

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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DEC 22 1944

FRANK E. MULLER

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December 20, 1944

DURR FEARS ADVERTISING IS JEOPARDIZING RADIO FREEDOM

"How free is radio?" Commissioner C. J. Durr of the Federal Communications Commission asks in the Journal of the National Education Association, and then replies:

"If by 'free radio' we mean a radio that will provide the freest possible outlet for the widest possible range of information, entertainment, and ideas, then it is not nearly as free as it should be. It is rapidly becoming less free, as it demonstrates its value as an effective and extremely profitable advertising medium."

Then Commissioner Durr goes on to say:

"Advertising is a traditionally accepted and I think sound feature of our system of broadcasting. Many of the finest musical and entertainment programs would be impossible without it. However, it is one thing for advertising to be used to support a vital instrumentality of public service. It is an entirely different matter when a vital instrumentality of public service becomes predominantly an advertising medium - and that is what our broadcasting system is becoming.

"We have received many solemn warnings during the past year or so that despotic government 'bureaucrats' are plotting to snatch away from the people the freedom of speech guaranteed by the First Amendment to the Constitution, and that the Supreme Court is aiding and abetting the plot. I suggest that you get hold of a copy of the Constitution. You will find that the First Amendment is still there. * * * *

"But there are many restraints upon our freedom other than through political restraints. With the concentration of economic power which is increasing at a constantly accelerating pace, our actions may be as effectively limited and directed by a system of economic rewards and punishments as by duly enacted laws. Moreover, there is no more effective way of distracting attention from these economic restraints than by focusing it on political restraints, real or imaginary.

"In testimony before the Senate Committee on Interstate Commerce last December, President Niles Trammell of the National Broadcasting Company said: 'The argument is advanced that business control of broadcasting operations has nothing to do with program control. This is to forget that "he who controls the pocketbook controls the man." Business control means complete control and there is no use arguing to the contrary.'

"I won't argue to the contrary. That is why I believe a free radio in this country is subject to dangers far more serious and immediate than any threat from the government.

"Today we have on the air about 900 standard broadcasting stations. With the operators exercising independent judgment it should be expected that the prejudices, predilections, and mistakes in one direction would be balanced by those in another, leading to a fairly balanced presentation of points of view, information, and entertainment.

"But do those operators exercise their free and independent judgment? About 600 are affiliated with one or more of the four national networks. These affiliated stations together utilize about 95 percent of the nighttime broadcasting power of the entire country and over half their broadcasting time is devoted to national network programs. They receive about 40 percent of their revenue from the national networks - and this means more than 40 percent of their profits, for the network programs are handed over ready-made and there is little offsetting expense. Many stations could not survive without network affiliation. If 'he who controls the pocketbook controls the man', four network corporations have a pretty effective control over our broadcasting system.

"And the networks themselves are subject to 'pocketbook control.' Of the hundreds of thousands of business concerns in this country, only a select few reach the national networks. In 1943, over 97 percent of the national networks' advertising business came from 144 advertisers. Ten accounted for nearly 60 percent of NBC's business. The same situation prevails in the case of the other networks to a slightly less degree.

"Business concerns engaged in the same line of business probably have similar interests. It is still more disturbing, therefore, that in 1943 over 74 percent of the estimated total billings of all four national networks was concentrated in four industry groups: food, beverages, and confections; drugs; soaps, cleaners, etc.; tobacco.

"Thus we have moved from diversification to concentration. Maybe this is the road to a free radio, but I doubt it."

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FRANK C. STANTON DIES; FATHER OF CBS OFFICIAL

Frank C. Stanton, 66, father of Frank N. Stanton, Vice-President of the Columbia Broadcasting System, died last Sunday at his home near Dayton, Ohio. He was a teacher in the Dayton public school system for 37 years until his retirement in 1941 because of ill health.

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BLUE, CBS, COWLES, STORER SHIFTS ARE 1945 CURTAIN RAISER

It is believed the extensive and significant affiliated broadcasting station changes affecting the Blue Network, Columbia Broadcasting System, and the Cowles, Storer and other outlets are just a curtain raiser for others to come during 1945. That the the Mutual Broadcasting System and the National Broadcasting Company will be heard from is a foregone conclusion.

