

HEINL RADIO BUSINESS LETTER

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April 11, 1945

MCDONALD IN FM FIGHT WIRES EVERY MEMBER OF CONGRESS

Climaxing the drive he has been making to prevent the Federal Communications Commission from moving FM to the hundred megacycle band, Commander E. F. McDonald, Jr., President of the Zenith Radio Corporation, sent a 1,500 word telegram to every member of the U. S. Senate and House of Representatives. Senator Charles W. Tobey (R), of New Hampshire, backed him up by immediately having the lengthy telegram reprinted in the Congressional Record.

"Commander McDonald's telegram sets forth the serious attempts being made to transfer frequency modulation from lower range on the dial to the upper register", Senator Tobey told the Senate. "Such a transfer, in the considered opinion of the best experts, would impair the efficiency of FM and entail great financial loss to present holders of that facility. Frequency modulation, the invention of Dr. Edwin H. Armstrong, is such a boon to listeners on the radio, giving a reception entirely free from static, that nothing which threatens its benefits should be permitted."

Commander McDonald last week had carried the fight to the Senate Interstate Commerce Committee and the House Committee on Interstate and Foreign Commerce, the two groups having radio legislation under their jurisdiction and when this stirred up such a rumpus at the FCC, he decided to shoot the works last Monday by wiring all members.

By way of stirring up a further hornet's nest, Commander McDonald sent a copy of the wire to every newspaper correspondent and to each of the press associations, saying:

"Although this telegram is addressed to members of Congress it is of greater interest to newspapers, because it tells what is going on behind-the-scenes to stifle a development that is of extreme importance to every publisher in the United States."

Mr. McDonald sometime ago had attracted considerable attention by calling the attention of newspaper publishers to the advantages of FM and advising them to get in on it.

The telegram to Congress last Monday read, in part:

"I am sending this telegram to you and other Members of the Congress because a new development in radio that is now ready to bring great benefits to your constituents, and provide tens of thousands of postwar jobs, is being threatened by ill-advised Government action. * * *

"The Federal Communications Commission has proposed to move FM from its present position in the broadcasting spectrum where it has given unexcelled service for five years to the proposed hundred megacycle band which is untried and unproved for broadcasting service. This would obsolete all present FM broadcasting stations and destroy the FM value of many millions of dollars worth of radio sets in the hands of the public. The record of the FCC hearings indicates this move is unnecessary and undesirable.

"Chairman Porter, who inherited this momentous problem when he assumed the Chairmanship of the Federal Communications Commission in January, has definitely stated within the past week that he has reached no conclusion himself. In the public interest I believe that Congress should satisfy itself that the entire Commission and their engineers give proper and full consideration only to the qualified evidence that is before them. No one should be swayed by any interests who through fear of competition may seek to cripple an already established great new public service."

The full text of Commander McDonald's telegram appears in the Congressional Record of Monday, April 9th, on Pages A 1805-6

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PORTER OF FCC AND GENE McDONALD SLUG IT OUT OVER FM

Resenting the fact that Commander E. F. McDonald, Jr., President of the Zenith Radio Corporation, had gone over the heads of the Federal Communications Commission to members of the Senate and House Committees in an effort to block the Commission from changing the present FM band in the proposed reallocations, Chairman Paul A. Porter wrote a letter on asbestos to the Chicago manufacturer saying that he regretted that the latter had seen fit "not only to misstate the facts in the telegram to the Senate and House Committees but had refused the opportunity to appear at hearings where your testimony would be under oath." Chairman Porter also charged that Mr. McDonald's representations were "incomplete, inaccurate and misleading".

The text of Mr. Porter's letter was printed in the current (April 9) issue of Broadcasting. Mr. McDonald replied, in part, as follows:

"Instead of taking offense at your letter of March 28, I am going to try to be helpful in my answer as I do not believe that you would have written such a letter had your people put you in possession of all the facts. I realize that this controversy of disturbing FM in its present position in the spectrum had reached enormous proportions before you became Chairman of the Commission in January, and I also feel that some of your associates had formed very definite leanings on the question.

