

# HEINL RADIO BUSINESS LETTER

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January 24, 1945

## PORTER WARNS AGAINST CHILBLAINS IN CONSTRUCTION FREEZE

In his maiden speech as Chairman of the Federal Communications Commission, addressing his old colleagues of the FCC Bar Association last Friday evening, Paul Porter discussing the Commission's "freeze policy" on new broadcast construction said:

"I had better warn you at the start that before I am through, most of you will have chilblains. For the essence of the Commission's present policy, as determined earlier this week, is to grant no new broadcast applications involving construction, except for a few sharply defined classes of applications. The rigor of the rules may be judged by the fact that of fifteen applications for new standard broadcast stations or changes in facilities considered this week, only five were granted. Three of the grants were for changes in local channel stations. The two granted for new stations were both for communities which have no other broadcast stations and will serve areas having no primary service from any existing station."

The members of the FCC Bar Association had gathered at the Statler on the eve of the Presidential Inauguration to do honor to the new Chairman, who had so recently risen from their ranks. The timing of the affair was perfect as only the day before Mr. Porter had been unanimously confirmed by the Senate for a term that has about  $4\frac{1}{2}$  years to run.

Eliot Lovett was elected to succeed Ben Fisher as President of the FCC Bar Association, Ralph A. Van Orsdel, First Vice-President; Phil Loucks, Second Vice-President; Tom Littlepage, Secretary, and Bryon Carson, Treasurer. Mr. Fisher and Phil Hennessey were elected to the Executive Committee.

"Let me say that this new strictness does not arise out of any whim or caprice on the part of the Commission", the new Chairman declared, "but out of the logic of the situation in which we find ourselves. From the beginning, the Commission's policy has been closely geared to overall Administration policy, and dictated - like other Administration policy - by the primary urgency of winning the war with all our resources and with a minimum of unnecessary civilian dislocation."

Explaining that the Commission had announced its first such restriction February 23, 1942, Mr. Porter traced the history of the freeze policy to date. He said further:

"Applications which on their face do not meet the stringent requirements of the freeze policy will be designated for hearing without delay. With respect to applications on file, including applications in process of hearing, the policy is equally applicable."

It is expected that persons interested in radio will cooperate with us until such time as conditions warrant a return to a more liberal policy. So much for standard broadcast applications.

"With respect to FM and television, the 'pending file' policy still holds. Applications are accepted for the pending file, where they will remain until the manpower and materials situation permits actual construction. At that time due notice will be given to all concerned, and in an orderly manner all applications will be processed and acted upon. FM and television grants will not be made on a first-come, first-served basis. We hope that in most communities there will be enough channels for all qualified FM applicants; where that is not the case, grants will be made, after hearing, to those best qualified - not to those under the wire earliest.

"The freeze order does not apply, and has never applied, to experimental and developmental services.\* \* \*

"Let me hasten to add, however, that the developmental license is not a loophole in the general freeze. Only those experimental or developmental applications will be granted which involve bona fide exploration of new techniques or devices, and which give promise of adding to our knowledge of the art. An experimental or developmental license, moreover, gives no priority on a frequency for subsequent commercial operation.

"There is real need for experiment and development, especially in the higher frequencies, with respect to both FM and television. The freeze does not stand in the way of real work in this field. But fruitless experimental or developmental applications, like unsubstantial applications generally, will merely waste the time of applicants, the time of the Commission, and the time of the WPB.

"I hope that I have answered some of your questions about the freeze except one: namely, how long will the freeze last? That is a question which neither the Commission nor anybody else can answer. It depends upon the success of our forces in the field, upon the duration of enemy resistance - and upon the wholeheartedness with which we here at home support with every power at our command the men on the firing lines. But I do want to urge one caution:

"A few months back, the military news was unqualifiedly good, and the thoughts of many people focused promptly on postwar plans. A flood of applications descended upon the Commission. No blame is attached to that situation; it was a very human error. But if it happens again, we will not again be blameless.

"Let's keep our eye on the ball!"