Six important stations, three of which are now affiliated with CBS and two with MBS will join the Blue Network next June. Three of the stations are owned and operated by John and Gardner Cowles, Jr., namely KRNT, Des Moines, Iowa, WCOP, Boston, Mass., and WNAX, Sioux City, Iowa-Yanktown, South Dakota. Coincidental with the announcement, Gardner Cowles, Jr., said, "We are proud to affiliate three of our stations with the Blue Network. We have growing respect for and confidence in the increasingly good job being done by the new management of the Blue. We think the Blue has a great future and we are delighted to be able to bring to the listeners of three of our stations the high quality Blue program service."

Of equal importance is the new Blue affiliation of WFTL, Miami, Fla., one of seven important stations operated by George A. Storer, who like the Cowles brothers, is one of America's pioneers in radio broadcasting. A leader in business and prominent in the steel and manufacturing industries, Mr. Storer also will now have three stations affiliated with the Blue Network.

"The Fort Industry Company management", Mr. Storer said, "has watched the progress of the Blue Network, and believes in the principles and methods of operation of the company. And, as evidence of our further endorsement, we are pleased to add WFTL to its sister stations WWVA and WAGA in the Blue family."

The other two stations which will shift to the Blue are WLAW, of Lawrence, Mass., headed by Irving E. Rogers, publisher of the Lawrence Eagle and Lawrence Tribune, and WPDQ at Jacksonville, Fla.

At the same time, Chester J. LaRoche disclosed the new Blue affiliations, Herbert B. Ackerman made it known that CBS had signed contracts which will add five new affiliates to the network. The new stations are: KOTA, Rapid City, S. D., expected to go up to 5000 watts in February; KGKY, Scottsbluff, Nebr., 250 watts; KTYW, Yakima, Wash., 500 watts; WJEF, Grand Rapids, Mich.; and KERN, Bakersfield, Calif., 1000 watts.

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"TELE COMING FASTER FROM NOW ON THAN RADIO" - BEN ABRAMS

From this point on, the perfection of television will be much faster than was that of radio, Benjamin Abrams, President of Emerson Radio and Phonograph Corporation, declared last week.

"In fact, television is already advanced far beyond the stage to which radio had been developed at the time the same number of receivers had been sold to the public", Mr. Abrams said.

"These improvements in television will come faster for three reasons. First, the war has greatly stimulated research in all fields, and particularly in electronics; second, there has been an improvement in research technique itself, so that engineers know how to go about solving problems much faster than they did when radio was in its infancy, and third, there is more incentive now to build television sets than there was twenty-five years ago to develop the radio.

Expanding on this statement, Mr. Abrams pointed out that, aside from the advances in the whole theory of scientific research, there is the additional fact that many of the principles underlying television are of the same electronic nature as those on which the more recent radio receivers have been based. For this reason, he said, there is no need for television to go through what would correspond to the "crystal set" period of radio.

"There is a much greater incentive to develop television than there was to perfect radio twenty years ago for the simple reason that manufacturers, as well as the entertainment and advertising industries, know now what can be expected of television.

"Whereas advertisers twenty years ago did not even see the possibility of sponsoring programs or even making announcements over the air, advertisers of today have a fair idea of what television can do for them. For one thing, it is much more effective to show the customer what a package looks like than to attempt to describe it with words.

"In much the same way the educational value of radio was overlooked until recent years. Today, however, educators agree that television holds great promise, since it is much easier to teach by sight than by sound."

Mr. Abrams said that Emerson had developed three basic television receivers which would be put into production as soon as wartime restrictions are lifted. One of the models, a table projection-type receiver, will be priced to the consumer as low as \$150.

"In designing these receivers, we have sought to give the most television for the least money", Mr. Abrams said. "Our purpose in doing so is obvious when it is considered that for television to be a success there must first be developed a receiver that will fit the pocketbook of the masses. In New York City, for example, it

appears that 100,000 to 150,000 receivers will be needed to support efficient commercial broadcasting stations.

"Once television receivers are brought within the buying reach of great numbers, advertisers will be attracted and the resulting revenue will finance programs equivalent in value to radio and motion picture entertainment and education."

