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No. 1677

April 18, 1945

WERE THE RADIO MOURNING PROGRAMS TOO LONG DRAWN OUT?

Although well intentioned and carried out magnificently in spirit as well as in letter, the question has been raised as to whether the broadcasting industry did not impose too great a hardship upon itself, as well as on the listening public, by cancelling all regularly scheduled programs for so long a period and observing so continuously the lengthy interval between the time of the President's death Thursday night and his burial Sunday. Networks did not resume normal operations until Monday morning. During that time radio programs on the four major chains and many of the independent stations carried no commercials. Programs consisted of news broadcasts, appropriate music, memorial services, eulogies and other special tributes to President Roosevelt.

To expect broadcasting stations to cancel their commercials and to put on the same kind of a program morning, noon and night for several days was likened to requiring newspapers to print no advertising and to confine their news reports to descriptions of or comments on the great national emergency. In New York and other cities there was no merchandise advertising by department stores in the metropolitan press, store closing announcements being substituted, but there was no sweeping order for the papers to cancel all advertising.

Since no president had died in radio's comparatively brief period of public service, there was no precedent to follow and the broadcasters naturally made every effort to do the proper thing and certainly they did a great job. When President Harding passed away in San Francisco so tragically and so suddenly, radio news broadcasting was in its infancy. William Howard Taft, at the time of his death in 1930, was no longer president. The same with regard to Calvin Coolidge in 1933.

The writer recalls that to fill in between the time of the church service of former President Taft and the burial at Arlington, WRC in Washington broadcast a special program from the Washington Cathedral. The late Edgar Priest, organist and choirmaster, cautioned the choir boys to observe strict silence between the numbers. At this critical period, one lad pulled a handkerchief out of his pocket and unfortunately also came half a dozen marbles. They fell one after another on the stone floor of the Cathedral, sounding like bombs and as if some one were trying to blow up the place. Immediately telephone switchboards were swamped with inquiries from anxious listeners to learn what terrible thing had happened during the Taft Memorial broadcast.

The feeling of the industry towards President Roosevelt was well expressed by Harold Ryan, President of the National Association of Broadcasters, when he said:

"The passing of Franklin Delano Roosevelt brings a sense of deep personal loss to the broadcasters of America. He gave historic evidence of the effectiveness of this medium of communication in the solution of national and international problems.

"Now, in the hour of his death, radio responds to the sounds of his name with overtones of immortality."

Naturally, then, the broadcasters wanted to pay the highest tribute to President Roosevelt within its power. And it did, at an unprecedented financial sacrifice. The great patriotic desire was to do the right thing.

The question is whether the tribute would have been more effective had it not been so long drawn out. Commercials, save for the mention of the sponsors, might well have been omitted for the entire period but in the case of the death of the President, for instance, all scheduled programs could have been cancelled immediately following the news of his death and for the rest of that evening. Perhaps Friday evening there could have been a great radio memorial service carried by all the networks. Saturday the ceremonies in connection with the arrival of the President's body in Washington could have been broadcast and, of course, anything having to do with the services in the Capital and Hyde Park.

Otherwise it would seem that programs could have gone on pretty much as usual, judgment being used in eliminating those obviously inappropriate. The superb music heard over the air during the mourning period was adequate proof that the broadcasters knew how to handle such a situation.

This caused one listener to remark: "I heard more beautiful music in those three days on the air than since the beginning of radio. It shows that the broadcasters can give the public good music when they want to."

However, that may be, and without the slightest intention of criticizing, this writer, who realizes the broadcasters did their utmost, believes the net result was too much of the same kind of thing, resulting in monotonous repetition (in eulogies as well as music). It is believed the tribute would have been more effective if it had been shorter and less continuously carried out.

At that praise is being heard on all sides for the broadcasters and skill of the program makers in rebuilding programs as they so marvelously did. Proof of popular approval is the following editorial from the Washington Star, captioned "An Impressive Performance":

"It seems to The Star that the Nation's radio networks and individual stations deserve high commendation for a display of good taste in their manner of presenting to the Nation the tragic news of President Roosevelt's death and his journey through Washington back to his final resting place at Hyde Park.