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## PHILCO GOES TO BAT FOR FCC TELEVISION RECOMMENDATIONS

The fullest possible development of television will be stimulated in the immediate post-war period and the public will have the benefit of this great new service just as soon as war conditions permit as a result of the allocations recommendations of the Federal Communications Commission, according to Larry E. Gubb, Chairman, and John Ballantyne, President, of Philco Corporation, who have written to the Commission commending its action.

Their letter read in part:

"In our judgment, especially when consideration is given to the magnitude of the problems confronting the Commission, a splendid over-all job has been done in reconciling the claims of the many different radio services for portions of the available spectrum. While we should have preferred that a greater number of channels below 216 megacycles be reserved for television, we believe that the Commission adopted a sound, forward-looking policy in making it possible to give a high-quality television service to the public in the part of the spectrum already being used for television where most of the presently available engineering and operating experience lies, while at the same time encouraging research and development work to go ahead in the ultra-high frequencies."

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## GEORGE B. STORER PROMOTED TO NAVY COMMANDER

As a result of almost two years' active service in the Navy, George B. Storer, President, on leave, of the Fort Industry Company of Detroit, is now wearing an additional gold half-stripe on his uniform. He has been raised in rank from Lieutenant Commander to Commander.

Mr. Storer is attached to the Industrial Readjustment Branch, Office of Procurement and Materiel, of the Navy.

J. Harold Ryan, Vice-President of the Fort Industry Company after serving as Assistant Director of Censorship in charge of Radio under Byron Price, is now President of the National Association of Broadcasters.

The Fort Industry broadcasting stations are: WSPD, Toledo; WWVA, Wheeling, W. Va.; WHIZ, Zanesville, Ohio; WAGA, Atlanta, Ga.; WMMN, Fairmont, West Va.; WLOK, Lima, Ohio, and WFTL, Miami, Florida.

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Station WFBR, 5000 watts, Baltimore, Maryland, will join the basic Blue Network on June 15th.

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## WOULD REGARD PUTTING CONGRESS ON AIR AS DISSERVICE

The announcement that Nathan Straus, President of Station WMCA in New York, would broadcast "reconstructed" sessions of the Senate and House of Representatives, got quite a rise out of the New Bedford Standard Times, the newspaper which has been made famous by its publisher Basil Brewer, who is also one of New England's leading broadcasters.

Says the Standard Times:

"The disinclination of Congress to authorize radio broadcasting of its proceedings rests on valid grounds. The effect of such a procedure would probably be to make members engaged in debate self-conscious, to incite them to an attempt to be dramatic and to appeal to the gallery. The knowledge that they were 'on the air' would tend to place entertainment above the earnest deliberation which important matters before Congress require.

"As a substitute for broadcasting actual proceedings, an independent station in New York is said to have decided to put on the air, once a week, 'reconstructed' sessions, with professional actors or stand-ins impersonating Senators and Representatives, and speaking 'lines' taken from verbatim reports of debates in the Congressional Record.

"While this plan would keep microphones out of the House and Senate chambers, it is open to serious objections. Having actors impersonate living persons is risky business. In selecting from the tens of thousands of words in the Congressional Record each week, those that would be broadcast, it would be difficult to present an absolutely fair picture of the arguments, and impossible to reconstruct the actual debate.

"The fact is that radio, great as its uses are, and educational as it can be, does not lend itself to the reporting of the deliberations of legislative bodies. To attempt to use it in the ways suggested, would be a disservice to Congress, to the country, and even to radio itself."

The writer thinks the Standard Times is correct. If the sessions of Congress itself were broadcast, most of it would prove so dull and uninteresting that the question arises - who would listen to such tripe?

As anyone who has ever had to cover Congress well knows, it is often days and sometimes weeks before anything worthwhile is ever heard from the floor at the Capitol. The empty press and radio galleries are the proof of this. Also when Senators and Representatives are really getting down to business, the writer couldn't think of anything that would cramp their style more than if they knew that everything they said was going out over the air exactly as they said it, and they couldn't doctor up their remarks for public consumption as they regularly do in the Congressional Record.

