

# HEINL RADIO BUSINESS LETTER

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WASHINGTON, D. C.

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NATIONAL BROADCASTING COMPANY, INC.

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No. 1670

February 21, 1945

## RTPB GROUP SEES FM SHIFT DELAYING SETS, BOOSTING PRICES

If the recommendations in the resolutions passed by the special Radio Technical Planning Board FM Receiver Committee on FCC Allocations, Panel #5, in New York last week are finally approved and are typical of protests to be received in FM and other fields, discussion may wax warm at the Federal Communications Commission allocations hearings which begin in Washington next Wednesday, February 28th. Quite a little heat apparently was generated at the New York off-the-record meeting and the net result was a victory for the anti-FCC forces. The point at issue was whether FM was to be moved upstairs from 42-50 to 84-102 megacycles. The answer was "No".

Adhering to the RTPB recommendation that the FM band be 43-58 mc., the special Committee concluded, after a lengthy discussion on receiver design and production factors, that moving up to the frequency recommended by the FCC would take the engineers six months longer to work out the receiver details, would increase the price of sets maybe as much as \$32, and would require 3 months longer testing time. Furthermore, the Committee favored 150 channels instead of the proposed 90 channels.

The resolutions passed by the special RTPB FM Receiver group, which was headed by Ray H. Manson of Stromberg-Carlson, follow:

### "Resolution 1:

"On motion of Mr. Reid, of The Crosley Corporation, it was resolved by unanimous vote of all present:

"That, after considering receiver design factors, we are in agreement:

- "1) That we can build receivers for the 84-102 mc band. However, it is recognized that the change in frequency allocation under discussion imposes important technical difficulties, such as receiver drift and the attainment of the requisite sensitivity and selectivity, which will have a bearing upon the quality of service to be rendered to the public. Therefore:
- "2) Considerable additional engineering time will be required, estimated to be approximately 6 months, as compared to the original RTPB recommendation of 43-58 mc.

Engineering work of material consequence on civilian radio equipment is not now and will not be in progress in the plants of the radio receiver manufacturers here represented until engineers are released from war activities.



- "3) Increased cost will be involved which, for a \$50 to \$75 receiver, will have the effect of increasing the retail price an additional \$4 to \$32, with a majority opinion tending toward the higher figure. This variation in cost estimates is a result of the divergence of opinion regarding methods which will be required to solve the technical difficulties mentioned above.

"Resolution 2:

"On motion of Mr. Levy, of the Emerson Radio Corporation, by unanimous vote of all present, it was resolved:

"That the Commission should be advised that adequate field testing and design revisions on radio receivers for the 84-102 mc band will entail an additional time of approximately three months, as compared with the RTPB proposal of 43-58 mc. This time cannot begin to run until there are a sufficient number of transmitters designed, manufactured, erected and put in operation, adequately distributed as to frequency, power and geographic location.

"Resolution 3:

"On motion of Mr. Spielman, of Philco, by unanimous vote of all present, it was resolved:

"That the Committee is in agreement that inclusion of 150 channels at this time, instead of the proposed 90 channels, imposes additional receiver design problems which will result in a further increase in cost and additional engineering time, and recommends that a firm allocation commitment be made by the Commission so that unnecessary delay and increased cost to the public can be avoided."

The recommendations of the Special Committee have now been referred to Panel #5 for action.

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BOB KINTNER TO STREAMLINE WASHINGTON BLUE NET OFFICE

Returning to his old stamping grounds where for so many years he was a successful newspaper correspondent and columnist, Robert E. Kintner, a Vice-President of the "Blue Network of the American Broadcasting Company", as it is now officially known, will reorganize, expand and be in charge of the network's Washington office. Also under Mr. Kintner's direction will be a newly created News and Feature Department of the network. Mr. Kintner, who began as a reporter in New York on the Herald-Tribune, and later was in the paper's Washington bureau, subsequently teamed up with Joseph Alsop in the famous Kintner-Alsop column. When the war came along, he served in the Army as a Lieutenant Colonel.

The Blue has also elected three new Vice Presidents - C. P. Jaeger, General Sales Manager, Fred Smith, Director of Promotion Advertising and Publicity, and Chas. E. Rynd, formerly Treasurer of the Company.

C. Nicholas Priaulux, Vice-President in Charge of Finance will succeed Mr. Rynd as Treasurer. Earl Mullin will continue as Manager of the Publicity Department, and Johnny Johnstone as Director of News and News Features.