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MACKAY RADIO "STATION 25" DELIVERS THE GOODS FOR PATTON

Mackay Radio "Station 25" which has followed the battle-front all the way from the Normandy beachhead to Germany, continues to pump a steady stream of messages from directly behind the fighting front in Europe across the Atlantic to New York after opening the first radio telegraph service with France at the time of the Normandy invasion. The man responsible for opening the circuit on the beachhead and keeping it open while crashing through France with Lieutenant General Patton's lightning Third Army is L. F. Spangenberg, Assistant Vice President and a Director of Mackay Radio and Telegraph Company, who has recently returned to this country.

Long before the invasion, Mackay Radio, an affiliate of International Telephone and Telegraph Corporation, undertook the assignment of providing a complete radio station for the new Western Front. To Federal Telephone and Radio Corporation, manufacturing affiliate of I. T. & T., was assigned the task of building a 15-kilowatt transmitter. Countless associated items, such as sectional antenna masts, insulators, wire and complete power plants, and a vast amount of miscellaneous equipment were gathered together and shipped to Great Britain, there to await transshipment to France. With these materials went a goodly supply of other equipment to meet emergencies over a long future period.

The station, before being shipped to England, was assembled at a point on Long Island and given thorough trials before being broken down and crated for the ocean voyage. Its crew was made up of carefully selected Mackay engineers, technicians and operators, chosen from the more seasoned of Mackay Radio's long-time employees. They were men who could be relied upon to know and do a job quickly and carefully, even under enemy fire. Transported to England, they underwent battle training there while waiting for D-Day to arrive.

When General Eisenhower's vast armade moved across the English Channel for the Normandy beaches, the crew was alerted for the moment when our Army should reach "X" spot, the point selected for erection of the station. Hardly had "X" spot been captured when all the men and equipment were on the move to it.

At the last minute a change in plans obliged them to leave behind the Federal-built equipment and adapt a one-kilowatt, stationary Army set for mobile service direct to the Mackay home office at 67 Broad Street, New York City. Without the equipment with which

they had been trained, subjected to severe beachhead battle conditions, Mr. Spangenberg's crew functioned like veteran troops to get the circuit opened. The odds were overcome, Mr. Spangenberg declares, only by the determination of his men to "get the message through". Writing from the beachhead he said: "Our gear would make Marconi turn over in his grave. A tree holds one end of our antenna, a light pipe-mast the other. Guy wires stretch endlessly, and each day the antenna sinks about 10 feet. No block and tackle; we just pull the stranded steel field wire around the smooth limb that holds the tree-end and hope that the mast won't collapse at the other end. No insulators to break up the guy-wires on the mast, and the transmission-line insulators are splinted together with sticks and tape."

But the messages went through. Restricted to government and press messages, they provided the headlines that the American people read as they were thus enabled to follow the progress of the crucial invasion.

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NEW RCA RETIREMENT PLAN BEGINS AMONG 40,000 EMPLOYEES

Enrollment in Radio Corporation of America's new employee Retirement Plan, which provides pensions and annuities for life to members, began last week among RCA's more than 40,000 employees throughout the country.

Membership in the plan, which became effective December 1st, subject to approval by RCA stockholders and the U. S. Treasury Department, is open to all persons regularly employed by RCA and its domestic subsidiaries who have reached the age of 25 and have completed three years of service. Participation is voluntary.

Benefits, which are designed to supplement Social Security, normally start at age 65 and consist of :

1. The pension, which is to be financed entirely by the employer and amounts to $\frac{3}{4}$ of 1 percent of the first \$250 of the member's monthly earnings on November 30, 1944, plus $1\frac{1}{2}$ percent of such earnings in excess of \$250, for each year of continuous service prior to December 1, 1944, up to 20 years after excluding the first three years of service and any service rendered prior to age 25.

2. The contributory annuity, which depends upon the amount of combined contributions of the employee and the employer made at each age and the annuity rates then in effect. Each member will contribute 2 percent of the first \$35 of basic weekly earnings, plus 4 percent of the next \$25, plus 6 percent of basic weekly earnings in excess of \$60.

The Company contributes a like amount and the combined contributions will be used to purchase contributory annuities for each member. The annuities will be purchased from The Equitable Life Assurance Society of the United States, under the terms of a Group Annuity Contract, and the pensions will be financed with J.P. Morgan & Company, Inc., as Trustee, under a Pension Trust Agreement.