Also if the Senators and Representatives, who are trying to put Congress on the air, want to get an idea how they are apt to get kidded, they should send for the script of a burlesque Congressional broadcast recently put on by Garry Moore in the Jimmy Durante program. It was screamingly funny and really had to be heard (on account of the musical effects) to be fully appreciated.

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#### JONES, WOL, CLICKS IN WASHINGTON; PROMOTED TO COWLES V-P

It didn't take Merle Jones, Manager of the recently acquired Cowles Washington station, WOL, long to make good in the Capital. Mr. Jones came East in October and proved so successful as General Manager of WOL that last week he was elected a Vice-President of the Cowles Broadcasting Company. Mr. Jones was formerly Manager of the CBS station KMOX in St. Louis.

James S. Milloy, Vice-President of Cowles Magazines, Inc., was likewise made a Vice-President of the fast growing radio company.

Other officers elected at the company's annual meeting were: Gardner Cowles, Jr., President; John Cowles, Chairman of the Board and Vice-President; T. A. M. Craven, Vice-President; Craig Lawrence, Vice-President; Phillip R. Hoffman, Vice-President; Carl T. Koester, Treasurer; Vincent Starzinger, Secretary; Karl R. Haase, Assistant Treasurer; L. Densmore Peterson, Assistant Treasurer; Arthur T. Gormley, Assistant Secretary.

The following Directors were re-elected: Gardner Cowles, Jr. John Cowles, T. A. M. Craven, Craig Lawrence, Arthur T. Gormley, Vincent Starzinger.

At the meeting, the stockholders discussed how programming of the stations could be further improved and particularly how their news programs and other programs directly related to the war could be handled with greater service to the public.

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#### CONGRESSMAN APOLOGIZES TO FULTON LEWIS, JR., COMMENTATOR

It doesn't happen often but Representative Chet Holifield, Democrat, of California, apologized to Fulton Lewis, Jr., Mutual commentator last week. Mr. Holifield said:

"On January 10, I addressed the House on the subject Cancellation of Ration Points by O.P.A. Justified. At that time I quoted parts of two broadcasts of Mr. Fulton Lewis, Jr. These quotations, which were furnished to me by a third party, strongly condemned the O.P.A. for its procedure. On the strength of these quotations I stated that, in my opinion, Mr. Lewis was guilty of irresponsible, biased reporting on this subject.



"It has been brought to my attention more recently that the full text of Mr. Lewis' broadcasts also contained arguments in support of the O.P.A.'s procedure. In fairness to Mr. Lewis, I feel that an apology for my inadvertent mistake is due him. Although I frequently disagree with Mr. Lewis in his comments and conclusions, and think that in many instances during the past campaign his comments were slanted in favor of the Republican Party, I would not knowingly be unfair to him. I regret a lack of the full text of Mr. Lewis' broadcasts on this subject caused me to err in my evaluation of the fairness of his comments."

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NOTED HARPIST IS WIFE OF COL. SAM ROSENBAUM OF WFIL

It will be of interest to those in the broadcasting industry not already aware of the fact that Miss Edna Phillips, celebrated harpist with the Philadelphia Orchestra, is the wife of Lieut. Colonel Samuel R. Rosenbaum, head of Station WFIL in Philadelphia. Colonel Rosenbaum is now running the Allied controlled station in Luxembourg.

Miss Phillips will be the soloist with the Philadelphia Orchestra for the radio premiere of Nicolai Berezowsky's Concerto for Harp and Orchestra during the Philadelphia's broadcast over CBS Saturday, January 27 (WABC-CBS, 5:00-6:00 PM, EWT, from Philadelphia). Eugene Ormandy will conduct the program, and Harl McDonald will be annotator for the program.

Berezowsky, who completed his harp concerto, which was commissioned by Miss Phillips, during the last months of 1944, points out that very few compositions have been written for harp and full orchestra. The literature for that instrument is comprised principally of pieces for harp with small combinations of strings or woodwinds or both.

Miss Phillips has been a valued member of the Philadelphia Orchestra for many years.