"By spontaneous agreement and over a period of more than seventy-two hours, hundreds of advertising programs, carefully rehearsed and scheduled long in advance, were either dropped or revised to eliminate distasteful commercialism and to bring them in tune with the spirit of the occasion.

"As a result, the radio news and the accompanying tributes to the late President were delivered on a plane befitting the dignity of a Nation in mourning. The simple beauty of many of the programs and the admirable restraint of the reporters and commentators established a mark, in the performance of a public service, which is the source of as much satisfaction to the public as it must be to the radio industry."

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KIWANIS RADIO WEEK SET FOR MAY 13-19

Special recognition of the broadcasting industry is planned by Kiwanis International throughout the United States and Canada the week of May 13-19, the National Association of Broadcasters has announced.

Kiwanis Radio Week, during which local clubs will present Certificates of Citation to every broadcasting station and national network of the two countries, has been proclaimed by the international organization, which numbers 144,000 members of 2,260 local service clubs.

The twenty-fifth anniversary of radio provides the inspiration for this recognition, Ben Dean, Grand Rapids, Michigan, President of Kiwanis International, advised NAB President Harold Ryan. Certificates will cite radio's contribution to the prosecution of the war, keeping the channels of information open, accurate reporting of news, development of high standards of public service, education, entertainment and music appreciation.

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A new curriculum in radio will be opened next Fall by Ohio State University School of Journalism, the University announces. The program, which follows recommendations drawn up last year by a Committee representing the National Association of Broadcasters and the National Association of State Universities, will include courses in news writing, program direction, radio advertising, law of the press and radio, etc.

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"MR. WRENCH", SAID PRES. TRUMAN; "MR. WHO?" NEWSMEN ASKED

President Truman at his first press and radio conference yesterday (Tuesday), in announcing the names of his new secretaries, said that J. Leonard Reinsch (pronounced "Wrench"), Managing Director of the broadcasting stations owned by former Governor James M. Cox of Ohio, would help him in radio matters. This did not come as a surprise to those in industry circles as it was known that a hurry call had been sent out for Mr. Reinsch last Thursday night. He has been with the new President almost continuously ever since and has had charge of the broadcasting of President Truman's address to Congress and last night the President's broadcast to the soldiers overseas.

Mr. Reinsch, who was very close to Mr. Truman when the former served as Radio Director of the Democratic National Committee in the last campaign, had previously submitted a plan for radio coverage of the United Nations Conference at San Francisco. The State Department had asked Governor Cox for a leave of absence for Mr. Reinsch so that he could handle radio arrangements for the Conference.

Attention at the White House press and radio conference was centered on young Mr. Reinsch (who is 36 years old and has a very pleasing personality) when the correspondents couldn't quite catch his name. The President had been giving only the last names of his new secretaries and "Mr. Wrench" was apparently too much for them.

President Truman took the interruption good naturedly. Once these details had been supplied, they again got back to Mr. Reinsch and asked for more information about him. The President explained that Mr. Reinsch had served successfully as the Democratic National Committee Radio Director and that after the campaign he had returned to his former position as Managing Director of the Cox broadcasting stations.

The exchange between President Truman and the correspondents about Mr. Reinsch, who was seated just behind the President at the conference, was typical of others that occurred. From the beginning of the session the President showed that he was at ease and very skilful in handling newspaper and radio people. This writer attended the first press conference of President Roosevelt 12 years ago and though Mr. Roosevelt was a past master in dealing with the press, President Truman Tuesday did not suffer in comparison. In fact, it seemed to this writer, who has attended press conferences from Roosevelt to Roosevelt, that Mr. Truman could hold his own with the best of them. He was surprisingly different from the impression created by his quiet manner in his broadcasts. Several inconsequential, if not improper, questions were asked but seeing the way President Truman cracked back, other of the correspondents evidently decided not to attempt the same tactics. It reminded the writer of school days with a new teacher and the boys trying to see how far they could go.

Except when he sat down on a negro correspondent, there was nothing irritating or unpleasant about Mr. Truman's replies but he was firm and at times sharp and the questioners soon realized he knew what he was talking about and did not attempt to take any further liberties.

