

HEINL RADIO BUSINESS LETTER

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No. 1663

January 3, 1945

BELIEVED FDR MAY NOW BE OUT TO TRY TO GET PETRILLO

Because of the numerous ways James C. Petrillo's name has been breaking into the news of official circles during the past week, there is an impression that President Roosevelt at long last may be moving to balance the uneven score between industry and labor and in so doing either the President himself or Congress or both may find a way of hitting back at the all powerful and, up to now, invincible Petrillo.

Perhaps the best evidence of this is James F. Byrnes, Director of War Mobilization and Reconversion, the President's right-hand man, asking Congress to give the Government power to enforce orders of the War Labor Board in the courts in a way "which will treat Petrillos and Averys alike". It is well known that in such matters President Roosevelt has a way of dealing indirectly or through other officials but he is frequently revealed as the master mind. Also it is equally well known that Mr. Roosevelt is a man who never forgets such a slap as Petrillo gave him at the height of the campaign by refusing to comply with the WLB directive and to call off the strike on the record manufacturers. Now that the charge has again been made that FDR has been too harsh with Sewall Avery and too lenient with Mr. Petrillo, the last named may finally be due for settling accounts with the White House. At any rate, it is not believed the tremendous publicity the music czar has been receiving lately is going to help him any.

Chairman William H. Davis of the War Labor Board touched off the most recent controversy over Petrillo by saying the music dictator's case could not be likened to that of Montgomery War. Mr. Davis said the action of the head of the AFL Musicians' union in defying the WLB orders did not constitute a threat to the war economy.

To this Sewall Avery promptly replied:

"The press reports that Mr. Davis, Chairman of the War Labor Board, has attempted to explain why the President ordered the seizure of Ward's properties while doing nothing to Mr. (James C.) Petrillo and the American Federation of Musicians, who also refused to obey a board order.

"Under the War Labor Disputes Act, the War Labor Board found, in issuing its orders against Mr. Petrillo's union, that the union strike would lead to substantial interference with the war effort.

"Mr. Petrillo's defiance of the War Labor Board was not challenged by presidential action.

"Recently labor unions, in defiance of a Government wage order, struck the Chicago, North Shore & Milwaukee Railroad and the Chicago, Aurora & Elgin Railroad and denied transportation to thousands of soldiers, sailors and war workers.

"The President took no action against the striking union.

"If the President can do as he pleases, choose among those who reject the mere advice of the Government and seize the property of some but not others, the nation no longer has a government by law."

Attorney General Biddle, who raced out to Chicago the first time the Government threw Mr. Avery out but who this time elected to remain in Washington (with the comment that "Avery is a pretty tough guy"), replied to the assertions of Ward's president by likewise declaring that the mail order house and the music union cases could not be compared. Mr. Biddle explained that no action was taken against Petrillo because his defiance did not interfere with the war effort. The Montgomery Ward case, on the other hand, produced a strike in Ward's Detroit stores and threatened to spread to war plants, he said.

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SEN. BALL ASKS LAW FOR "PETRILLO AS WELL AS AVERY"

Beating War Labor Board Chairman Davis to it by two days was Senator Ball, New Deal Republican of Minnesota, also declaring that there should be a law to back the Government's wartime policy and that it should apply to James C. Petrillo the same as Sewall Avery. The two declarations might have been made by the same man and coming so close together seemed to indicate teamwork between the Minnesota Senator, the Administration's fair-haired boy, and President Roosevelt. In fact, at the conclusion of his statement, Senator Ball said:

"I have communicated my views to President Roosevelt, Chairman Davis and Secretary of Labor Perkins." Judging from that, one might get the impression that Senator Ball gave the Administration the idea of cracking down on Petrillo at this particular time.

The statement of Senator Ball, who disregarded party affiliations and supported President Roosevelt for a fourth term, read as follows:

"President Roosevelt, in his order seizing the Montgomery-Ward plants Thursday, asserted that Ward's 'consistent and willful defiance of its (War Labor Board's) decisions' has threatened employer-worker confidence in DLB machinery to settle labor disputes.

"I have no quarrel with that statement; in fact I would support it. But it does occur to me that it should apply with equal

force to 'consistent and willful defiance of War Labor Board decisions' by any labor organization.