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CBS HAD 16 \$1,000,000 (OR MORE) PATRONS IN 1944

The gross billings of 16 clients of the Columbia Broadcasting System, who spent more than \$1,000,000 each in network advertising during 1944 were:

General Foods, Corp., \$5,537,409; Lever Brothers Co., \$4,842,781; Proctor & Gamble Co., \$4,348,795; American Home Products Corp., 3,215,834; William Wrigley, Jr. Co., \$2,386.78; Sterling Drug Co., Inc., \$2,307,314; R. J. Reynolds Tobacco Co., \$1,912,727; Standard Brands, Inc., \$1,872,575; General Electric Co., \$1,635,957; Colgate-Palmolive-Peet Co., \$1,627,423; Campbell Soup Co., \$1,576,473; Liggett & Myers Tobacco Co., \$1,520,922; Philip Morris & Co., Ltd., \$1,412,707; U. S. Rubber Co., \$1,306,719; General Mills, Inc., \$1,169,433 and American Tobacco Co., \$1,037,713.

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## ASCAP UPHELD BY FLORIDA COURT; ALSO WINS IN NEW YORK

The American Society of Composers (ASCAP) won two victories last week.

In a decision by Special Master James Messer, Jr. of the State of Florida on Wednesday, January 17th, ASCAP "does not constitute an unlawful monopoly or combination operating in restraint of trade or in violation of the statutes of the State of Florida and is legally qualified and entitled to operate within the State."

ASCAP was one of three original defendants in a suit brought by Florida Attorney General J. Tom Watson, charging infringement of the Florida statute. Last March 20th Louis D. Frohlich, of ASCAP General Counsel, won separate trial for the Society and the ASCAP case was then tried last July in New York City.

The Appellate Division in New York City on Friday, January 19th, upheld the lower court decision that ASCAP was not a monopoly infringing the Donnelly Act.

Suit was brought by the Hotel Edison, Inc. against the Society, charging it with maintaining a monopoly. The appeal was argued two weeks ago in Albany by Louis D. Frohlich, ASCAP General Counsel. The decision was unanimous.

Supreme Court Justice Morris Eder, in granting the motion of Deems Taylor, President of ASCAP, to dismiss the complaint on the ground that it did not constitute a cause of action within the scope of the Donnelly Act, held that ASCAP "is engaged solely in licensing intangible rights created and conferred upon its members by the copyright laws of the United States; a copyright is an intangible thing, it is not trade nor commerce."

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## PEORIA JOURNAL-TRANSCRIPT BUYS INTO EDGAR BILL'S WMBD

Entrance of another newspaper publisher into the broadcasting field came through the transfer of WMBD stock from H. D. Morgan, Vice-President and Treasurer, to Carl P. Slane, Francis P. Slane and Elizabeth P. Talbott. Sale for \$114,750 of 500 shares (50%) held by Mr. Morgan and 10 shares held by Leslie Harrison, Secretary, is involved in the transaction. Mr. Morgan, an attorney, wishes to devote full time to his practice, application stated.

Carl Slane, who receives 86 shares, is publisher of the Peoria Journal-Transcript. Frances Slane and Elizabeth Talbott each get 212 shares and are Directors in the newspaper company. Remaining 49% interest in the station is held by Edgar L. Bill, President and Manager. WMBD is a CBS affiliate, operating on 1470 kc with 5,000 watts, Local Sunset and 1,000 watts night.

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## NOBLE'S REMARKS ON RADIO AND PEACE IN CONGRESS RECORD

Representative Anderson (D), of New Mexico, had reprinted in the Congressional Record of January 18th the talk recently made by Edward J. Noble, Chairman of the Blue Network, in which, commending the efforts of Kent Cooper, of the Associated Press, Mr. Noble emphasized the necessity for a free press and a free radio within every country as a basis for peace. Mr. Noble said, in part:

"Since the last war, radio has emerged as a vital news medium. It is the most direct means of communicating the news and significance of an event to the people. If the potentialities of radio are to be fully realized, the peace treaty must provide for radio to operate without censorship or political control in any country.

"There are many who still doubt the ability of the peoples of the world to live peacefully together. Surely that is not to be the destiny of humanity. There are many things that the peace settlement must provide, but I sincerely believe that one of the most essential is the establishment of freedom of news in all countries. A free press and free radio within each country can be the foundation for a democratic world at peace. Toward this end, we pledge the resources and energies of the Blue Network."