"I fully agree with you that the requirements of public interests should be considered first as distinguished from the immediate short-range interest of any group including private manufacturers and, may I add, present AM broadcasters.

"It is the considered judgment of our people here at Zenith, General Electric, and Stromberg-Carlson, the three manufacturers who have had the greatest experience in the building of genuine FM receivers for the public, that moving FM to the hundred megacycle band will deliver a deadly blow to the entire FM program from which it will take years for it to recover and regain its present position of service.

"My interest is long range. I have been in the radio business for 25 years and intend to remain in the business long after these hearings have been forgotten. Our company is not engaged in stock promotion. We could not afford, under any circumstances, to support frequency allocations that would result in poor FM service in the future. FM is young, and while we are one of the pioneers, our future sales in FM mean much more than our past. * * *

"I did not make any mis-statements of facts in my telegram nor in any subsequent correspondence on the subject unless I have been misinformed as to the facts, all of which I obtained from the FCC brief and from statements of those attending the hearings, including the secret or classified one. I shall greatly appreciate your telling me specifically what statements of mine you or your associates claim amount to mis-statements of fact.

"Eight, and only eight, propagation experts have testified before the Commission, including the secret classified hearing, and seven of these eight propagation experts have indicated that in their opinion interference of consequence would not occur in the present FM band and that the moving of FM from its present position is unnecessary.

"The Radio Technical Planning Board, organized at the request of FCC and representing all branches of the radio industry including broadcasters, engineers, manufacturers, etc., considered the question, and voted 27 to 1 against moving FM from its present position and supplied FCC last Fall with the proceedings of their meetings at which they reached this conclusion. These are, therefore, part of your records. RTPB held another meeting after hearing the testimony of the witnesses as summarized in FCC's brief in February and again voted, this time 21 to 1 to confirm its original stand that FM should remain in the lower area of the spectrum.

"I repeat that the only recognized propagation expert who testified that frequency modulation should be moved was K. A. Norton, now attached to the Army and formerly employed by the Federal Communications Commission and called in this case as a witness on behalf of the Commission.

"You state in your letter, 'You failed to make an appearance.' If you are referring to me personally, that is a statement of

fact. But if you are referring to our company, it is not a statement of fact as we were represented and J. E. Brown, our Chief Engineer, testified for the record on October 11. None of the presidents of any of the radio manufacturing companies appeared at these hearings as they probably felt as I did that we as heads of companies are not qualified to testify on this highly technical subject.

"Your letter states that 261 witnesses and oral arguments from 34 interested parties have been heard at the public hearings, but so far as I can ascertain only 58 of the witnesses, whether qualified or unqualified, testified at the hearings on the subject of whether or not FM should be moved. If the Commission is to give no greater weight to the testimony of the propagation experts, who after all are the only ones qualified to pass on this technical question, than to the testimony of the unqualified witnesses and is to consider the total number, whether qualified or not, then the question ceases to be a technical one, and any one able to read and add can quickly come to the following result: 58 of qualified and unqualified witnesses testified before the Commission or voted at the RTPB meetings, and 11 of them were for disturbing FM and moving to the hundred megacycle band, 43 were for leaving it where it is, and 4 were neutral. * * * *

"All of the hearings have been public except for the classified or secret hearing to which we were not invited, but which I understand more than fifty people attended. I have been reliably informed by some of those present that no new testimony was introduced which would indicate that FM should be disturbed, and the propagation experts re-affirmed their previous indication that moving FM was unnecessary.

"Directly after this meeting representatives of the Federal Communications Commission made a public demonstration for the press of how converters can be used to salvage the hundreds of thousands of FM sets for which the public has paid millions. The obvious interpretation by the press of this demonstration, which they were told had also been made at the secret hearing, was that new evidence had been presented at the secret hearing which would indicate the necessity for moving FM. You and I know that this was not the case.

"Unless the Commission had already decided to move FM from its present band there would have been no need for this dramatic and theatrical demonstration of converters.