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## CROSLEY SEEKS AD AGENCIES' COOPERATION IN TELEVISION

Discussing television particularly in relation to the advertising agencies, Richard Hubbell, Broadcasting Manager of The Crosley Corporation, and author of the book "4,000 Years of Television", addressing the Cleveland meeting of the American Association of Advertising Agencies, last week said that in recent months the question has been raised "with considerable sound and fury - as to who is going to control television production. Will the broadcasters try to freeze out the advertising agencies? Will the agencies have to fight the broadcasters?"

Certainly not The Crosley Corporation, Mr. Hubbell declared, as he continued:

"Here's the television line along which the Broadcasting Division of The Crosley Corporation is thinking. We have not frozen on any definite policy yet, and we would like to get your reactions and your feelings before any definite policies are set.

"The keystone of this thinking is close and intelligent cooperation with advertising agencies. It assumes that, during the first half decade of postwar television particularly, skilled television directors, writers, and technicians will be at a premium.

"The Crosley Corporation would undertake to construct and operate a number of the best high power transmitters. It would provide the best possible television studios just as it has in the new radio studios at Crosley Square in Cincinnati. It would equip these studios with the most advanced design cameras built, with an eye to smooth, flexible handling, and it would staff the studios with top notch crews, working full-time on television, devoting every energy to its development. These crews would be brought in and trained in the basic principles. Some will have had previous television training. Others will come with movie, radio, theatre, newspaper, and advertising backgrounds, but they will all start from the bottom and learn everything, from sweeping the floor to operating a camera to producing, writing and managing. They will have the opportunity to advance as rapidly and in whatever direction their abilities permit.

"The programs we broadcast would be promoted throughout our service areas by our highly efficient Merchandizing and Promotion Department. And it may be assumed that the huge facilities of The Crosley Manufacturing Division, which is doing about 100 million dollars' worth of business a year right now, will be able to supply plenty of television receivers to all parts of our service areas.

"That is what Crosley proposes to offer, and here is how we think the agencies might dovetail their activities advantageously: We will keep you informed of every step of our developments. As soon as studios are built and the first crew trained, we would invite agencies to send their television directors, writers, time-buyers, and executives to observe operations, study our methods, and sit in on program conferences to suggest ways in which our shows might be



adapted to the needs of clients, and to work out new commercial program ideas for audition purposes and, if they appeal to a client, for subsequent sale and broadcast. Just as rapidly as the agency men get the hang of television, they can participate in a greater degree.

"Suppose we sign contracts with fifteen agencies for two shows a week from each one. The agency personnel will be getting the experience of creating and producing these two shows a week, while the personnel of the station will be getting the combined experience of producing thirty commercial shows per week, in addition to 'live' sustaining programs, which might number an additional fifty - not counting motion picture transmission. That would mean that the station employees would be soaking up the combined experience of 80 shows a week to the agency employees' two shows. If the agency buys package shows from an independent producer, the ration would be even more pronounced. Obviously the station employee will be able to learn more and faster.

"Therefore, it is to the agency's advantage to get skilled television people as rapidly as possible. We would like to help the agencies in this for the simple reason it would be mutually advantageous, because it will develop television more rapidly. Accordingly, we propose the possibility of supplying agencies with skilled writers, directors, and executives. We would take in talented novices, place them under contract, train them from the ground up while on a good salary, then let them find their own niches in staff work, and when they have proven themselves, make their contracts available for sale to agencies - subject, of course, to the individual's approval.

"Above all, we seek the fullest cooperation with the advertising agencies in the development of television. We believe in the future of television, enough to invest millions of dollars in it. We believe the future development of the radio industry lies in television, not in FM -- which is only a new way of doing the same sort of programs we are now doing in radio. Television can do everything AM and FM radio can do, and a lot more that it cannot do.

"To get television off to as rapid a start as possible, three things are necessary: (1) Manufacturers must supply good receivers at reasonable prices, must distribute and service them. The Manufacturing Division of Crosley, one of the largest radio-television manufacturing outfits in the country, will come through on that point. (2) Television broadcasters must turn out good programs from high power transmitters, located in desirable market areas. The Broadcasting Division of Crosley has rolled up its sleeves to get started on that one. (3) Advertisers and advertising agencies must hold up their end by revolving good selling techniques, by helping to produce good shows, and by helping to support television in its first two years, when the audience must of necessity be small - support it by the sponsorship of programs.