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FIREWORKS WHEN FCC PROBES REPORT TO CONGRESS JAN. 3

Unlike the proverbial month of March, which goes in like a lamb and comes out like a lion, the House Investigation of the Federal Communications Commission, came in like a lion and went out like a lion. During the only supposedly silent part of the hearings - the period during which the public was excluded - the reverberations were the loudest.

There is bound to be a continuation of the same when the new Congress takes up the report which is to be submitted to them on the opening day Wednesday, January 3rd. The last hush-hush session of the investigation - which has lasted almost two years and cost \$110,000 - was held last Friday and the last public session Saturday.

The final day included testimony regarding the sale of Station WLWL, New York, owned by the Paulist Fathers to Arde Bulova in 1937 where it was alleged pressure had been exerted to lower the sales price and hasten closing of the deal.

At the meeting of the House subcommittee Friday, they again heard Edward J. Noble, who purchased WMCA from Donald Flamm for \$850,000. Mr. Noble said later:

"If my testimony doesn't vindicate me, then I will have lost faith in the value of the truth." Mr. Noble told reporters he had conferred with Thomas G. Corcoran, formerly a White House advisor, regarding the qualifications of William Dempsey, an attorney, whom he subsequently retained to represent him in the WMCA negotiations.

At the same time, Mr. Noble said, he asked Mr. Corcoran if he thought "the fact that I had worked" for the late Wendell L. Willkie in the 1940 presidential campaign would be "held against me" by the FCC in considering authorization for purchase of the station.

He quoted Mr. Corcoran as replying:

"No, absolutely not. Forget it."

Mr. Corcoran, whom Mr. Noble said he had known "for a good many years", testified Thursday before the committee.

Mr. Noble said that in purchasing WMCA he paid Mr. Flamm "46 times earnings" and that when he sold it in 1942 to Nathan Straus, New York City financier, it was for "11 times earnings".

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CIVILIAN RADIO TUBE SUPPLY LESS THAN EXPECTED

The shortage of radio receiving tubes for the maintenance of Army and Navy electronic combat equipment and replacement of increasing battle losses must be made up at the expense of civilian radio tube supplies, War Production Board Radio and Radar Division officials said Monday.

It is now anticipated, therefore, that the number of receiving tubes available for civilians will be much smaller in the first quarter of 1945 than the hoped-for 2,000,000 tubes a month, the officials explained.

A recommendation that all current military receiving tube requirements and accumulated deficits be covered by scheduled production before any civilian tubes are made available in the first quarter of 1945, was made by the Radio Receiver Vacuum Tube Industry Advisory Committee at a recent meeting.

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PLATTER TURNER STRIKE THREAT SLEEPING - WITH ONE EYE OPEN

The holiday season to the contrary notwithstanding, the National Broadcasting Company and Blue network officials are ready for anything in connection with the threatened Petrillo and National Association of Broadcast Engineers and Technicians (NABET) strikes.

"There are no new developments in the situation", one of them said, "but it is a thing that we always have with us."

According to one informant, Petrillo is holding off hoping NABET will make the first move and NABET is hoping if there is a strike they can pin the blame on Petrillo.

It is again reported that Petrillo may strike during the Christmas holidays and before the new Congress convenes January 3rd. If and when either side strikes, one thing is sure, the networks will not be caught napping. In the meantime every effort was being made to settle the controversy.

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McCOSKER NEW BAMBERGER BROADCASTING SERVICE CHAIRMAN

Alfred J. McCosker has succeeded Jack I. Straus, President of R. H. Macy & Company, New York, as Chairman of the Board of the Bamberger Broadcasting Company, operator of Station WOR. Mr. Straus will continue as a member of the Board.

Mr. McCosker has resigned as President of WOR. Succeeding to the presidency is Theodore C. Streibert, formerly Vice-President and General Manager.

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SENATE BY-PASSES PAUL PORTER; HYDE AGAIN MENTIONED

The Senate adjourned for Christmas without confirming the nomination of Paul F. Porter, to succeed James L. Fly as Chairman of the Federal Communications Commission. This will necessitate the President renominating Mr. Porter to the new Congress which assembles the first week in January.