"A fundamental principle of democracy is that its rules and laws apply equally to all. I do not believe that is true at present as regards enforcement of WLB directives.

"One specific case is the defiance of the Board by James C. Petrillo and the American Federation of Musicians, first in the recording ban case, and now in the strike of the Minneapolis union against KSTP. The latter has continued for eight months in defiance of WLB 'back to work' orders.

"Finally, the WLB through its Chicago Board issued a directive order last week, which the employer has accepted but which the local union refuses to accept. The strike goes on.

"Defiance of the WLB by Petrillo threatens employer-worker and public confidence in WLB machinery just as effectively as does that of Montgomery-Ward. I believe the Government has an obligation to act in both cases.

"If there is no legal basis for action against union defiance, then it is the responsibility of the executive branch to so report to Congress and to have drafted and recommended to Congress legislation which in its opinion will remedy that fatal defect. I would be happy to join in sponsoring such legislation.

"It has been my conviction since 1941 that our Government's labor relations policy for the duration of the war should be written into law, applying alike to all parties and with adequate enforcement provisions to assure compliance."

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NEWSPAPERS AGAIN GIVE PETRILLO AND FDR SEVERE TROUNCING

The declaration by War Labor Chairman Davis that the case of Petrillo could not be likened to that of Montgomery Ward was quickly challenged by the press. A retort which attracted wide attention in official Washington was a cartoon by Berryman, the younger, in the Washington Evening Star. It really wasn't a cartoon but just as effective by Mr. Berryman reproducing as a deadly parallel, excerpts of statements of President Roosevelt in dealing with Petrillo and Montgomery Ward. The drawing was captioned "A Little to the Left", a reply which Mr. Roosevelt recently made at a White House press conference when asked how he stood after the election.

The excerpt from the President's statement to Petrillo read:

"In a country which loves Democratic government and the rules of the game, parties to a dispute should adhere to the decisions of the Board, even though one of the parties may consider the decision wrong. Therefore in the interest of orderly government and in the interest of respecting the considered decision of the Board, I request your union to accept the directive orders of the National War Labor Board. What you regard as your loss will certainly be your country's gain."

The President's statement in connection with Montgomery-Ward read:

"We cannot allow Montgomery Ward & Co. to set aside the wartime policies of the U. S. Government just because Mr. Sewall Avery does not approve of the government's procedure for handling labor disputes. Montgomery Ward & Co., like every other corporation and every labor union in this country, has a responsibility to our fighting men. That responsibility is to see that nothing interferes with the continuity of our war production. It is because Montgomery Ward & Co. has failed to assume this obligation that I have been forced to sign an Executive Order directing the Secretary of War to take over and operate certain properties of Montgomery Ward & Company."

In the same issue of the paper, the Star said editorially:

"Mr. Petrillo's defiance was just as willful and just as open as Mr. Avery's, yet the President did virtually nothing to bring him into line, and the memory of his methods in dealing with Mr. Petrillo will surely tend to lessen public support for his firmness in dealing with Mr. Avery. The administration has not dealt equally with the two cases, and no denunciation of Mr. Avery can conceal that fact."

The Washington Post also took the Administration to task saying:

"The attitude of the Administration seems to have shifted a good deal since the first Ward seizure. One factor contributing to this change of attitude was the Petrillo case. The czar of the musicians' union openly defied the Board, and officials conceded that there was nothing they could do about it. They agreed, in other words, that Congress did not intend to have the Government seize every business involved in defiance of the WLB.

"Attorney General Biddle now says that the President does not seize plants or stores to enforce WLB orders. Rather such action is taken only where it is essential to the war effort. If there is no threat to the war effort, as in the Petrillo case, then apparently it is all right to tell the WLB to jump into the Potomac."

David Lawrence, the columnist, had this to say:

"The powers of the War Labor Board are not going to be tested this time in court but the power of a President to do anything he pleases and call it a national labor policy essential to the war effort is to be determined.