"WLW can help to build an audience rapidly not only by smart programming, but also by aggressive promotion of receiver sales,



programs, and program sponsors through radio and through our Promotion and Merchandizing Department which covers thousands of retail drug and grocery stores, and puts WLW promotion pieces in the street cars, busses, and on the rear end of taxicabs in a number of cities in the WLW area, including Cincinnati, Indianapolis, Hamilton, Columbus, Lima, Fort Wayne, Lexington, and 15 towns in Northern Kentucky.

"Yes, we think television is good, and we're going to do a job on it. We will make a major financial investment to support two of the three sides of the television triangle. For the third side we need the cooperation of many advertising agencies in the form of commercial sponsorship, ideas, criticism, and aggressive salesmanship."

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#### PEARSON CRACKS BACK AT PEGLER WITH A \$25,000 LIBEL SUIT

Big Tim Sullivan once cautioned a friend: "Don't never sue nobody for libel because he may be able to prove it on you." Nevertheless, and notwithstanding the fact they seldom are brought to trial, libel suits seem to be filed with increasing frequency.

The latest is Drew Pearson filing one in the New York Supreme Court against Westbrook Pegler and the Bell Syndicate, which distributes Mr. Pearson's letters, adding another \$25,000 suit for good measure. Referring to a column of Pegler's on January 30th, Mr. Pearson's complaint charged:

"The defendant labeled the plaintiff a 'miscalled news broadcaster specializing in falsehood and smearing people with political and personal motivations, broadcasting lies for smearing purposes and charged that the plaintiff was malicious and unreliable as a news reporter and if asked to apologize for a mistake would aggravate the original falsehood; that he reported news without investigation or verification and that as a news reporter he was a faker."

The column in question appeared in the New York Journal American, the Washington Times-Herald and other newspapers on January 30th. Representative Clare Hoffman (R), of Michigan, had the article captioned, "Coming over the Blue, It May Be True", reprinted in the Congressional Record of February 7th, Page A-527.

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Short-wave news broadcasts to the military forces overseas have been increased by 50% and now number 1,529, totaling 267 hours and 30 minutes each week. Fuller utilization of transmitters on both coasts have built up program time from 600 hours in 1944, including news and entertainment, to 960 hours.

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## PETRILLO LICKS HUBBARD; SEN. BALL PREDICTS CONGRESS CURB

After holding out for almost a year, Stanley K. Hubbard, President of Station KSTP, finally threw up the sponge in his fight with James C. Petrillo, the apparently all-powerful head of the American Federation of Musicians. In doing so, however, Mr. Hubbard gave the National War Labor Board and the Administration (by inference) a very choice bawling out, charging that Petrillo even defying President Roosevelt, has demonstrated that he has more power than all of them put together.

Senator Joseph H. Ball (R), of Minnesota, took a hand in the fray by predicting that Congress would eventually find it necessary to really take Mr. Petrillo in hand.

"Sooner or later the arbitrary activities of Petrillo will have to be curbed", Senator Ball stated. "It is too bad that Hubbard felt that he had to capitulate. It sets a bad precedent."

"For nearly eleven months we have been fighting Petrilloism and defending the American principle of freedom", Mr. Hubbard declared. "We have sought justice through the proper legal and administrative channels afforded us - the State Labor Conciliator, the Federal Labor Conciliator, the Regional War Labor Board, and the National War Labor Board - and we have had unqualified decisions from every one of these agencies but to not avail because Petrillo has demonstrated to the world that he has more power than all of them. He has circumvented our courts and defied the Regional and National War Labor Boards. He has successfully and daringly defied the President of the United States. Now he is successfully defying and outwitting Congress by his recent action barring High School children from the air.

"The American public and the working men and women of America, as well as the majority of the Unions, have told us that they are with us in this fight but in these eleven months the Government has done nothing to force Petrillo to change his demands and methods.

"While our boys are overseas fighting for freedom, we at home are losing our independence. Individualism is gone. We have fought for a fundamental American principle but after all these months it has been made quite clear to us that the Government is unable to assist us. As long as matters are as they are at present, we had no alternative but to at least temporarily accept the situation. We, therefore, have capitulated and accepted Petrillo's terms and have today (Feb. 17) signed a contract with his Union acceding to his demands that we employ men under contract regardless of whether or not we need them. If the Petrillo system of forcing an employer to contract for men he does not need, and to pay royalties directly to the Union because union members are employed in the manufacture of his commodity is adopted by their unions, it means the finish of American business.