"The secretary of the Federal Communications Commission, Mr. T. J. Slowie, has stated in a letter over his signature, 'In this proposed report the Commission indicates that it proposes to move FM higher in the spectrum because of the intolerable interference that would be caused to FM if it remained in its present portion of the spectrum.' If this also does not indicate a determination to move FM, regardless of the weight of the evidence, I don't know what would. * * *

"In the early thirties there were millions of owners of standard radios who wanted to listen to shortwave. Their only solution, except buying a new radio, was a converter such as is being suggested now for FM. Of the many various converters offered for adapting standard receivers to shortwave, the best, in our opinion, was produced by Stromberg-Carlson. They built 1600 of these converters which would permit the public to listen to shortwave at a time that shortwave reception was most popular. They offered these to the public at \$59.50; later they reduced the price to \$12 and the public still would not accept them; Stromberg finally decided to junk the balance. This was a good, efficient converter, attractively housed. So why not profit by experience and not try to repeat the converter fiasco.

"Everyone concedes that television is more subject to interference than FM. May I again raise the question, 'Why, if FM is to be moved from its present position because of anticipated interference, is television permitted to remain in that same position?'

"Every manufacturer concedes that the public will have to pay more money for FM receivers which will function properly in the hundred megacycle band. Why handicap the public with these additional millions of dollars of cost by moving FM to the hundred megacycle area which is indicated as unfavorable and certainly as untried and unproved for broadcasting service.

"I believe I have full appreciation for the Commission's position on the subject of public criticism if the wrong decision is made. Would the Commission not be in a much more secure position if it followed the testimony and advice of the propagation experts than if they ignored that testimony and proceeded contrary to it? The Commission could always justify its action in allowing FM to remain where it is now on the ground that the men who really know have so recommended, but it would be extremely difficult to answer the complaints which will follow if the change is made when the public learns that the Commission proceeded contrary to the advice of 7 of the 8 outstanding propagation experts in the country. * * *

"I may be wrong in my thought as to what are the intentions of the Commissioners - I hope I am. If so, I will be the first not only to applaud but to apologize if the recommendations of the propagation experts are followed.

"But I repeat that it is no longer a technical question if weight is to be given to unqualified evidence. The future of FM deserves more than a decision based upon mere numbers of witnesses regardless of their qualifications."

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HEFFERNAN ELECTED RCA V-P; BEAL V-P R.C.A. COMMUNICATIONS

The Radio Corporation of America last Friday elected Joseph V. Heffernan Vice-President and General Attorney. On the same day Ralph R. Beal, Assistant to the Vice President in Charge of RCA Laboratories and for nine years Research Director of the Radio Corporation of America, was elected Vice President of R.C.A. Communications, Inc., in Charge of Engineering.

Mr. Heffernan, who was born in Washington, Indiana, and is only 40 years old, joined the RCA in June, 1940, after having been associated for five years with the New York law firm of Cahill, Gordon, Zachry & Reindel, General Counsel of RCA. On leave from RCA, Mr. Heffernan served as a Lieutenant with Air Force Atlantic Fleet, United States Navy from 1942 to 1944. He was released by the Navy to inactive duty last December, and returned to RCA.

Mr. Heffernan was graduated from St. Louis University and received an LL.B. degree from Indiana University. He was awarded a fellowship for graduate work in law at Columbia University, where he received his Master's degree in law.

Mr. Beal is a pioneer in radio and electronics. As a field engineer in the early days of radiotelegraph communication, he participated in the first investigations into high-power point-to-point radio transmission and contributed toward the development of the art into a dependable means of world-wide international communication. Later, as Research Director, he was given the responsibility of coordinating research and advanced engineering development activities of RCA and its subsidiaries.

Serving as RCA Research Director from 1934 to 1943, Mr. Beal originated and supervised programs of research which constantly broadened the field of radio's products and services.

Mr. Beal, a native of Kansas, received his technical training at Leland Stanford University in California. Following his graduation in 1912, he joined the Federal Telegraph Company in San Francisco. Two years later, he was sent to Panama to take charge of the installation of the early continuous wave radio communication station of the U. S. Navy. In 1926 Mr. Beal joined the RCA as its Pacific Coast Division Engineer.

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A series of special broadcasts will originate from the newly equipped KRNT, Cowles' Des Moines station, Veterans Information Bureau. In the Bureau will be Red Cross workers, employment directors, people informed on the G. I. Bill and other questions which arise for the returned veterans.