"The hands of the Roosevelt administration are not exactly clean when they bring this issue to court. For the War Labor Board directed the union of musicians under James Petrillo to cease its restrictions and strikes in the making of broadcasting transcriptions. Mr. Petrillo defied the Board and Mr. Roosevelt didn't do anything about seizing the union's facilities or breaking up the strike. Instead he answered critics evasively by saying he couldn't find any law on the subject.

"The War Labor Board, however, had pointed out that many broadcasting stations were necessary to the war effort and that the musicians' strike threatened the existence of these stations.

"Tired of waiting for Government aid in the controversy, the broadcasting stations surrendered ignominiously. Now the War Labor Board says that the union wasn't penalized because the employers 'voluntarily' agreed to the demands of the union and removed the threat to the war effort. The companies settled under duress because Mr. Roosevelt was afraid of the musicians' union and Mr. Petrillo. He isn't, evidently, afraid of Mr. Avery."

A cartoon in the Washington News (Scripps-Howard) shows Petrillo talking to Sewall Avery. Petrillo is sitting on a huge money-bag labelled "Four Million Bucks, Yearly, For Defying the Government - and getting away with it." Avery is laughing and saying to Petrillo, "Whadda You Got That I Haven't Got, Caesar?"

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PRESS WIRELESS BROADCASTS DIRECT FROM WAR ZONE

Direct radio news service between America and the European war zone was amplified Tuesday when Press Wireless began transmitting dispatches from its new, mobile unit, Station PV, somewhere in Holland.

First contact from the new station was made by radiotelegraph at 8:07 A.M., EST. A few minutes later the station was picked up at the press wireless control center in Times Square. Shortly afterward the first news dispatch from the new station was filed by Associated Press Correspondent Wes Gallagher.

Press Wireless already was operating two similar stations, its Station PX, which began transmitting from the Normandy beachhead a week after the Allied landings and moved eastward with the American forces, and another established on Leyte shortly after General MacArthur began his invasion of the Philippines.

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WHEELER FAVORS NEW RADIO LAW; MAY CHANGE COMMITTEES

Senator Burton K. Wheeler (D), of Montana, Chairman of the Interstate Commerce Committee which handles all radio legislation in the Senate, came into the headlines the past week in two ways (1) he proposed that the new Congress get busy and pass an up-to-date radio law, and (2) it was reported that Senator Wheeler, more or less a thorn in the side of the Administration foreign policy might resign as Chairman of the Interstate Commerce Committee to accept a place on the Senate Foreign Relations Committee which will assume greater importance in connection with the peace treaties following the war.

Always active in foreign affairs discussions, Senator Wheeler has just revealed the fact that when the Senate convenes today (Wednesday), he will introduce a resolution incorporating his own ideas for world peace.

If Senator Wheeler were to resign from the Interstate Commerce Committee, the next in line for Chairmen would be Senators Barkley and Wagner, neither of whom would probably take it but the next high man on the Totem Pole, Senator Edwin C. Johnson, of Colorado, might. Other majority members of the Committee are Hill of Alabama, Stewart of Tennessee, Tunnell of Delaware and McFarland of Arizona.

Senator Wheeler, who sponsored a broad regulatory bill which never came to a vote in the last Congress, said several factors were involved in passage of new radio legislation. He included such matters as licenses for clear channel stations, the growth of television, resale of broadcasting licenses, applications for super-power licenses, and assurances that both sides of any question would get equal airing.

The claim for clear channel licenses on the theory of serving rural areas was unjustified, the Senator said. It gave the licensee an advantage over other metropolitan stations without commensurate service to rural regions, he added, and at present left about a third of the country without satisfactory daytime service. He also opposed super-power licenses.

On the question of television growth, Senator Wheeler said that if licenses were issued on a first come, first served basis as was the case in early days of standard broadcasting, it would result in a concentration of such licenses in metropolitan centers to the disadvantage of outlying regions.

"It seems to me that we should be studying right now the issuance of television wave lengths on a geographical basis for allocations", he asserted.

Senator Wheeler said he believed the Federal Communications Commission already had authority to pass on re-sale of licenses. FCC has taken a contrary position. One of the evils which arise from

re-sales, said Mr. Wheeler, was sale of a station at an inflated price.

"As a result", he added, "the new owner being entitled to a fair return on the investment has had to sell more time and reduce the amount of time for sustaining programs of a public service nature."