We fully recognize the reasonable rights of labor and by the same token labor should recognize the problems and rights of management. The difficulty which exists today in our country is that labor and management cannot deal on a parity. The remedy to this situation lies in the hands of the Legislative Branch of our Government and that is where immediate relief should be worked out."

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### WNAX "TYPICAL MIDWEST FARMER" GETS TWO PAGES IN "LIFE"

Capping the climax of the tremendous amount of publicity received by the "Midwest Farmer" selected from 8,700 families in a five-State area by Station WNAX of Yankton, S. D., were two pages of photographs in the current issue of Life (February 19). This notwithstanding the fact that the Cowles Brothers, owners of WNAX, are the publishers of Look, a very successful competitor of Life.

As winners of the contest, Mr. and Mrs. Ettesvold, of Morris, Minnesota, were given a two weeks' trip to Washington.

Besides living at the ultra-modern Statler Hotel, the Ettesvolds, under the guidance of Merle Jones, Vice-President of the Cowles Broadcasting Company, owners of Station WOL in Washington, visited almost every single one of the Capital's national shrines. Two Senators (Shipstead of Minnesota, and Gurney of South Dakota), took them on a personally conducted tour of Capitol Hill. Although they had voted for Dewey, they not only attended the Roosevelt inauguration but also had luncheon at the White House and shook hands with the President in his office.

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### WOR CELEBRATES 23RD BIRTHDAY ON FEB. 22

On February 22, 1922, in a small room in the corner of the furniture department of the Bamberger department store in Newark, New Jersey, WOR turned the switch on the station's 250 watt transmitter and a recording of Al Jolson singing "April Showers" was broadcast.

This Thursday (February 22), WOR observes its twenty-third anniversary. Today, 50,000 watts strong, it is the New York outlet of the Mutual Broadcasting System and one of the country's most important radio stations.

Currently WOR broadcasts twenty-four hours a day, seven days a week, operates its FM station, WBAM, from 5 to 11 P.M., and presents a live television program over DuMont station WABD every Tuesday evening. When conditions permit, WOR will build its own television stations, applications for which have already been filed.

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## FCC ORDERS CLEAR CHANNEL REALLOCATION HEARING MAY 9

The Federal Communications Commission has ordered a general public hearing beginning Wednesday, May 9, 1945, to determine what changes, if any, should be made in the present policies on allocation of so-called "clear channels" in the standard radio broadcast band. The call for the hearing reads:

"Since 1928, the Commission and its predecessor, the Federal Radio Commission, have set aside so-called clear radio channels for the use of one Class 1A station or a limited number of 1B stations to give a radio service over a wide area and with the particular aim of providing the rural population of the United States with a radio service.

"A reexamination of present clear channel allocations is necessary since Commission studies reveal there are still large areas within the United States which receive no radio service at all during the daytime hours and no primary radio service at night.

"The Commission has, moreover, received many applications for authority to operate additional stations on these clear channels and for authority to use power in excess of 50,000 watts, maximum power now permitted a clear channel station under present Commission rules.

"Radio station assignments on clear channels in this hemisphere are provided for by Treaty agreement and in the North American Regional Broadcasting Agreement of December 13, 1937. Since NARBA expires March 29, 1946, it is desirable to determine what if any changes are necessary in present clear channel assignments and what recommendation should be made to the Department of State prior to renegotiation of the Treaty.

"Under existing FCC rules certain radio frequencies are allocated for exclusive or dominant use by one high-powered station and are defined as clear channels. A clear channel is defined as 'one on which the dominant station or stations render service over wide areas and which are cleared of objectionable interference within their primary service areas and over all or a substantial portion of their secondary service area.'

"On these clear channels, Class I or II radio stations may be assigned. Class I-A channels - there are now 24 - are reserved for exclusive nighttime use by only one domestic station, which must operate with 50 KW power. Class I-B channels - there are now 22 - are generally allocable to more than one station nighttime, operating with power ranging from 10 to 50 kilowatts.

"Class II stations are secondary stations which offer limited service on clear channels.

"All persons wishing to testify or appear must notify the Commission before April 2."