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DURR OF FCC MENTIONED FOR FEDERAL LOAN ADMINISTRATOR

Clifford J. Durr, Federal Communications Commissioner, is being spoken of as successor to Jesse H. Jones as Federal Loan Administrator. In his Sunday night broadcast over the Blue Network, Drew Pearson said that Mr. Durr stood a very good chance of getting the job. Before coming to the FCC, Mr. Durr was Assistant General Counsel of the Reconstruction Finance Corporation then headed by Mr. Jones.

Mr. Durr, who like his distinguished brother-in-law, Justice Hugo L. Black of the U. S. Supreme Court, hails from Alabama, and was appointed to the FCC in 1941. His term still has three years to run. Commissioner Durr, who is 46 years old, has been very active on the Communications Commission and has frequently been reported as aspiring to its chairmanship. His chances for this apparently died. Mr. Durr was largely credited, along with the Washington Post, with causing Representative Eugene Cox (D), of Georgia, to resign as Chairman of the House Committee which investigated the Federal Communications Commission. Because of allegations that Representative Cox was personally interested in a Georgia station and in violation of the law as a Congressman had received a retainer from that station, Commissioner Durr charged that Mr. Cox was not a proper person to conduct the FCC inquiry.

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WITHYCOMB TAKES OVER FOR BLUE (PARDON US, ABC) IN CAPITAL

Donald Withycomb will be the skipper of the American Broadcasting Company (the Blue Network) in Washington. Mr. Withycomb, according to Bob Kintner, Vice-President of the Company, will be responsible for liaison between the Company and the Government. The operations of the Company in Washington are under the general supervision of Mr. Kintner, who makes his office in New York.

Kenneth Berkeley, now Manager of the Washington office of the American Broadcasting Company, who is also Manager of the Blue Network affiliate in Washington, Station WMAL, will continue as Washington Manager for the Blue.

The designation of Mr. Withycomb is the first step in a realization of the plan of the American Broadcasting Company to expand its Washington facilities by increasing personnel assigned there.

Mr. Withycomb is now Chief of the International Division of the Company - a position that he will retain while in Washington. He was formerly with the National Broadcasting Company, and at one time managed Station WFIL in Philadelphia. He has extensive knowledge of radio, having entered the business in 1926.

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GOP PLANNING FAR AHEAD INTRODUCES NEW RADIO CHIEF

The Republicans are not letting any grass grow under their feet getting ready for their next campaign. In Washington Friday, April 13th, Herbert Brownell, Jr., Chairman of the Republican National Committee will introduce John McCormick, of Chicago, as the Committee's new Radio Director. This is the first time the Republicans have ever had a full time all-around-the-year radio chief. Others have served on a part-time basis during campaigns.

Mr. McCormick began as an announcer for WINS in 1929, was formerly CBS General Manager of WKRC, Cincinnati, Assistant General Manager of WCCO, Minneapolis, and later served as an NBC Chicago account executive. Edward L. Bacher, formerly of the U. S. Chamber of Commerce, has been named as Mr. McCormick's assistant.

In the current issue of Life (April 9th) there is an article about Mr. Brownell, the organization he is building, and how he succeeded in getting a budget for \$750,000, many times more than the party has ever had at such a time as this.

Bad news for the networks and radio stations, however, is that the Republican National Committee does not plan to buy any radio time but for the present at least the new Radio Director will confine his efforts to getting as much free space as he can.

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MACKAY AND COMMERCIAL SEEK 20¢ RADIO-CABLE RATE TO EUROPE

Mackay Radio and the Commercial Cable Company have applied to the Federal Communications Commission for permission to put into effect a new cable and radio telegraph rate schedule based on a full rate charge of 20 cents a word from New York to all countries in Europe that agree to the proposal. The companies also recommended that a similar reduction be made from European points to New York.

American Cable and Radio, Mackay Radio and Commercial Cable are affiliates of the International Telephone and Telegraph Corporation system.