Finally, Senator Wheeler said radio broadcasting should be forced to grant equal time for discussing both sides of any controversial questions.

"The very foundation of democracy is an informed public opinion", he declared. "We can't have it if the people only hear one side of a question. With one-sided propaganda the public easily can be led astray as it has been in the totalitarian nations of the world."

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DEADLINE FOR PEABODY RADIO AWARDS IS JANUARY 10

The closing date for 1944 entries in the George Foster Peabody Radio Awards is next Wednesday, January 10th. Entries may be submitted by stations, networks, radio editors of newspapers and magazines, listener groups, or any person or organization wishing to direct the attention of the Peabody Board to a special program.

They may submit as many entries as they desire in the classifications for which the following awards will be made:

1. That program or series of programs inaugurated and broadcast during 1944 by a regional station (above 1,000 watts) which made an outstanding contribution to the welfare of the community or region the station serves.
2. That program or series of programs inaugurated and broadcast during 1944 by a local station (1,000 watts or under) which made an outstanding contribution to the welfare of the community the station serves.
3. Outstanding reporting and interpretation of the news.
4. Outstanding entertainment in drama.
5. Outstanding entertainment in music.
6. Outstanding educational program.
7. Outstanding children's program.

Recommendations should be addressed to John E. Drewry, Dean of the Henry W. Grady School of Journalism, University of Georgia, Athens, Georgia.

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JOHN KAROL NEW CBS SALES MANAGER; ERIKSON GOES TO B.B.D.&O.

John J. Karol, Assistant Sales Manager of the Columbia Broadcasting System for the past year and Market Research Counsel since 1939, has been named Network Sales Manager. In his new post, Mr. Karol replaces Leonard Erikson, who has resigned from CBS to accept an executive position with Batten, Barton, Durstine & Osborn, Inc., advertising agency.

Mr. Karol joined Columbia in 1930 as a member of the Sales Promotion staff. Prior to that he was with Crossley, Inc., research firm, as Manager and Research Director,

Author of numerous articles in the field of radio research, Mr. Karol has been Secretary and Treasurer of the American Marketing Association and is a former President of the Market Research Council. He is an honorary member of the New York University chapter of Alpha Delta Sigma, national advertising and marketing fraternity, and has given a course in "The Business Side of Radio" at the New York University School of Adult Education.

When the Joint Committee on Radio Research was organized under sponsorship of the Association of National Advertisers, the American Association of Advertising Agencies, and the National Association of Broadcasters, Mr. Karol was selected as a member of its Technical Committee.

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FCC TABLES NETWORK PROGRAM RECORDING UNTIL AFTER WAR

The Federal Communications Commission has announced that it had postponed for an indefinite period consideration of Order 119 which requires that recordings be made of network programs. This determination was prompted by the fact that the adoption of the rule would require the utilization of scarce material and skilled personnel. While much of this material and personnel is already available and in use, it was felt that the adoption of the rule would require an expansion in this field and the Commission was of the opinion that this expansion should not be undertaken at this time.

The evidence presented to the Commission quite clearly indicates the ultimate desirability of a rule such as that proposed by Order 119, at least for certain types of programs - e.g., speeches, news broadcasts, commentary, etc. The facts show that in some instances recordings are already being made and preserved. Undoubtedly, the practice will continue and if anything will be expanded.

The amount of information and material presented at the oral argument by the representatives of the industry on a subject as important as this was very meager. With the opportunity for further study presented by the indefinite continuance, it is hoped that the radio industry will be prepared when the Commission once again takes up consideration of the adoption of a regulation requiring the recording of programs to furnish more detailed data concerning the desirability and type of rule which should be promulgated.

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FCC CLEARED IN HOUSE PROBE; FLY CENSURED IN WFTL SALE

The House of Representatives Committee, headed by Representative Lea (D), of California, which for two years has been investigating the Federal Communications Commission, in a report to Congress today (Wednesday) gave a clean bill of health to the Commission, also saw nothing wrong with its handling of the WMCA sale, cleared Thomas G. Corcoran ("Tommy the Cork"), former White House aide, of any questionable dealings in connection with the case but censured former FCC Chairman Fly in connection with the sale of WFTL at Fort Lauderdale to Commander George B. Storer.