No significance seemed to be placed upon the Senate not taking up Mr. Porter's nomination, the reason being given simply that the Senators had been so occupied with the confirmation of the Assistant Secretaries of State and other matters and didn't want to be delayed further getting away for Christmas.

Senator Burton K. Wheeler, Chairman of the Interstate Commerce Committee, assured Mr. Porter that the Committee would give his nomination immediate attention if the President sends it up again.

The only expressed opposition to Mr. Porter, former Publicity Director of the Democratic National Committee and Washington CBS counsel, was filed by the Socialist Party, raising the question whether there should be "elevation of a Publicity Manager in a bitter political campaign . . . also former counsel for a network, to a commission controlling radio and other communications."

The name of Rosel H. Hyde, FCC Assistant General Counsel, has again been strongly mentioned as the successor of Commander T.A.M. Craven on the Commission. Mr. Hyde was also proposed when the President appointed E. K. Jett.

Mr. Hyde is 44 years old, was born in Idaho, and is a Mormon. He is a Republican and joined the old Radio Commission in 1928. He has been Assistant General Counsel for the past two years.

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WASHINGTON SENDS A BIT OF HOME OVERSEAS

Washington, D. C. radio artists and producers representing all stations have completed the first of two transcribed feature programs designed to give Washington men overseas a "little bit of hometown" wherever they are, it was announced this week by Fred Shawn, Program Manager for WRC.

Mr. Shawn is directing the preparation of the local series at the request of the National Association of Broadcasters. General Eisenhower suggested recently that American radio stations make "hometown" programs about cities throughout the States and NAB acted upon the suggestion immediately.

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ABOUT THAT FRENCH 1,000 LINE TELEVISION

Evidently as a rejoinder to John F. Royal, Television Vice-President of the National Broadcasting Company, who at the Television conference discounted the report, CBS came back with a statement Monday which read, in part, as follows:

"Rene Barthelemy, Chief Engineer of Compagnie Francaise de Television at Paris, has confirmed the report that practical 1,000-line television has been developed in France.

"In an interview with Charles Collingwood, CBS Paris correspondent, which was cabled to New York, the distinguished French scientist said that 'there is no longer any insurmountable technical obstacle' to the general use of the new television which would produce an image 'equivalent to what you see on the movie screen.'

First public knowledge within the United States of the revolutionary French development in the new video science was contained in a broadcast from London (Nov. 5) six weeks ago when Edward R. Murrow, CBS European Director, declared that French television experts, under the very noses of the German occupation forces, had perfected a system which would transmit "clearer, sharper and larger pictures than any that was being transmitted in America or Britain before the war."

The Murrow broadcast had special significance for the United States television situation since CBS, in announcing its postwar television policy and reasons for moving television into wider bands and higher frequencies, had declared last Spring (Apr. 27):

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

Collingwood's cabled interview with Barthelemy comes on the heels of an address before the Television Broadcasters' Association purporting to cast doubt upon the existence of the French development originally reported in this country over CBS.

"If it has been suggested in the United States", Barthelemy said, "that the 1,000-line television which we have developed in the Compagnie des Compteurs (parent company of the Compagnie Francaise de Television) laboratories is of no practical importance, I can only say that I and the firm with which I am associated feel that 1,000-line television is ready for exploitation and that it is perfectly feasible. This is not to say that the new television will be available to the public tomorrow or even in a few months. But there is no longer any insurmountable technical obstacle to putting it into general use."

Barthelemy explained to Collingwood that he has been working specifically on 1,000-line television since 1940 and during that

time his company spent more than 10 million francs on the research which led to the present development.

"Our idea", he told Collingwood, "is to perfect a system of television which would produce an image equivalent to what you see on the movie screen. We consider that we have succeeded."

Many British and American engineers serving with the Allied forces in one capacity or another have seen 1,000-line television, Barthelemy said, adding:

"All were convinced of its practicability and several official reports have been made."

Barthelemy emphasized the fact that 1,000-line receiving sets and cameras now are in a workable and finished state although it may still be some time before the system is in general use.

"But I am convinced", Barthelemy concluded, "that sooner or later the world will change over to 1,000-line television. My personal belief is that the change will be almost universal since standards of criticism are the same in all countries and if one country has better television all the rest will want it.