Warren Lee Pierson, who recently resigned as President of the Export-Import Bank to become President of the American Cable & Radio Corporation, said this action would set up a new principle and result in a substantial reduction from the present ordinary rates, which range as high as 36 cents a word. This would be the first major reduction in the European rate structure since 1919. The new rate structure also would provide some cuts in press rates, but the precise amounts of these could not be calculated, Mr. Pierson added.

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LT. GENE BUCK, JR. CITED BY PRESIDENT; PATTON COMMENDS

Lieutenant Gene Buck, Jr., son of the former President of ASCAP, who was awarded the Army Air Medal for meritorious achievement as a fighter pilot with the famous "Thunderbolt Squadron" of the Ninth Air Force on the Western front, subsequently received the Presidential Citation and won a special commendation from General Patton.

Lieutenant Buck is in the midst of the present drive in Germany blasting and dive-bombing ahead of Patton's 3rd Army in that location. His "Thunder Bum Fighter" outfit in the 9th Air Force is quite famous. It is engaged in knocking out Germans in the air and on the ground - troops, tanks, guns, pill-boxes, dumps, bridges, half tracks, railroads and anything that moves in Germany.

Lieutenant Buck attended Great Neck High School, Blair Academy and the University of Virginia before enlisting in the Air Force. He received his wings at Spence Field, Moultrie, Ga., in May, 1944.

His brother George, also in the Air forces, received his wings as a bomber pilot on Christmas Eve, 1944, at Blackland Army Air Field, Waco, Texas. He is at present training at Big Springs, Texas.

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BRICKER CALLS PETRILLO A RACKETEER

Governor John W. Bricker of Ohio, former Vice-presidential candidate, addressing the Chamber of Commerce of the State of New York, had this to say:

"One of the distressing symptoms of the impairment in our political health", he declared, "is the continued ability of a labor racketeer like Petrillo (James C.), to levy tribute upon the recording industry for the privilege of carrying on its business. It is an outrage to political decency.

"Having let our moral guards down in this instance, we are beginning to see the inevitable spreading of the evil. The miners are now asking that a similar tribute be levied upon the coal mining industry which gives them their employment."

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PORTER WOULD KEEP HANDS OFF PROGRAMS; RYAN PRAISES NETS

Paul A. Porter, Chairman of the Federal Communications Commission assured those attending the George Foster Peabody Radio Awards Presentation Dinner in New York Tuesday night that he and the FCC had no intention of mixing up in the business of making radio programs.

"I have privately resolved and now publicly state that in connection with my own responsibilities as head of the regulatory authority of communications, I would undertake scrupulously to avoid creating any impression that we bureaucrats on the Commission feel that we know what is good for the people", Chairman Porter declared. "I have a respect that is equivalent to reverence for that part of the statute which inhibits the government from prescribing program content."

J. Harold Ryan, President of the National Association of Broadcasters, discussing the broadcasters' responsibility in operating in the public interest, touched upon numerous phases of this important question and took the occasion to say a good word for the networks.

"The first network was conceived for the purpose of bringing the voices and personalities directly into the homes of millions of radio set owners", Mr. Ryan said. "No finer or more durable principle has ever been implemented in the history of communications.

"It should be manifest to all that the great majority of network programs on all four networks cover fields of entertainment, drama, news, education and public service in which there is substantial national agreement - with the public and with the broadcasters. Such agreement is testimony to the advancement of the art of broadcasting, which puts the listener in instantaneous communication with the most interesting, most important and most entertaining things in the world. Without networks, it could scarcely be done."

Following the announcement that WLW was the winner of the George Foster Peabody Award for "outstanding reporting of the news", Robert E. Dunville, General Manager of WLW, said that the station had adopted a new policy with regard to news broadcasts that will limit the opening to sponsor and product identification, with a minor degree of selling, such as slogans, but in any event this will be limited to 30 seconds.

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Leaving New York on Nov. 5, 1943, with a complete radio terminal, 18 RCAC engineers and operators had Station X, at Naples, in direct 2-way communication with the Central Radio Office by Feb. 1, 1944. On June 10, with an increased staff, they started operation from Station Y at Rome, and on Nov. 10, after our equipment had been flown from Naples to France in 14 Army C-47's, they opened up with "Advanced X".