The Committee accused Mr. Fly of "putting on the heat" and charged that the sale price of WFTL was "entirely too low in view of the potential earnings of the most powerful station in Florida."

The three Democratic members signed the majority version and each of the two Republicans submitted separate minority statements.

While taking note of "differences of opinion" among FCC members, the Committee said these were not "a matter of condemnation" and "an honest difference of opinion as to public administration is and may well be of useful service."

The majority report was signed by Representatives Lea, Hart of New Jersey and Priest of Tennessee. Minority reports were filed by Representatives Miller, of Missouri, and Wigglesworth, of Massachusetts.

Of the WMCA case, one of the Committee's most publicized investigations, the majority said it found no evidence that Donald Flamm, former owner, had sold it to Edward J. Noble, one-time Assistant Secretary of Commerce, under "pressure, coercion or duress".

Mr. Flamm contended he sold the station for less than he could have obtained because of fear that he would lose his license if he did not sell.

"The general allegations to the effect that the White House had anything to do in pressuring Flamm into selling his station to Noble is wholly without foundation in fact", the majority said.

The Committee added that it found "nothing to censure" in the conduct of Thomas G. Corcoran in connection with the WMCA transaction, and "nothing to censure in the conduct of Edward J. Noble".

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General Seyffert, Commander-in-Chief of the German 348th Infantry Division, taken prisoner, said that German communications were so chaotic that he was quite out of touch with the battle, and his best source of news was the BBC.

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RADIO'S GREAT WAR ROLE REVEALED IN YEAR-END STATEMENTS

Brig. Gen. David Sarnoff, President of RCA: "After the war by use of television techniques we shall be able to reach out and operate many of these actions that we see. Just as human fingers press buttons and triggers, snap switches, and release energy to make wheels turn or control machines and vehicles, now radio-electronic fingers touch off new magic."

Niles Trömmell, President of the National Broadcasting Company: "The invasion and the election gave American broadcasting the greatest opportunity and responsibility in its 24-year history. American broadcasters met the test. They were prepared. We face the sunrise of another year with the sober realization that a hard road still lies ahead."

Frank E. Mullen, Vice-President and General Manager of NBC: "American Broadcasters will value the privilege of helping make post-war America a new land of opportunity in a war-torn world. The new services of FM and television, bringing fresh facilities and added stimulus to the task, will provide new lifetime careers for thousands of young men and women."

Paul W. Kesten, Executive Vice President, Columbia Broadcasting System: "There are good prospects that 1945 will see successful demonstration in the United States of the kind of television we can endorse. Much factual evidence uncovered in 1944 supports these hopes. High-definition, 1000-line television has already been demonstrated in France. High-frequency, wide-band television, as a world standard, is inevitable, at whatever sacrifice it may mean of present day equipment."

Alfred W. McCosker, Chairman, Mutual Broadcasting System: "As Mutual went into its 11th year, sales for the 52 weeks of 1944 exceeded \$20,000,000, which meant a gain of over 50 percent. Added station facilities and increased coordination of network operations made the value of these augmented operations apparent not only to the newer clients coming to the network, but also to those already on the air who took advantage of the benefits of such expansion."

John Ballantyne, President of Philco: "Throughout the year 1944, the radio industry continued its 'all-out' war effort and increased its total production in terms of dollars by 20% to approximately \$2,700,000,000, as compared with the preceding year.* * * It is estimated that the pent-up demand for radio receivers at the present time amounts to between 20,000,000 and 25,000,000 units as compared with the industry's all-time high production of 13,100,000 sets in 1941. When the nation's war needs are met, the radio industry and its distributors and dealers should be assured of several years of active, profitable business in making up wartime shortages and giving the public the benefit of the latest developments in FM and television."

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JAPS TRY TO JAM NEW OWI SHORT-WAVE STATIONS

Elmer Davis, Director of the Office of War Information, yesterday issued the following statement:

"The importance of the two new OWI radio stations in the Central Pacific is indicated by Japan's quick 'jamming' of our initial programs. The programs originating at the new powerful 100-KW short-wave Station KRHO at Honolulu, and relayed by the equally new medium-wave station at Saipan, were 'attacked' within 30 minutes after they went on the air by heavy 'jamming' by Japanese radio, the Federal Communications Commission monitors reported to us.

