

Colin Campbell Ives, an attorney for Donald Flamm, in a statement in New York Monday charged that Thomas Corcoran, former White House aide, threatened at one time to call in the Treasury Department to bring pressure on Mr. Flamm to force him to sell WMCA to Edward Noble.

Mr. Ives said in his statement he could not understand why the Congressional Committee should exclude the public from the hearing because "so many lawyers and business men throughout the country have had first-hand experience with the Corcoran system that it is now a matter of public knowledge."

He asserted that when he discussed with Corcoran "the pressure used by Corcoran's henchmen, Dempsey and Koplovitz, Mr. Corcoran, instead of being shocked or even sorry, informed me that if I, in behalf of Mr. Flamm, would dare to take any steps in the matter, he would utilize the Treasury Department."

Mr. Ives' statement said that Corcoran said he would cause Flamm "income tax troubles to such an extent that Mr. Flamm would wish he had never been born."

He asserted that Corcoran said the "boys" in the Treasury Department "had been working on Flamm's income tax statements and were all prepared to move in."

Suggested by a previous mention of Corcoran, Thomas L. Stokes wrote in the Washington News (Scripps-Howard):

"Tommy Corcoran is expected to appear in a few days before a House Committee, the special committee which is investigating the sale of radio station WMAC, New York, to former Assistant Secretary of Commerce Edward J. Noble. This was a particularly smelly affair involving inside pressure, in which the firm of Dempsey & Koplovitz was employed. Both young men, William J. Dempsey and William Koplovitz, formerly were employed by the Federal Communications Commission. Tommy has been associated with them.

"But Administration pressure resulted in closing the doors of this committee, so that the public cannot get the story."

The Washington Post had this to say:

"The trail of Mr. Thomas G. Corcoran, once special attorney of the RFC and former close confidant of the President, through the corridors of Government departments and congressional halls reappears in the newspaper reports of the Biddle-Littell feud and the WMCA controversy. 'Tommy the Cork', as the President calls him, is the most adept, active, and successful of the lawyer-lobbyists who infest the Capital. He 'sells' the influence he accumulated in the days when he was at the right hand of the President trying to make America over, and, incidentally, planting his friends in favorable locations."

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::: SCISSORS AND PASTE :::
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WBBM Holds The Bag On LaGuardia's Chicago Broadcast

Said Mayor La Guardia delivering his regular WNYC, municipal radio station broadcast, from Chicago last Sunday:

"Thanks to the courtesy of WBBM of the Columbia Broadcasting System I am able to talk to you this week. For a while, the day before yesterday and yesterday, I thought I would have to cancel the weekly talk. I met a New York salesman in the elevator who was on his way home. He asked me if I was going home for the week-end. I said, 'No, it does not look like it', and he said, 'How about the weekly talk?' I said, 'Well, I guess I'll have to cancel it.' 'Oh', he said, 'don't cancel it.' I said, 'I may have difficulty in getting a line.' He answered, 'We think we can attend to that.'

"You see, I really am not broadcasting from Chicago, I am talking on a line from here to our studio in the Municipal Building and it is broadcast from there. The line costs \$107.

"Of course someone will ask, 'Who is going to pay for it?' Well, I guess you and I will have to pay for it. The traveling salesman said he would contribute \$1, so you had better send in your dollars to make up the \$107. If we do not get enough I guess I will have to make up the difference. If we get too much we will make a refund to you on a dollar basis."

The Mayor's office staff is looking forward to some busy days handling the refunds.

- (New York Times)

New Cowboy-Radio Senator Ditched His 10-Gallon Hat

Glenn H. Taylor, cowboy-radio entertainer of Idaho, who defeated Senator D. Worth Clark, arrived unknown on the Idaho political horizon in 1938. He ran fourth in a large field, getting what votes he could by tramping on horseback, wearing a sign bidding for votes for the Idaho troubadour.

Two years later he ran for the Senate on the Democratic ticket and offered a program he called "production for use".

Ten-gallon hat, high heels and flowing tie marked him as an eccentric. Senator John Thomas, Republican, defeated him that time but he came back again and in 1942 suffered a similar defeat.

This year Taylor abandoned his "outlandish" apparel, appeared as a dapper businessman and managed for the first time to secure support from old-line Democrats.

- (United Press)

Rumor Note

It may be only talk but Niles Trammell is rumored about to resign as President of National Broadcasting. If so, his successor will be Sid Strotz.

- (Danton Walker in Washington Times-Herald)

Hails R.C.A. Communications 145,000,000 Word War Record

One hundred and forty-five million words transmitted over the world-wide circuits of RCA during 1944 stand as a wartime record of which the men and women of R.C.A. Communications may well be proud. The efficiency of your service, day and night, has added to the glory of the United States as the communications center of the world. You have participated in communications history during a dramatic period, the true significance of which will come to light when military secrecy no longer prevails.

-(David Sarnoff in Relay magazine of R.C.A. Communications)

BBC Cooperates in French Radio From London

One of the chief programmes in the daily broadcasts from London since 1940 - which, as the people of France avow, have been a potent force in keeping alive the faith of the French in themselves not less than in Britain's promise to "come back" - was "Les Francais parlent aux Francais." In it, French listeners heard the voices of Frenchmen, working in cooperation with the BBC, telling them the truth about the war, about the world, and about France itself. But for that radio link, the majority of the French would have been the helpless dupes of Nazi lies.