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## RADIO VETS TOLD OF FUTURE; AWARD DUNLAP MARCONI MEDAL

As a rule, the State Department has its hands pretty full with happenings of the present but Francis Colt de Wolf, Chief of the Telecommunications Division took a night off at the 20th Anniversary dinner of the Veteran Wireless Operators' Association in New York to tell them of not only tomorrow in communications but "day after tomorrow",

Speakers at the gathering included Gen. Harry C. Ingles, Chief of the Army Signal Corps, and Gen. David Sarnoff.

The Marconi Memorial Plaque was awarded to the Television Broadcasters' Association and accepted by J. R. Poppele, its President.

Orrin E. Dunlap, Jr., of the Radio Corporation of America, official biographer of Marconi and author of "Marconi - His Life and His Wireless", headed the list of several who were awarded special Marconi medals.

Envisioning communications "day after tomorrow", Mr. de Wolf, an old timer in radio, who is creating a very favorable impression in the industry as the new head of a newly created division of the State Department, said:

"We shall come to the day when the transmission of intelligence word-by-word will be as obsolete as the transportation of goods on the back of a mule. In this war the necessity of conserving space has brought about the transportation of foods in a dehydrated condition. V-mail has reduced the bulk of correspondence several fold. In our future world, written messages will be sent by facsimile and charges will be based on square inches or preferably square millimeters. Under such a system we shall avoid all possibility of errors in transmission and have the satisfaction of receiving the messages as originally sent out.

"We anticipate the day when, at our breakfast table, every man will find his favorite newspaper, whether it be from New York, London, Paris, or Rio. The sending of telegrams will consist of placing an original message in an automatic machine in which there will be dropped a quarter and having it reproduced by facsimile in a matter of a few seconds at a distance of hundreds or thousands of miles. We may also come to the day when one universal telecommunication company, with subsidiaries in every country of the world, will operate all telecommunications services with standardized equipment and standardized procedures. Its competition will come again from the air mail which will eliminate all telecommunication services other than urgent.

"We may also see the building of a coaxial cable from Washington and New York overland through Alaska and the Aleutians to Siberia, Russia and western Europe, which would take a tremendous load of United States-Europe traffic off the congested radio waves.



Incidentally, in this connection, it is interesting to recall that at one time there existed an overland telegraph line from Great Britain (with a channel submarine cable) to India.

"And so, finally, space will be annihilated and thought will travel as fast as the speed of electricity and the ingenuity of man has made possible."

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### MARY CAVANAUGH MAKES DEBUT AS NBC CAPITAL PUBLICIST

All the boys and girls of press and radio turned out to welcome Miss Mary Cavanaugh, who has just succeeded Capt. Tom Knode as Publicity Manager of the National Broadcasting Company in Washington, at a party given by the network at the Carlton Tuesday afternoon. Hosts of the occasion were Frank M. Russell, Washington NBC Vice-President, and Carleton D. Smith, General Manager of Station WRC. Doing yeoman's service on the sidelines was Fred Shaw, WRC Program Manager.

Present to make the occasion official, was Edward Jamieson, of Jesse Jones' Houston Chronicle, now President of the National Press Club. Syd Eiges, Manager of the NBC Press Department, himself recently promoted to that position, came down to attend the party and brought Captain Knode, who was recently moved to New York as Mr. Eiges' assistant.

Present also was Mrs. Frank M. Russell, who as Miss Phoebe Gail, formerly headed the Washington Press Department, in fact was the one who really put it on the map. Likewise assisting at the gathering was Mrs. Gladys Murphy. There were even charmers there from the other networks, such as Miss Gladys Hall, petite CBS major-domo.

The War Department was represented by Col. Edward Kirby, formerly of the National Association of Broadcasters, who is now in charge of Army broadcasts.

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### ANNUAL 50 KW TIME SALES SKY-ROCKET TO \$58,624,000

Net time sales by the Nation's fifty-three 50,000-watt standard broadcast stations for 1944 totalled \$58,624,000, an increase of \$9,708,000 or 19.85 per cent over 1943, according to a report issued Tuesday by the Federal Communications Commission.

The total for 1943 represented an increase of 16.39 per cent over 1942.

Four of these stations reported increases of \$500,000 to \$973,000; 11 of \$200,000 to \$500,000; 22 of \$100,000 to \$200,000; and 16 of \$64,000 to \$100,000.



Station KWBU, Corpus Christi, Texas, was added to the list of 50,000-watt stations during the year, and a construction permit for this power was issued to Station WINS, New York City.