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## AMERICAN CABLE AND RADIO ELECTS PIERSON PRESIDENT

Warren Lee Pierson, for the past eight years President of the Export-Import Bank of Washington, has been elected President of American Cable & Radio Corporation.

Mr. Pierson was also elected President of All America Cables and Radio, Inc. to succeed Frank W. Phelan, recently retired, which, like Mackay Radio and Telegraph Company and The Commercial Cable Company, are controlled by American Cable & Radio Corporation, itself an associate of the International Telephone and Telegraph Corporation.

Mr. Pierson will not assume his new duties immediately but will continue for the time being as President of the Export-Import Bank.

Mr. Pierson's acceptance of the new position will mark the end of a 12-year period of government service which began in 1933 when he went to Washington as Special Counsel of the Reconstruction Finance Corporation. The following year he was appointed General Counsel and Trustee of the Export-Import Bank and was elected its President two years later.

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## RADIO SNOOPERS DON'T CATCH SENATOR LANGER NAPPING!

The biggest laugh of the new Congress developed when Senator Langer (R), of North Dakota, indignantly arose in the Senate last Monday saying:

"I am introducing a bill to regulate the use of certain listening devices, and call attention to the fact that a new listening device has been invented which is revolutionary, and under which, without the use of wires, individuals can listen in on a private conversation held as far as  $3\frac{1}{2}$  miles away."

To which Vice-President Truman, presiding for the first time in the Senate, solemnly replied:

"The bill introduced by the Senator from North Dakota will be received and appropriately referred."

Immediately Senator Langer was besieged by his colleagues and reporters regarding this strange new device. Senator Langer said he had read in a newspaper that someone has invented something through which a person can listen in on conversation "as far as  $3\frac{1}{2}$  miles away". His bill would require that manufacturers of the conversation-catcher, if any, be registered and that every man who owns one get a license from the Justice Department.

"We've got to know where every one of these things is", he was quoted as saying. "They could be very dangerous in time of war. The President might be talking to General Marshall or Admiral King - and someone  $3\frac{1}{2}$  miles away could hear every word."

"There's no way to tell who might be using one right now", he was said to have added uneasily.

Some little time ago, Drew Pearson in one of his broadcasts created quite a little excitement by saying that Charles E. Wilson, President of the General Electric Company, then with the War Production Board in Washington, had one of these mysterious listening sets and certain persons were tuning in on private conversations at the White House and elsewhere. Mr. Wilson virtually exploded, saying that it was the most ridiculous story he had ever heard and that no such device ever existed.

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Because of insufficient electricity, home radios have temporarily become useless in Holland's liberated cities. Those wanting news must brave the severe winter weather, sometimes as low as 15 degrees below zero, and make their way to public listening posts erected in main squares. Loudspeakers broadcast news from the British Broadcasting System, the free Netherlands radio in Holland, and the "Voice of America", the latter originating from the U. S. Office of War Information. In other parts of liberated Dutch territory loudspeaker trucks tour the villages with the most recent news releases available.

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## WILL FLY GET CAUGHT IN OWN TRAP?

An embarrassing angle has developed in connection with the application for licenses for subscription ("pig squeal") radio. James L. Fly is Chairman of the Muzak Corporation seeking the licenses. When Mr. Fly was Chairman of the Federal Communications Commission, he put through the multiple ownership rule allowing only one channel in each city to one company.

Mr. Fly's concern, however, is applying for three channels in New York City - one for classical music, another for popular music, and a third for public service programs. It also seeks to establish similar service in Chicago, Washington, and Los Angeles.

The question now is how the FCC will interpret Mr. Fly's rule in applying said rule to Fly's company's application. Joseph L. Weiner, counsel for Muzak, argued that the multiple ownership rule wasn't meant to cover such a case and that the rule could be modified to permit three channels for subscription radio incorporated.

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## FTC POUNCES UPON "SERUTAN"

The Federal Trade Commission has issued an order prohibiting the dissemination of false advertisements which represent that the widely-advertised product "Serutan" is a cure or remedy for constipation.