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RADIO TUBE ADVISORY COMMITTEE CONSIDERS WAR REQUIREMENTS

At its first meeting held in Washington last week, the newly appointed Receiving Tube Scheduling Industry Advisory Committee reviewed all types of miniature, (GT) glass and standard receiving tube groups in connection with military requirements, officials of the War Production Board's Radio and Radar Division said yesterday.

Members of the Receiving Tube Scheduling Industry Advisory Committee headed by Milton E. Layer of the Radio and Radar Division, as Government Presiding Officer are:

William Hieatt, Ken-Rad Tube and Lamp Corp., Owensboro, Ky.; G. C. Brewster and L. F. Holleran, Radio Corporation of America, Camden, N. J.; Ray Paret, National Union Radio Corp., Newark, N.J.; K. Johnson and F. E. Anderson, Raytheon Manufacturing Co., Newton, Mass.; John Q. Adams, Hytron Corp., Salem, Mass.; K. Morehead and H. W. Van Twistern, Tung-Sol Lamp Works, Inc., Newark, N.J.; and H. J. Klein, and A. L. Milk, Sylvania Electric Products, Inc., Emporium, Pa.

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 ::: SCISSORS AND PASTE :::
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We Hope Fiorella Paid WBBM Which Was Holding The Bag

Mayor LaGuardia, whose Sunday broadcast from Chicago recently began with an appeal to his fellow-townsmen for \$1 contributions to meet a bill of \$107 for wire charges, revealed that the response was generous enough to warrant a refund of 84 cents on every dollar contributed.

Although the Mayor did not reveal the total of the contributions, unofficial mathematicians at City Hall fixed it at \$668, without making allowance for incidentals such as postage on the refund letters. There was no way of telling how many individuals contributed, because of the possibility that some persons might have donated more than \$1.

- (New York Times)

Federal Radio Helps Wounded Vets

Federal Telephone and Radio Corporation, in Newark, plans to occupy Halloran wounded with light assembly work.

-(Ed Sullivan, Washington Times Herald)

Senator Clark and Tommy the Cork

Washington rumor says that U. S. Senator D. Worth Clark(D), from Idaho, will team up in law practice with Tommy Corcoran at the end of Clark's term. He was defeated in November by Republican Glenn Taylor, the radio cowboy, but is remaining in Washington, exhibits no desire to return to his Idaho law practice.

"Tommy the Cork" one time favorite of President Roosevelt, has been feeling the heat as a result of the discharge of Norman Littell as Assistant Attorney General by F.D.R. The report here is that Corcoran, a Harvard Law School classmate of Senator Clark (1925), is anxious to have him as a partner because Clark has many friends in Congress, who would possibly listen to the ex-Senator when investigations of wartime deals were under way.

- (Bascom N. Timmons in Chicago Sun)

Editor's Note - Senator Clark, a member of the Interstate Commerce Committee which handles radio legislation, has an interest in Station KJBS in San Francisco, Cal. It was Clark who hailed Petrillo to Washington which has been given as one of the reasons for the Senator's defeat.

Publishers Shy of Television

Television was brought down to earth at the conference of the Television Broadcasters' Association in New York City, but there weren't many newspaper publishers around to see and hear what makes it a potential news and advertising medium.

Are the publishers shying away from television because they still think it's "only a toy", or are they unwilling to face the facts that here's a new form of competition - for readers' time.

The few newspaper men who were among the 1,000 or so persons attending the two-day television conference heard not only engineers' problems but commercial plans of department stores, and other retail businesses, to operate their own television stations.

Many publishers have been talking about getting into television, but few have chosen to get an education in it.

- (Editor and Publisher)

\$383,900,000 In Radio Time Sales

The broadcasting industry, according to official sources, will close its books for 1944 with an estimated gross of \$383,900,000 from time sales. Behind those stratospheric figures, representing the heftiest take recorded in radio annals, is the story of an industry that in 25 years has conclusively demonstrated to a not-so-long ago skeptical public its power to emerge as perhaps the most potent commercial force today.

- (Variety)

Elmer Denies OWI Fell Down In France

A proposal has been made that the U.S. should get on the Paris radio to its true war story across.

But, counters Elmer Davis, OWI already is sending several hours of standard wave broadcast programs into France daily thru ABSE - American Broadcasting Station in Europe, located in England. It also is broadcasting by shortwave into France from New York. He said he understood the French radio still is considerably disorganized - that, in fact, the French had asked for some time on ABSE to broadcast into France.