One of these 50,000-watt stations, WTOP, is located in the District of Columbia. The others are distributed as follows:

1 in each of 14 States: KIRO, Seattle, Wash.; KMOX, St. Louis, Mo.; KOA, Denver, Colo.; KOB, Albuquerque, New Mexico; KSL, Salt Lake City, Utah; KVOO, Tulsa, Okla.; WBAL, Baltimore, Md.; WBZ, Boston, Mass.; WHAS, Louisville, Ky.; WJR, Detroit, Mich.; WRVA, Richmond, Va.; WSB, Atlanta, Ga.; WTIC, Hartford, Conn.; and WWVA, Wheeling, W. Va.

2 in each of 5 States: Iowa: KXEL, Waterloo; WHO, Des Moines; Louisiana: KWKH, Shreveport, WWL, New Orleans; Minnesota: KSTP, St. Paul, WCCO, Minneapolis; North Carolina: WBT, Charlotte; WPTF, Raleigh; Tennessee: WLAC and WSM, Nashville.

3 in each of 3 States: California: KFI and KNX, Los Angeles, KPO, San Francisco; Ohio: WCKY and WLW, Cincinnati; WTAM, Cleveland; Pennsylvania: KDKA, Pittsburgh, KYW and WCAU, Philadelphia

5 in the State of Illinois: Chicago: WBBM, WENR, WGN, WLS, WMAQ.

6 in the State of Texas: KRLD and WFAA, Dallas; KTRH, Houston; WBAP, Ft. Worth; WOAI, San Antonio; KWBU, Corpus Christi.

8 in the State of New York: WABC, WEA, WHN, WJZ, WOR, New York City; WGY, Schenectady; WHAM, Rochester, WKBW, Buffalo.

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#### AMUSEMENT GROUP HONORS MARK WOODS IN RED CROSS DRIVE

Announcement of the formation of a committee of the entertainment industry in New York with Mark Woods, President of the Blue Network as Chairman, and William Feinberg, Secretary of Local 802, American Federation of Musicians, as Vice-Chairman, to conduct a joint management and labor campaign for the Red Cross 1945 War Fund of Greater New York, was made Monday.

Mr. Woods, in accepting the chairmanship, pointed out that the formation of the joint committee to participate in the citywide campaign for \$21,187,000 which opens March 1, marks the first time that the entire industry has been brought together for a united community effort.

The announcement followed a meeting of representatives of management with representatives of Actors Equity, the American Federation of Musicians, American Federation of Radio Artists, the Stage Hands Union, and other unions in the field.

The overall committee is broken down into six major divisions, headed by the following chairmen: Legitimate Theater Division, Gertrude Lawrence and Lee Shubert, co-chairmen; Radio Division, Robert Swezey, Vice-President Mutual Broadcasting System, Chairman; with 5 sub-Chairmen who represent networks and independent stations; Motion Picture Division, John J. O'Connor, Vice-President, Universal Pictures, Chairman; Metropolitan Opera Division, Mrs. Blanche Witherspoon, Chairman; Concert Division, Arthur Judson and Sol Hurok, Co-Chairmen; Cabaret Division, Leon Enken, Chairman; and Jewish Theatre Division, Irving Grossman, Chairman.

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### NBC MAKES DRASTIC REVISION OF PROGRAM COMMERCIALS

Niles Trammell, President of the National Broadcasting Company, made known Tuesday a four-point revision of the network's policies in connection with commercially sponsored programs. Purpose of the revision, he said, was to meet the public's "insistence upon continually higher quality in radio programs".

A summary of the points, all of which concern the network's contractual relationship with advertisers, follows:

(1) Time periods which become open on the network will be filled by programs which the network considers most likely to meet the wishes of the audience, regardless of seniority of date of application for the time by a sponsor.

(2) When an advertiser wishes to discontinue a program and substitute another, the network reserves the right to pass on the new program. If the network does not grant approval, it reserves the right to make the period available to another sponsor.

(3) In the future, no artist or program representative will be given control over a time period.

(4) The network will not permit reference on an NBC program to a program offered on another network, except in the case of guest artists on NBC shows who have regular programs of their own on another chain.

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In an article "Two Weeks of Radiotokyo" in Life this week (February 19), Robert Sherrod, after a careful checking of broadcasts from there has concluded "that the Japanese are the world's worst and biggest liars".