- (London Calling)

Metropolitan Auditions "Surprise and Delight" Sponsors

Arthur Kent is one among a score of able singers who have come to us by way of the "Metropolitan Auditions of the Air". Frankly, the original virtue in this enterprise was contained in the attention it directed to the Metropolitan, its value as another link with the vast radio public, and not least of all, in the money it added to our treasury. But these auditions have increasingly revealed to us a quantity of vocal talent previously unsuspected in this country, a range of possibility which continues to surprise and delight us with every annual competition.

- (Edward Johnson, General Manager of the Metropolitan Opera Company in New York Times)

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 ::: TRADE NOTES :::
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Earl Gammons, Washington Columbia Broadcasting System Vice President, will be host at a cocktail party to Edward R. Murrow Chief of CBS European staff at the Carleton in Washington Friday afternoon.

 Potomac Broadcasting Corporation, Alexandria, Virginia, has been granted construction permit for new station to operate on 730 kc., 250 watts, daytime only, transmitter site to be determined, subject to procedure under Commission policy of Jan. 26, 1944. (Commissioner Walker voted for hearing). As Alexandria is just down the river from Washington, this may be the beginning of a new station for the Capital.

 The Board of Directors of Philco Corporation Monday declared a year-end dividend of forty cents (40¢) per share of common stock payable December 27, 1944, to stockholders of record December 15, 1944. This dividend brings total payments this year to \$1.20 per share, as compared with \$1 per share in 1943.

 The Radio Manufacturers' Association is sending to its members mimeographed copies of a detailed discussion of the present and 1945 military electronic program by Director Louis J. Chatten of the WPB Radio and Radar Division. Mr. Chatten's address was delivered at an RMA Export Committee meeting in New York City, and discusses future civilian reconversion, the tube situation, and other problems involved in the immediate and early 1945 production programs.

The Association also sent out copies of a paper on "Standardization of Fixed Capacitors for Civilian Supply", delivered at the recent RMA-IRE Rochester Fall Meeting, by James I. Cornell, Chairman of the Committee on Fixed Capacitors of the RMA Engineering Department.

 John D. Hymes, Chief of the Station Relations Division of the Office of War Information's Radio Bureau, has resigned, effective December 22nd. Mr. Hymes is resigning because of illness in his family, who live at Manhasset, N.Y. He went to the Radio Bureau in June, 1943, from Foote, Cone & Belding, New York City. Willett Kempton, Mr. Hymes' assistant, will be Acting Chief.

 Known to many in the broadcasting and communications industry who have had occasion to visit Senator Burton K. Wheeler's office, WAC Private Celia Arnold, for 20 years the Senator's secretary, will be one of the first women to land on Weyte in the Philippines. Miss Arnold, who is 43 years old, and a member of the District of Columbia Bar, gave up a job as an Economic Analyst with the Board of Economic Warfare, sold her house here, and used the money to buy war bonds when she joined the Wacs last March.

"The Shocking Truth About Radio", an article by Senator Burton K. Wheeler (D), in LaFollette's Magazine, is reprinted in the Congressional Record of December 5, page A4968.

Also in the same issue, page A4979, is an article "Freedom of Speech for Whom" by FCC Commissioner Clifford J. Durr.

The Apex Electrical Manufacturing Co., of Cleveland, Ohio, has completed arrangements with RCA Victor's export organization for the postwar distribution of its electrical products abroad.

Jack Skinner, formerly of NBC and CBS Press Departments, has joined the Mutual network as Assistant to Jim O'Bryon, Publicity Director. Mr. Skinner recently returned from field maneuvers with the New York Guard, where, a First Lieutenant, he served as Assistant Public Relations Officer.

Misrepresentation of the therapeutic properties of a medicinal preparation called "Allen's Nijara" is alleged by the Federal Trade Commission in a complaint issued against Allen Products Co., Inc., 602 Fifth St., N.W., Washington, D. C.

The complaint charges that the respondent company represents in newspapers advertisements, radio continuities, folders and circulars that the preparation, when used as directed, is a cure or remedy and constitutes a competent and effective treatment for rheumatism, arthritis, neuritis, sciatica, gout, lumbago and sinus trouble. The preparation, the complaint alleges, has no therapeutic value in the treatment of the conditions enumerated in the respondent's advertising.

"Your Coming Radio", a booklet describing post-war radio and television receivers, has been issued by the Electronics Department of the General Electric Company.

That 100 television stations will be operating in at least 29 States and in the District of Columbia just as soon as wartime restrictions on materials are relaxed and manufacture of equipment can be started, appears to be a certainty, the Television Broadcasters' Association say.

Three additional applications for television stations were filed with the Federal Communications Commission during the past week bringing the total number of commercial video applications pending to 91. With nine television stations now operating in the four major market areas of the nation, plus the 91 applications now on file, a total of 100 stations appears assured.

Prof. Conrad A. Elvehjem, head of the biochemistry at the University of Wisconsin, takes a fall out of radio advertising saying it has done more to destroy faith in nutrition research than any other single cause.

"The pernicious type of commercial advertising and statements and articles by pseudo-nutritionists build up hopes unfounded by scientific fact which when exploded, leads to a loss of interest in nutrition, Professor Elvehjem said.

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