"You can't make a man listen to one of our broadcasts if he doesn't want to", Mr. Davis said. "Our information is that we are having at least fair success."

- (Charles T. Lucey in Washington News.)

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 ::::: TRADE NOTES :::::
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An amendment of the War Production Board (Limitation Order L-71) deletes the provision prohibiting the distribution of certain types of batteries for use in standard wave length radios. However, production of all dry cell batteries is authorized on Form WPB-2719, and WPB does not intend to permit at this time any further expansion of production of these types of batteries for use in standard wave length radios. As before, WPB may direct any manufacturer to distribute specified quantities of dry cell batteries and portable electric lights for certain purposes. This change will have no effect upon the civilian market.

 RCA will give its annual family Christmas party in the Netherland Club, 10 Rockefeller Plaza in New York, Thursday, December 21st at 7 o'clock.

 The Federal Trade Commission has accepted from H. E. Ewart, trading as Champion Company, 1154 North Western Avenue, Los Angeles, a stipulation to discontinue certain misrepresentations in connection with the sale of a storage battery designated "Champion Battery Service".

Ewart agrees to cease and desist from representing that his product makes an electric storage battery last longer; enables a motorist to start his car as often as he wishes without fear of battery trouble; permits the playing of an automobile or other type radio without battery failure and may be depended upon to produce longer battery life and infallible battery service.

 Col. Robert R. McCormick, publisher of the Chicago Tribune and owner of Station WGN, will be married tomorrow (Thursday) to Mrs. Maryland Mathison Hooper, former wife of Harry Hooper, Jr., President of the Lake Shore Coal Company. Colonel McCormick's former wife, Amie Irwin Adams died in 1915.

 When the Conference Committee of the Television Broadcasters' Association, Inc. first began to plan the memorable two-day event held last week, it estimated that about 350 persons probably would attend.

"The fact that close to 800 registered for all activities and well over 1,000 attended Monday's banquet is a testimonial not only to the immense interest in television itself, but to the industry leaders who took part in the Conference program", the Television News Letter states.

"Twenty-eight video sets operated during the gala banquet was the greatest mass demonstration of television ever undertaken."

David L. Herson, trading as Manhattan Auto & Radio Co., 1706 Seventh St., N.W., Washington, D. C., entered into a stipulation with the Federal Trade Commission to discontinue misrepresenting certain radio receiving sets with respect to the number of tubes they contain.

Specifically, he agrees to cease and desist from representing that any radio set contains a designated number of tubes or is of a designated tube capacity, when one or more of the tubes referred to do not perform the recognized and customary functions of radio receiving set tubes in the detection, amplification and reception of radio signals.

The radio can be a potent instrument for good or ill, Pope Pius told 800 employees of the Italian Government Radio Monopoly at an audience in Rome recently.

"In this grave moment", said the Pontiff, "radio can exercise the work of cohesion among the people, reconciliation and love among all nations, but in the hands of perverse men it can also transform itself into an instrument of hatred and ruin."

As a music lover the Pope offered his advice that programs should contain more good music.

Max E. Markell, for the past four years Chief of the Vacuum Tube Section of the U. S. Signal Corps at Camp Evans, has joined RCA's Tube and Equipment organization as a specialist on industrial tube applications.

For military applications alone, the electronic manufacturers of the U.S. will, during the current year, have delivered \$4,623,000,000 of electronic-radio-radar equipment, while civilian radio business will roll up \$700,000,000 additional, Dr. Orestes E. Caldwell, Editor of Electronic Industries and former Federal Radio Commissioner, told members of the New York Electrical & Gas Association last week.

According to estimates by the Philco Corporation, the pent-up demand for radios at the end of 1944 will be between 20 and 25 million units, as compared with the all-time record production of 13,000,000 units in 1941.

Distributors of electronic equipment should not engage in the manufacturing of such equipment and parts, members of the Electronic Distributors Industry Advisory Committee recommended to the War Production Board recently. In the opinion of Committee members, the two businesses of manufacturing and distributing electronic equipment should be kept separate, and if a distributor is interested in manufacturing these products, he should apply to WPB for authority to do so on the same basis as any other manufacturer.

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