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## SARNOFF RECEIVES "ONE WORLD" AWARD FOR RADIO SERVICE

Television, greatly improved by wartime research, looms as a new link in better understanding between Nations, Brig. Gen. David Sarnoff, President of Radio Corporation of America, said tonight at the American Nobel Center's "One World" dinner in honor of Wendell Willkie. As one of the foremost steps toward international solidarity, he urged that study be made of the promising uses of television in helping to preserve the peace. A rapid postwar expansion of television may be expected, he said, wherever governments encourage its use.

General Sarnoff received the "One World" award for his expansion of radio as a medium for popular education and entertainment, his work on the final reparations settlement in 1929, his contributions to television, and his overseas services as Special Consultant to the Communications Branch of the Public Relations Office, Supreme Headquarters of the Allied Expeditionary Force.

"Let there be no doubt that the world eventually will have international television", General Sarnoff said, in part. "It will be a new educational force with a double appeal to eye and ear, put at man's disposal by science, to give him a new and more intimate understanding of his neighbors. Pictures are an international language. They convey clearer and quicker impressions than words spoken in a foreign tongue, or written in a foreign language. Nations will then see themselves as others see them, for the world is destined to go sight-seeing by radio. People everywhere will understand, as never before, how freedom functions in Democracies."

"Radio's great role in the establishment and perpetuation of peace", General Sarnoff said, "is found in the fact that science has given to the essential Freedoms the wings needed to reach people everywhere - simultaneously. \* \* \*

"Today, radio and the press are inseparable in the defense of freedom of speech and expression. Liberty is the watch-word. To this end, America must have more powerful and effective international broadcast programs to serve a world at peace. We must have sufficient world-wide radio circuits to carry news and pictures freely and directly to and from all corners of the earth."

Declaring that today scientists are on the edge of new discoveries in the realm of electronics, General Sarnoff said that evidences already are on hand of man's ingenuity to create new products to fulfill his basic needs by mastery of Nature through science. At the moment, he pointed out, man is looking upward to the air which now offers him new and speedier means of communication and transportation. He called attention to a new science - Chemotronics - a combination of electronics, supersonics and chemistry, through which scientists may learn the secrets of creating many new products.

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 ::: SCISSORS AND PASTE :::  
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Must Be an Ostrich to Disparage Radio Retail Selling  
 ("Editor and Publisher")

The time has passed for talk about radio "making a bid" for local retail advertising. Not only has the bid been made, but in a surprising number of cases it has been accepted, according to the Harvard study, "Radio Advertising for Retailers", just completed by Charles H. Sandage, Professor of Marketing at Miami University.

In 1942, the year used for the survey, 50,000 local businesses, 40% of them located in communities under 25,000 in population and another 40% in cities between 25,000 and 200,000, paid radio stations and networks \$54,000,000 or over one-fourth of radio's total revenue. It would, indeed, take an ostrich with his head many feet in the sand to continue, in view of those figures, to call radio's efforts in the retail field a mere "bid".

Nevertheless, more than one-third of the retail users surveyed expressed complete satisfaction with the medium while but six of the 794 local firms, who answered the question, stated radio had proved unsuccessful.

Radio has failed, Professor Sandage's research shows on the other hand, to provide the qualitative audience surveys the retailer needs and to render professional advertising and program service to the many local firms which can't afford to employ agencies. Also, the author believes, because of their low cost and relative simplicity of preparation, there has been over-emphasis of spot announcements, despite the fact that they do not seem to be as productive as full programs.

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An Echo of the FCC Investigation  
 (Robert D. Leigh, former Director, FCC Foreign Intelligence Service in "Harper's Magazine")

"The Federal Communications Commission had caught one of the leaders of the House majority hierarchy violating a Federal statute and had not prudently filed the case away" . . . and . . . "when the House leader threatened an investigation, the Commission did not retire into its shell, but proceeded with its hearing . . .," and later, when the Congressional committee "set up a propaganda machine to provide a continuous barrage of one-sided newspaper comment and criticism of FCC, FCC itself actively entered the fight for the headlines."

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Neighbors Grateful  
 ("Salina Journal")

Radio manufacturers, counseling housewives on the care of aging radios, caution: "Don't keep radio volume tuned high. Excessive vibration throws your radio off delicate balance and causes the tubes to loosen."

The neighbors will thank the manufacturers for that effort.

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TRADE NOTES

Although no broadcaster would probably stick his neck out publicly by agreeing with Representative Richard B. Wigglesworth(R), of Massachusetts that T. A. M. Craven was "the ablest member of the Commission as formerly constituted", we are certain a large majority of them are of the same opinion. Representative Wigglesworth has paid Tam a belated compliment but one nevertheless well deserved.