"The 'jamming' affected only the medium-wave broadcast, while the short-wave, carrying exactly the same program went in without interference, the monitors reported to us.

"We, of course, expected this normal enemy counter-activity, and we, of course, were prepared with counter measures of our own to insure a good flow of news and education into Japan.

"There are also 'clear' hours whenever the B-29 bombers are over Japan, for then the Japanese stations leave the air. We may expect compound results from the simultaneous rain of bombs and the flow of truth into Japan.

"The Office of War Information was proud to have its two powerful psychological warfare weapons initiated by carrying the highly significant statements of Undersecretary of State Joseph C. Grew and Admiral Chester W. Nimitz into what Admiral Nimitz so aptly described as 'the very vitals of Japan'.

"Admiral Nimitz's splendid summary of the war in the Pacific to date, we feel, will have considerable effect on the listeners in Japan. Mr. Grew's statement to the people of Japan made clear not only that their troubles of recent years are the result of the seizure of control by the Japanese militarists, but that their future depends on regaining authority over their government's policies and actions.

"That he promised them the truth about the war, as a contrast to the twisted subterfuges their own government has been feeding them, is of paramount importance. It is OWI's job to carry out that promise, and we naturally are pleased, now, to be operating the first radio station penetrating Japan on a wave length that the average civilian set can hear, as well as the powerful short-wave station covering China, India, the Philippines, and Japan.

"We are pleased also to have again the Japanese government's reiteration of its fear of having the truth about the progress of the war given to its people. Between their attempts to 'jam' our broadcasts and our counter measures, we may look forward to a lively battle in this phase of psychological warfare."

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WAR MARKS BIG STEP FORWARD IN DEVELOPING RADIOSONDES

This country, our allies and our enemies, in order not to be at a serious disadvantage in fighting the war, check the weather in the stratosphere by means of radiosondes. For America the U.S. Army Signal Corps is, of course, charged with this responsibility, as a part of its meteorological service.

Enemy radiosondes have been captured and carefully studied and this provides interesting comparisons between our own and those of Germany and Japan. In general it may be said that German and Japanese radiosondes give fewer readings than those developed by America and therefore are less accurate. They are well built and well designed, and are smaller in size and lighter in weight than American instruments. In one notable way they are inferior to ours. Neither the German nor the Japanese instruments are designed for mass production as ours are. Their mercury thermometers and manometers are not suited for mass production since certain component parts can be made only by hand, and at least two precalibrations are necessary.

German and Japanese radiosondes make use of techniques and measuring elements similar to those used in American instruments, but they differ in the types of such elements employed and in the method of varying the transmitted signal.

The Germans have two types of radiosondes in general use. The first type employ wet and dry bulb mercury in glass thermometers for measuring temperature and relative humidity, and a mercury filled glass manometer for the determination of pressure. These glass tubes have metallic coils on the outside distributed through the operating length of the mercury columns within the glass tubes. Two transmitters are used, and two radio frequencies and two antennas are required. It is probable that constant tracking of the signals at the ground station is required to operate this set. The Germans also use chronometric radiosondes that employ bimetallic elements to measure temperature, and hair hygrometers to measure humidity. Temperature contacts are made twice a minute, humidity contacts once a minute.

The Japanese use radiosondes very similar to the German. Pressure is determined in much the same way as in the chronometric instrument of the Germans; however, there are only seven contacts. The Jap radiosondes have the same defect as the German, that they must operate on two radio frequencies, requiring two transmitters, two antennas, and constant tracking at the ground station.

The American radiosonde operates with one transmitter. The carrier frequency is audio modulated and variation in audio modulation can be translated into meteorological data. The signal is received and graphically recorded on a chart. The number of contacts can be counted and the pressure read. Then the elevation is determined. Some American radiosondes have 80 contacts; others 95.

All three countries use a battery for their radiosonde power supply. The foreign instruments use vibrators and transformers to obtain desired voltages and alternating currents. American instruments use batteries with the correct plate voltage and tap only certain components of the battery for the correct filament voltages.