Respondents named in the order are Healthaids, Inc., of Jersey City, manufacturer and distributor of Serutan, and sponsors of Drew Pearson's Sunday radio program, and The Journal of Living Publishing Corporation and Victor H. Lindlahr, both of New York, who were found by the Commission to have cooperated with Healthaids, Inc. in advertising the preparation. Lindlahr is editor of the magazine "Journal of Living" and is employed by Healthaids as a radio lecturer.

According to the findings, the Healthaids corporation, through its radio programs, directly advertises Serutan, features Lindlahr as an "eminent diet authority" and "famous editor of 'Journal of Living'" and promotes the magazine and various Lindlahr books and pamphlets; Lindlahr in his broadcasts and writings promotes Serutan and the magazine "Journal of Living"; and the magazine directly advertises Serutan and promotes Lindlahr and his writings, which in turn promote Serutan.

The Commission's order directs the respondents to cease and desist from disseminating any advertisement which represents directly or through inference that Serutan, among other things, is a cure or remedy for constipation.

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## NEW SCIENTIFIC METHODS USED IN DIAMOND DIE PRODUCTION

Small diamond dies, used to draw millions of miles of filament and resistor wires for wartime electronic equipment, are now precision-made by American workers. New scientific methods are used in diamond die production instead of the hand-drilling and laborious polishing done previously by French and Netherlands craftsmen, the War Production Board reports.

Latest electronic developments depend on "invisible" wires drawn at high speeds through precisely drilled diamonds. Metal strands are drawn through microscopic channels, producing wires some of which are finer than eight ten-thousandths of an inch in diameter.

Every "walkie-talkie", the radio and communications system for every tank, jeep, bomber, fighter plane, PT-boat, submarine, destroyer, cruiser and battleship requires platinum, nickel-chrome, copper, aluminum, steel, molybdenum or tungsten wires drawn through diamond dies. The wires are fashioned into resistors, lamp filaments, grids for midget vacuum tubes, even photo-flash bulb "fuzz", often finer than spider-web threads.

"The great future of small diamond dies is linked with electronics", Athos D. Leveridge, Chief of the Diamond Die Section of WPB, said.

"Use of electronics in many phases of warfare will be transplanted to civilian uses. Tremendous civic, medical and civilian demands for television and miniature radios will pyramid both in variety and quantity. 'Peanut' electric light bulbs are used in aircraft and medical apparatus. Flash bulbs are used in photography. Together with communication equipment and other military apparatus now on every war front, they are dependent on superfine wires, drawn through small diamond dies."

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## RADIO STORES AMONG THOSE HIT MOST SEVERELY BY WAR

According to Secretary of Commerce Jesse H. Jones, radio retailers were among the heaviest sufferers caused by war conditions.

Said Mr. Jones:

"Wartime casualties particularly included grocery stores, eating and drinking places and filling stations, but many small manufacturers were put out of business in the early years of the war. Some of these were later given orders which enabled them to start up again. Relative to the total number of various types of retail stores in existence at the end of 1941, household appliance and radio stores, meat and seafood markets, automobile dealers, filling stations, and shoe stores suffered most severely. In each of these lines, there was a net decline during 1942-43 of a fourth or more of the number of stores operating at the end of 1941."

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 ::: SCISSORS AND PASTE :::  
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Musical Featherbedding Called National Scandal  
 ("New York Times")

In a total war in a period of grave labor shortage, at a time when Congress is considering a National Service Act, it is a national scandal that make-work and featherbedding rules and practices should continue to exist on a substantial scale. A panel of the Regional War Labor Board has just called attention to one of the most notorious of these in connection with Station WOV which is seeking to free itself from its present obligation to New York Local 802 of the American Federation of Musicians to employ a quota of twelve musicians.