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HIGH INTERNATIONAL COMMUNICATIONS POST FOR GERALD GROSS

The first American to be appointed to one of the four international unions with headquarters in Berne, Switzerland, Gerald C. Gross, former Assistant Chief Engineer of the Federal Communications Commission, now serving as Attache in Colombia has been selected as Vice-Director of the Radio Section of the International Telecommunication Union of Berne. Mr. Gross succeeds Franz Schwill, German Vice-Director of the Radio Section. The appointment of Mr. Gross was ratified by the Swiss Federal Council last Friday and he will proceed at once from Bogota to Berne.

Mr. Gross participated in the formation of the Engineering Division of the Federal Radio Commission in 1928, and for some time served as Chief of the International Division of the present Commission's Engineering Department. In April, 1941, he was made Assistant Chief Engineer and Chief of the Broadcast Division of the FCC. He has represented the Government at 21 international conferences on communications, and has served since 1933 as Secretary of the Interdepartment Radio Advisory Committee. He is co-author with Professor James Herring of the University of Pennsylvania of an authoritative book "Telecommunications" which is highly regarded in the industry.

Born in New York City on December 27, 1903, Mr. Gross obtained his elementary schooling in France, and was graduated from Haverford College, Haverford, Pa., in 1926 with a B.S. degree. At Haverford he was instrumental in setting up one of the first college broadcasting stations in the United States. He later served as radio and communications officer on a number of ships in the American Merchant Marine.

Formerly on the staff of the Bureau of Standards, Mr. Gross specialized in communications engineering. He contributed to the development of the present aviation interlocking aural beacon, and was also in charge of the standard frequency transmissions.

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BELMONT RADIO APPROVES MERGER WITH RAYTHEON

Stockholders of the Belmont Radio Corporation, Chicago, voted last Friday approval of the merger of their company with the Raytheon Manufacturing Company, Newton, Mass., whose stockholders had ratified the proposal earlier in the day in Boston. The merger will be effected by exchange of the stock of a new concern under the name of Belmont Radio Corporation, for 270,000 shares of Raytheon common stock.

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FCC TIGHTENS UP WITH REGARD TO STATION PERFORMANCE

The Federal Communications Commission Tuesday announced a policy of a more detailed review of broadcast station performance when passing upon applications for license renewals.

In line with this policy, the Commission Monday considered the applications of 40 stations for license renewals and took the following actions:

Six stations were ordered on temporary license with the Commission reserving final decision on regular renewals pending a reply to a letter of the following type:

"This is to request a further statement under Section 308(b) of the Communications Act in connection with the consideration of the above-described application for renewal of license.

"In the original application for construction permit, representations were made that the proposed new station would provide an outlet for local expression, to broadcast news, sports, information of local interest, local church services, reports to farmers, and other matters of local community interest, and that ___% of the program content would be of sustaining character, and ___% commercial. Examination of the station log and other information which has come to the attention of the Commission indicates that the amount of time employed for commercial purposes is substantially greater than that proposed in the original application approved by the Commission. Information is requested as to the reasons for the apparent discrepancy between these material representations made to the Commission and the present operation of the station.

"You are also requested to furnish a statement showing what type of program service you intend to render in the future, specifically what percentage of your time you intend to devote to commercial programs and to sustaining programs; what percentage to network and non-network programs; what percentage to recorded or transcribed programs, and what percentage to live programs.

"Any additional information which you consider material to the consideration of the pending application for renewal of license may also be submitted in connection with your response to this request. Specifically the Commission would be interested in obtaining any information concerning future plans designed to fulfill the public responsibilities assumed by broadcasting licensees. The reply should be submitted as an amendment or supplement to the application, and should be submitted in triplicate, subscribed and verified in the same manner as the application."

In the case of 16 stations, renewals were granted but a letter of the following type was sent:

"In connection with the application for renewal of license of Station ____, which was granted on _____, the Commission noted

that you are now devoting ____% of the time to commercial programs and ____% to sustaining. It appears that this program structure is at variance with the representations submitted with your application for construction permit on ____, in which you stated you would carry ____% commercial broadcasts and ____% sustaining.