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 ::: SCISSORS AND PASTE :::
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Paper And Radio Run Separately By Gene Pulliam

When the head of a newspaper chain adds another paper to his group it is always news. When a successful radio station operator buys the morning and Sunday paper in the same city it is even more important news. When he operates his radio station and his newspaper separately and completely independent of each other, it is of greater news significance to publishers and radio station owners.

Eugene C. Pulliam, former Kansas City Star cub reporter, is editor and publisher of the Indianapolis Star, which he acquired last April.

He is also president of Central Newspapers, Inc., which owns all the stock of the Star and also all the stock of Indianapolis Broadcasting, Inc., licensee of radio station WIRE. WIRE is not known or advertised or broadcast as "the Star station", and the Star is not advertised or promoted as part of WIRE. While there is no tie-up between the two in the newspaper or on the air, the Star and WIRE are promoted jointly in selling the Indianapolis market to advertisers.

The Star publishes as much news and promotion material from the other stations of Indianapolis as it does about WIRE. "We believe this is only fair and decent to the other radio stations", explained Mr. Pulliam.

The Star does not sponsor a newscast over WIRE because all of the news programs are now under commercial sponsorship. When and if a news program becomes available, Pulliam plans to assign such a spot to the Star for news broadcasting. The newspaper does, however, sponsor a few programs on WIRE.

- (Editor and Publisher)

BBC Puts It All Over OWI In Europe

Representative Paul Shafer, of Michigan, member of the House Military Affairs Committee just back from overseas was critical of OWI and the propaganda job done for America in France and Italy. The British are doing far better, he said, especially by radio. So far as the troops are concerned, Americans are getting their news just about six weeks behind the times.

The day he left, reported the Michigan Republican, pre-election copies of Time and Newsweek had just arrived. "Radio news broadcasts for our troops are so inadequate that they rely mainly upon BBC (British Broadcasting Co.)", said Shafer. "BBC puts out much more news, but plenty of British propaganda with it."

Shafer said the G.I.s are especially angry because of the constant diet of jazz records and comedians which they get over their radio. "They tell me they don't want the folks at home to think they're dancing through the war", he explained, "because they're not doing any such thing."

- (Drew Pearson in Washington Post)

Bowles' Broadcasts Dull, Mrs. Roosevelt Agrees

A woman reporter asked Mrs. Eleanor Roosevelt at her press conference yesterday whether she didn't think Price Administrator Bowles' radio speeches were "very dull". "You are right", the First Lady replied. Bowles goes on the air to discuss rationing.

-(Washington Times-Herald)

Charges Broadcasters With Making A Mess Of It

Since the radio enters so intimately into our domestic and public life, let us hope that its future as a cultural agent will not be as questionable as many of us feel it now is. The current active propaganda against government regulation discolors the picture. Under what seems a totally false slogan - freedom of speech - we are being tempted to ask the government not to try to protect us. ...With one of the greatest boons ever given by science to the education and entertainment of mankind, the broadcasting industry is making amess of it....But you of the sciences and arts and professions can think and write and protest, even without a budget of money. Yours can be a budget of goodwill toward American culture in the postwar world.

- (Harlow Shapley, Director, Harvard College Observatory in Journal of National Education Association.)

Orchids To McCosker From Pulitzer Author

On the same train when I went to New York was Alfred J. McCosker, who had just been graduated with honors from the Denver Times advertising promotion department. McCosker, the same who is now one of radio's most successful moguls (certainly one of the most human) was the man who first wrote a daily column of automobile news for Denver. He stopped off at Chicago, but not for long.

- From "Joseph Pulitzer and his World" by James Wyman Barrett, last City Editor of the World)

Negro Announcer Sought

Station WMCA in New York will initiate a novel employment policy shortly. The management is seeking a Negro announcer. This, the station believes, will help break the Jim Crow tape which heretofore has barred members of the race from this field. As soon as a suitable one is found - and this will be done without difficulty - he will become a member of the staff.

- (New York Day By Day - Washington Post)

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::: TRADE NOTES :::
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The Crosley Corporation did a gross business of about \$100,000,000 in 1944, virtually all of which was war goods, R. C. Cosgrove, Vice President and General Manager, declared in a year-end statement. No home radio sets or electrical appliances were made.