The Labor Board panel, in a report prepared by Dr. Herbert R. Northrup, finds that the station obviously has no need for twelve musicians, and recommends a reduction of the quota to five. It points out that featherbedding and "pay-without-work rules" obviously contribute to the present labor shortage. It adds that the displaced musicians can easily find work today either at their own trade or at some other: "They can learn to perform new jobs, as 11,000,000 men and women in the armed services and many more millions in war work have done. To be sure, this is a harsh statement. But it is quite mild compared to the realities of war."

\* \* \* \* \*

It is only because of short-sightedness that union rules to provide unnecessary jobs can be made to seem plausible even in peacetimes. Many people think only of the particular workers directly affected by these rules. They do not see that money spent for such workers leaves, ultimately, less purchasing power to employ other workers. Workers employed because they are needed contribute equivalent goods and services for the wages received. They thus help to enrich the whole community. Workers who are employed by compulsion, and who do not return an equivalent in needed work, are merely parasites upon the community.

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Senator Wheeler Pulls Rug From Under Wallace  
 (Drew Pearson)

Wallace's office staff was none too happy on inaugural eve. The fact that Montana's Senator Burton K. Wheeler was taking over the vice presidential office suite poured salt in their wounds. Though Wallace still had several days to run in office, electricians, telephone men, and furniture movers moved in a week ahead of schedule, virtually jerked the rug out from under his legs. Then the Vice President found painters crawling around his office as he reported to work the last day. He took one long, last look and fled.

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Opposition of FM Broadcasters See To FCC Proposals  
( "Washington Post" )

The proposed allocation of frequencies for non-governmental radio services announced by the Federal Communications Commission represents an enormously difficult step in a monumental undertaking.  
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The nature of this FM broadcasting technique is such as to permit the operation of several thousand stations as compared with the 930 amplitude modulation stations now overcrowding the standard broadcast band to which commercial broadcasting has been confined.  
\* \* \*

The increased number of stations will make it possible for many voices now denied expression on the air to gain a hearing. The cost of establishing a station will be reduced because the value of a franchise will be reduced. Similarly, the cost of time on the air will be significantly lowered. Labor unions, minority groups of all sorts, individuals, will find an outlet for their points of view which hitherto they have been unable to afford or to obtain. Very wisely, in our judgment, the FCC has set aside 20 FM channels (which should mean several hundred stations) for educational radio. We applaud equally the Commission's decision to reserve 20 channels for newcomers to the FM field.  
\* \* \* \*

There is vigorous, and, in view of their stake in the status quo, understandable opposition among the established FM broadcasters to the FCC's decision to move this entire service up to a higher place in the spectrum than it now occupies. The Commission's reason for doing this is that it believes skywave interference will be less serious in the new location. Some industry engineers are frankly skeptical and fear that they will run into other and perhaps more serious propagation problems in the new area. In point of fact, the FCC decision runs counter to recommendations made by the Radio Technical Planning Board, composed of outstanding electronic experts, but is said to be based on still secret military data available only to the commission. Paradoxically the FCC has assigned television, which is far more subject to skywave interference than FM, to the portion of the spectrum from which FM is to be removed.

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Claims One Tele Set Cancels 5 Broadcast Listeners  
(O. H. Caldwell in "Electronic Industries")

Television even "as is" already offers an actual menace to broadcasting's evening programs. Recent experience in the New York area indicates that each tele set going into use completely withdraws five listeners from the 8:00-10:30 P.M. broadcast audience, the choice hours of the broadcast day. What inroads future tele may make on existing established broadcast equities can be readily surmised. Some broadcasters will meet this problem by mastering the new video agency; others by seeking to put off the evil day of competitive home entertainment during broadcasting's prize evening hours.

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Correction

An extract of an article in "Scissors and Paste" in the January 17th issue, captioned "Capehart 'Het Up' at being called a Millionaire" should have been credited to George Dixon in the Washington Times-Herald.

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::: TRADE NOTES :::  
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Emerson Markham, associated with General Electric broadcasting for twenty years, has been appointed Manager of Television, it has been announced by Robert S. Peare, Vice-President in Charge of Advertising, Broadcasting, and Publicity. Mr. Markham fills the vacancy created when Robert L. Gibson, former assistant to Mr. Peare, was named Advertising and Sales Promotion Manager of the new Chemical Department.