"The Commission recognizes that program planning must necessarily be flexible, and that your statements as to proposed program structure do not constitute a rigid blue print for future operations. However, the Commission was necessarily rely upon the original representations in the discharge of its function in determining whether the grant will meet the statutory standards of public interest. Accordingly, the Commission would be interested in a statement explaining the service that you are now rendering and the manner in which such service meets the community requirements. It is also suggested that you include in this statement an explanation of the reasons for the departure from the original proposed program structure.

"You are also requested to furnish a statement showing what type of program service you intend to render in the future, specifically what percentage of your time you intend to devote to commercial programs and to sustaining programs; what percentage to network and non-network programs; what percentage to recorded or transcribed programs; what percentage to live programs; and any other representations you might desire to submit to assure the Commission that your station is discharging its public responsibilities under its license."

Eighteen stations were granted regular renewals with no further inquiry being ordered.

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HABER NEW ASS'T. RCA VICTOR AD HEAD; DESFOR SUCCEEDS HIM

Julius Haber, former Director of Publicity, has been appointed Assistant Director of the Advertising and Sales Promotion Department of the RCA Victor Division of the Radio Corporation of America. Harold D. Desfor, formerly assistant to Mr. Haber, has succeeded him.

Since joining RCA in 1923, Mr. Haber has handled publicity and special advertising promotions for most of RCA's varied activities. In 1930, he joined the Lord & Thomas Advertising Agency in New York to organize and direct publicity for RCA and Victor and other clients. He rejoined the consolidated RCA Victor organization in Camden a year later.

Mr. Desfor, a graduate of the University of Wisconsin, joined the Publicity Department of RCA Victor in 1941, and for the past two years has been Assistant Director of the Department. Prior to this, he carried on special publicity in the radio and entertainment field in New York, publicizing many radio programs and stars including "Truth and Consequences", Eleanor Roosevelt (Sweetheart Soap program), Hobby Lobby, Dinah Shore and Sammy Kaye.

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::: SCISSORS AND PASTE :::
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Philips Radio Patents Must Be Renegotiated
("New York Times")

The nation's radio communications manufacturers were put on notice that after July 1 they will have to renegotiate all of the licenses they hold with the Radio Corporation of America under the United States patents of the Philips Incandescent Lamp Works Company of Eindhoven, Holland.

In a statement which pointed out that "practically all major radio communications equipment today incorporates principles covered by Philips patents", the Hartford National Bank and Trust Company, as trustee for N. V. Philips' Gloelampenfabrieken, announced that on July 1 all licenses issued by the RCA under Philips patents will terminate.

The Philips' patents have been used by American manufacturers through a license agreement the Dutch company made with RCA, General Electric Company and the Westinghouse Electric and Manufacturing Company in 1925. The twenty-year-old agreement, it was understood, "technically expired two or three years ago when renewal arrangements were supposed to be made but were not."

Survey Claims Only 5% Listen To Shortwave Regularly
("Sylvania News")

Final results in Sylvania Electric Products' survey tell us that the deciding factor in the sale of home radios most recently purchased are tone quality 25.0%, better reception 24.0%, short wave 17.0%, push button tuning, 15.0%, record player 12.0%, smaller model (portable, etc.) 10.0%, larger model 7.5%, more tubes 5.0%, and miscellaneous 33.0%.

As regards short wave, 52% have it and 48% do not. Of those who have it, 9.9% use it frequently, 16.9% use it occasionally and 73.2% seldom or never use it. Only about 5% of the country's radio families listen to short wave regularly.

Sixty-five percent of those interviewed said they plan to buy new radios when available. Of this group, 36.5% say they will buy radio-phonograph consoles, 27.0% want consoles, 20.7% want table models, 8.3% want radio-phonograph table models, 4.1% want midgets, and 3.4% want miscellaneous types.

Forty-nine percent (49.5%) want television and will pay extra for it, 29.3% do not want television, and 21.3% are undecided. As to how much the public will spend for television, only 3.2% will go as high as \$300.00 for this feature, 7.2% will go to \$200.00 extra, 20.4% will pay \$125.00 extra, but 49.5% will buy at \$75.00 extra.