The appointment of Maurice B. Mitchell as Sales Promotion and Publicity Manager of WTOP, CBS' Washington, D. C. outlet, was announced this week by Station Manager Carl J. Burkland.

Recently released from the Army, Mitchell was previously affiliated with the Gannett group of newspapers, in Rochester, Ogdensburg and Albany, N.Y. He was National Advertising and Promotion Manager of the Albany Knickerbocker News when he entered the armed forces.

Negotiations for the merger of Belmont Radio Corporation, Chicago, and Raytheon Manufacturing Company, Newton and Waltham, Mass., are in progress, the presidents of the two companies said in Chicago last Monday. Belmont is a producer of private brand radio receivers and Raytheon is a manufacturer of electronic tubes. Total annual volume of the companies, now almost entirely in war work, exceeds 200 million dollars, it was said.

Only 10 daily newspapers suspended publication in 1944, five outright and the other five being converted to weeklies or semi-weeklies, according to the records of the American Newspaper Publishers' Association's Special Standing Committee in Chicago.

To balance the number of suspensions, 10 new dailies were started, with revised schedules being announced by 15 others, including changes from evening to morning publication, or vice versa, and cessation or addition of editions.

In 1943 28 quit publication as compared with 79 in 1942.

John J. Karol, Network Sales Manager of the Columbia Broadcasting System, Lee Bland, supervisor of Network Operations in charge of announcers' auditions, and Lou Chapin, a director on the CBS music staff are giving courses in New York University's "Radio Workshop".

Karol's course, held Thursday evenings from 6:00 to 7:45 EWT, will run through May 31 and deals with "The Business Side of Radio". Most of the classes are being held at the CBS headquarters building in New York City.

Elinor Lee of CBS has been named a member of the Standing Committee of Mrs. Roosevelt's Press Conference Association, the organization which governs attendance at the First Lady's regular meetings with the women of the press and radio.

More Milwaukee people want FM radio in their post-war sets than desire the present or standard variety. This is said to be true on the basis of The Milwaukee Journal's 1945 consumer analysis, preliminary figures for which were released today. They show that 77.4 per cent of Greater Milwaukee's 227,626 families want provision for FM reception in their coming radio sets while only 75.9 seek provision for standard radio.

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Earl L. Hadley has been appointed Director of Advertising and Sales Promotion for the Bendix Radio Division of the Bendix Aviation Corporation, Baltimore. He will direct the nation-wide advertising and merchandising program for the company's forthcoming line of AM and FM radios and radiophonograph combinations.

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Roy Roberts, publisher of the Kansas City Star, which operates Station WDAF, addressing the Midwest Circulation Managers' Association, declared that radio and television will not swallow up newspapers. Mr. Roberts said that after the war, when news settles down, "it is going to be one whale of a job for radio to keep news-casts interesting."

He cited the fact that with all the growth of radio news, newspaper circulations have gone to new all-time high figures. "Newspapers have done this with the worst handicap in the world - lack of newsprint", Mr. Roberts declared.

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Television with full natural color within two years after the end of World War II was offered as a possibility by Clyde M. Hunt, Chief Engineer of WTOP in Washington, in a talk before the Washington Chapter of the DAR last Thursday.

"One or two years will be required for engineers to prove by field tests the results of their laboratory work", the radio engineer declared, "and for the television industry to convert manpower and materials from war work to the peace-time pleasure of turning out your television receiver."

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Federal Judge Francis J. V. Ford has denied a motion of the International Ladies' Garment Workers Union seeking an order to compel radio station WCOP of Boston to carry its radio hour. Local 89 of the union brought action after WCOP dropped the weekly program of the garment workers, declaring it would not carry broadcasts in other than the English language. The union broadcast was written largely in Italian.

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Almost half a million persons took the guided tour through New York's Radio City, and almost two million guests watched broadcasts from the NBC studios here during 1944, it was disclosed by Lathrop Mack, Manager of the Guest Relations Department. Servicemen and women who have seen action all over the world made up a large portion of the totals.

The 460,366 persons who took the guided tour during the year brought the grand total since it was started some 10 years ago to 5,186,806. The Radio City tour is the most heavily attended tour in the nation. A total of 100,106 servicemen and women were among the visitors, and they were admitted, either at reduced rates, or free of charge through tickets distributed at various servicemen centers.

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