In addition to his new responsibility, Mr. Markham will continue as Manager of the company's frequency-modulation station WGFM, and in charge of farm and science broadcasting from WGY. No other changes are made in the personnel of WRGB and Hoyland Bettinger will continue as Program Manager of Television.

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Frank J. Bingley, Chief Television Engineer of the Philco Radio and Television Corporation, was elected Vice-President of the Television Broadcasters' Association, Inc. at a meeting of the Board of Directors last Friday in New York City. He succeeds Robert L. Gibson of the General Electric Company.

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The question has been raised whether Chairman Paul Porter will continue the "Heil FCC" practice inaugurated by former Chairman Fly of making everybody (including the newspapermen) stand when the Commissioners make their entrance at a public hearing.

Chairman Fly had a way of looking about the room to see if everyone was standing. The writer recalls a session which former FCC Commissioner O. H. Caldwell was covering for his publications. Seated at the press table absorbed in his work, and evidently not knowing that he was expected to rise in the distinguished presence of his former colleagues, Mr. Caldwell didn't get up. Mr. Fly spotted him rapped savagely with his gavel and glared at "O.H.", who seeing everyone else standing at attention, immediately arose and the session proceeded.

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Sparks-Withington Company - Six months to Dec. 31: Net profit, \$480,593, or 52 cents a common share, compared with \$469,673, or 51 cents a share, for six months to Dec. 31, 1943.

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The British Institution of Radio Engineers has announced proposals for the formation of a British Radio Research Institute, and has issued a post-war development report, according to the British press. The report deals with (a) the present state and anticipated development of radio science, and (b) education in relation to the technical training of radio workers. It advocates college courses leading up to the award of national certificates in radio engineering, additional subjects for certificate endorsement to include engineering economics, factory organization, and management.

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Checks of the Blue Network now bear the new name - American Broadcasting Company, Inc.



Howard Linn Edsall has been appointed Advertising and Sales Promotion Manager of the RCA Tube and Equipment Department. For four years prior to joining RCA, he was Advertising Manager of the Ajax Metal Company of Philadelphia.

Charles W. Taylor, who has been with the company since 1929, has been named Manager of RCA Tube Parts and Machinery Sales.

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A subscriber writes:

"Your newsletter of January 10 gave me a smile.

"On page 15 where you say General Electric revealed 26% of their listening and seeing audience consists of children under 18 years of age - I am in full agreement as the television set in our home has been moved out of everyone's quarters including our library and now rests in my little daughter's room and she, being just eight years old, enjoys it. I think her real attraction to it is that the programs don't go on until about the time she has to go to bed and is used as an excuse to stay up for a few minutes longer."

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Lowell Thomas, National Broadcasting news commentator last night was presented the Radio Daily's All-American News Commentator Award, according to U.P. The presentation was made by Hugh Baillie, President of the United Press, at the request of the magazine.

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Mrs. William Paley, wife of the President of the Columbia Broadcasting System, was listed among the 10 best dressed women in the world by New York Dress Institute. Among those who received numerous votes were Mme. Chiang Kai-shek, Mrs. Harry Hopkins and Mrs. David Sarnoff, Jr.

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A new and advanced RCA Audio Chanalyst, which provides complete sound system testing equipment in a single unit is being manufactured by the RCA Victor Division of the Radio Corporation of America.

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D. R. Buckham, Eastern Sales Manager of the Blue Network for the past two years, and a pioneer in network sales operation, will join the Mutual Broadcasting System on or about February 1st, as Eastern Sales Manager.

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Negotiations under way for sale by International Telephone & Telegraph Co. of its Spanish telephone subsidiary to Spanish interests currently involve around 70 million dollars, A.P. reported yesterday.

The company's statement at the end of 1943 shows \$28,012,880 investments in securities of Spanish properties, and \$43,266,855 in receivables, a total of \$71,279,735. Earlier this month five million dollars in earnings of the Compania Telefonica Nacional de Espana was released to I. T. & T. by the Spanish government.

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John Donohue, Detroit District Manager of the Blue Network for over four years, has been appointed Eastern Sales Manager of the Blue.

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