Biddle Doesn't Piddle With Too Loud Radio
("Drew Pearson")

A young man with a radio in his car drove up to an apartment house in Washington called Dumbarton Courts, not far from Dumbarton Oaks. He parked the car, went into the apartment where he lived, undressed, and went to bed.

Maybe he was drunk, maybe he was deaf. Anyway, he left his radio on - and loud. There it sat, blaring away into the night.

The house next to Dumbarton Courts is the residence of the Attorney General of the United States, Francis Biddle. The Attorney General was in bed - asleep. But he was awakened pronto. So were other members of his family. Nobody will testify as to what Mr. Biddle said, but the chances are it was unprintable.

But what he did was much more effective. He put on a robe over his pajamas, walked out on the street, reached into the car and switched off the offending radio.

As he crawled back into bed, the Attorney General of the United States was heard to say, "There ought to be a law against things like that!"

Paul Porter Gets Tough
("Editor & Publisher")

The radio industry is buzzing with comment on how "tough" the Federal Communications Commission has become since Paul Porter, former Chairman of the Democratic National Committee, assumed the chairmanship. One recent example widely quoted is the revocation of the license held by Station WOKO at Albany, N. Y., for concealing ownership of stock by a network official. The Knickerbocker News, Gannett daily which owns a quarter interest in the station has made a bid for the license . . . The FCC also has let it be known it will call on broadcasters, advertisers and others to reveal just how they expect to finance television.

The First Singer Over The Radio
("Relay")

Among the oldtimers present at the RCA Anniversary dinner was Madame Eugenie Farrar. In 1907, Madame Farrar - then the Countess von Boos - sang "I Love You Truly" and "Just A-wearyin' for You" into a microphone in the de Forest Laboratory in the Parker Building. The songs were heard by operators at the Navy Yard in New York. She was the first singer to go on the air.

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::: TRADE NOTES :::
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Leo Mishkin has been named Trade News Editor of the Columbia Broadcasting System, replacing Joan Lane who has resigned from the network to join the Crowell-Collier Publishing Company.

Mr. Mishkin was on the Paris edition of the Chicago Tribune, the New York Daily Mirror, New York Evening Journal and The Morning Telegraph.

Before joining Columbia, Mr. Mishkin was with the Public Relations Department of the Book-of-the-Month Club and served as New York press representative for David O. Selznick, Hollywood producer.

Plans have been complete for the British Broadcasting Company to interview Iowans in London hospitals. Interviews will be carried over KRNT, Cowles' Des Moines station. A similar broadcast will originate through KRNT and men at the Schick hospital will be interviewed for BBC and these will be directed to hospitals where Americans are patients in England.

FCC Commissioner E. K. Jett, who was out of his office a few days on account of the "flu", is again back on the job.

Twelve-inch radio program recordings, selected from leading offerings, shortly will be on the way to American prisoners of war in Germany, the Washington, D.C. Y.M.C.A. has revealed. The records will be non-commercial through arrangements with program sponsors, the American Federation of Musicians and the Federation of Radio Artists. Ten radio "strip" and variety shows are now in process for shipment.

Stewart-Warner Corporation last week declared a regular semi-annual dividend of 25 cents and an extra dividend of 25 cents per share on the \$5 par value common, both payable June 1st.

The Editor and Publisher newspaper trade-paper has added a page specially devoted to radio.

Consolidated Royal Chemical Corporation, also trading as Consolidated Drug Trade Products, Chicago, selling and distributing a medicinal preparation designed "New Pe-Ru-Na" and also as "New Pe-Ru-Na Tonic", is charged in a complaint issued by the Federal Trade Commission with misrepresentation and false advertising through radio continuities and by other means.

Opening of studio laboratories for television program experiments in space occupying the entire seventh floor of the Grand Central Terminal Building, has been announced by Cine-Television Studios, Inc. Fred H. Fidler, former advertising agency executive, is President of Cine-Television, Yasha Frank Vice-President and V. Henry Rothschild II Secretary. Mr. Robert A. Jenkins is General Manager.

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