Looking forward to 1945, Mr. Cosgrove stated that unfilled orders will be produced in the first six months of the year somewhat in excess of the load for the first six months of 1944.

ASCAP began licensing the symphonic and concert field the first of the year. Fred C. Erdman is in charge of this operation for the Society. Mr. Erdman was formerly active in the Artist and Repertoire Department of the Victor Talking Machine Co. In recent years he has been ASCAP's Eastern Supervisor.

Paul A. Rickenbacher has been appointed Director of Radio and Television of the Foote, Cone & Belding advertising agency in New York. Mr. Rickenbacher joined the agency on September 1, 1944, as an executive in the agency's Motion Picture Division, and he will continue to be active in this division, which is intimately associated both with radio and with the future of television.

Previous to joining his present associates, Mr. Rickenbacher was with Young & Rubicam, and prior to that, with the J. Walter Thompson Company. He started his radio career as an actor and announcer with the Don Lee Broadcasting System in 1929, and became one of the early experimenters in the field of television.

Lee Strahorn, who has been with Foote, Cone & Belding since the agency was founded, will continue as Manager of the New York Radio Department.

The new annual 1944-45 membership and trade directory of the Radio Manufacturers' Association, listing the personnel, products, etc. of the Association's membership reveals a peak record of 227 companies.

The Los Angeles Times has filed application with the Federal Communications Commission for license to own, erect and operate a television station and an FM station. Norman Chandler, President of the Times, said a site has been acquired atop Mount Harvard, adjacent to Mount Wilson.

The regulation governing ceiling prices of mica has been amended to conform with a revision of a War Production Board conservation order applying to the commodity, the Office of Price Administration announced. The revised WPB order, effective on January 1, 1945, removes several grades from the strategic mica classification.

The amendment is expected to result in ultimate savings to industrial users of fabricated mica, OPA said, since lower quality fabricated mica will now become available for uses in which it is as serviceable as higher cost fabricated strategic mica.

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One enlisted man out of every eight plans, on being discharged from the Army, to operate a business or farm of his own, according to a survey among troops in the United States and overseas theaters conducted by the Information and Education Division, Army Service Forces. About 7% have expressed a desire to enter the communications industry.

Station KPAS, Pacific Coast Broadcasting Co., Pasadena, Calif., was granted application for consent to transfer control of Pacific Coast Broadcasting Co., licensee of Station KPAS, by Wesley I. Dumm, Loyal K. King, Thomas L. Bailey, Clarence A. Nisson, John K. Evans, Emer D. Bates, Maurice Enderle and John A. Smith, through purchase of 43.78% of outstanding, or 1116½ shares common stock, from J. Frank Burke, Sr., J. Frank Burke, Jr., and W. M. Burke, for a consideration of \$178,640.

For a small minority of the press and radio, President Roosevelt does not wish a happy New Year.

Reporters at Mr. Roosevelt's first 1945 news conference Tuesday were greeted by wishes of the Chief Executive for a happy New Year. That goes, Mr. Roosevelt added, for all except a small minority.

FM Broadcasters, Inc. have opened new offices at 1730 Eye Street, N.W., Washington, D. C.

Three major Protestant denominations outlined plans this week to improve the quality of religious broadcasting to the point where it will compete successfully with the best radio broadcasts in other fields.

Ronald Bridges, Moderator of the Congregational Christian churches, announced formation of an interdenominational committee to produce religious programs with professional talent and to supervise a program of instruction for ministers and religious educators for more effective use of the broadcast medium.

The denominations forming the joint committee are the Congregational Christian Church, the Methodist Church and the Presbyterian Church, U.S.A., representing a combined membership of more than 11,000,000 persons.

Accompanying a handsome 90 page profusely illustrated booklet "Twenty-Five Years of Radio Progress With RCA", now being distributed by RCA is the following card:

"As a token of the 25th Anniversary of Radio Corporation of America, we are pleased to send you this copy of 'Twenty-Five Years of Radio Progress With RCA'. It is the history of a fascinating quarter century in radio and electronics. . . We hope that you will find it an interesting story of accomplishment and that it merits a place in your library.

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