When the representative of the negro press asked Mr. Truman how his views on race relations jibed with those of his predecessor and how he stood on the passage of the Fair Employment Practices bill, other correspondents instantly saw that this was a trap carefully set for the new man. Mr. Truman, too, was quick to sense this and in a tone little short of anger, he said he would give the reporter who asked the question some advice - that all he had to do was to go and read the Senate record of Harry S. Truman.

Veteran correspondents were very complimentary with regard to the way he handled himself and all seemed to agree that he had made a good start. At the conclusion of the conference, many of his press and radio friends stopped to shake hands.

Also quite a few remained to congratulate Mr. Reinsch as a number of newspaper and radio men had made his acquaintance during the campaign.

Mr. Reinsch is a native of Illinois, but has lived in Atlanta since 1940, from which city he has directed the activities of the three Cox stations - WSB, Atlanta; WIOD, Miami; and WHIO at Dayton, Ohio.

A graduate of Northwestern University, Mr. Reinsch began fulltime radio work in 1928 as an announcer on WLS in Chicago. He joined the Cox radio organization in 1934 as Manager of WHIO. When Governor Cox acquired WSB six years later, he was named Managing Director of the three stations. Mr. Reinsch has been active in affairs of the National Association of Broadcasters and was recently elected to the Association's Board of Directors and to the Board of BMI. He is married and has two children.

Mr. Reinsch succeeded J. Harold Ryan, now President of the National Association of Broadcasters, as President of the Ohio Association of Broadcasters. Although Mr. Reinsch and Mr. Ryan, on leave as Vice-President of the Fort Industry Company, have competing stations in Atlanta and Miami, the latter had the highest praise for the former.

"Leonard Reinsch is one of the outstanding young men in radio", Mr. Ryan said. There was also a pat on the back from Earl Godwin, past President of the Radio Correspondents' Association, who said: "Reinsch is a good guy and I think he will be very popular with the press and radio people at the White House."

When Mr. Reinsch was in charge of the Democrat's radio program in the last campaign, he caused quite a furore in the Republican camp when he sprang his plan for buying five minute spots in order not to upset the regular radio programs on the air. Following the

Republicans announced plan of 30-minute political broadcasts, Reinsch placed his orders with NBC and CBS for five-minute spots.

"Our five minute radio plan was designed to adapt national political strategy to present day listening habits", Mr. Reinsch explained at that time. "Big programs are scheduled for every evening, and political broadcasts interrupting continuity would build resentment we figured."

Exactly what Mr. Reinsch's duties at the White House will be was not made clear. There were some who thought he might also handle press matters, in which case he would occupy the same position now held by "Steve" Early. If the President appoints a press secretary, Mr. Reinsch may be assigned primarily to radio relations.

The official count of the newspaper men and women attending President Truman's first radio and press conference was 348 and said to be a record. It was a tremendous crowd but didn't seem any larger to this writer than the attendance at some of President Roosevelt's conferences, notably the Churchill-Roosevelt meeting.

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RADIO INDUSTRY ACCLAIMS TRUMAN; FIRST BROADCAST PRAISED

There is every indication that the radio industry feels safe with President Truman. As apparently was the case with the listening public, they appeared to be pleased with his first broadcasts.

"I listened to the broadcast of his speech to Congress", Harold Ryan, President of the National Association of Broadcasters said, "and was struck by the forcefulness and sincerity of his radio delivery. I have since heard from a number of stations throughout the country and they reported pleasant reception of the speech."

While Mr. Truman has never been active in connection with radio legislation, he has for years been a member of the Senate Interstate Commerce Committee which has jurisdiction over radio in the upper body. He attended many of its meetings and was described by Leonard Reinsch, his new radio secretary, as a good listener at these proceedings.

"I know", Mr. Reinsch said with some apparent feeling, "because I was a witness before the Committee and Senator Truman cross-examined me thoroughly." It was here while testifying in connection with radio legislation that Mr. Reinsch first met Senator Truman.

It is the opinion of this writer that having had such a splendid opportunity to acquaint himself with the situation as a member of the Senate Committee having to do with radio, and being

more or less of a conservative, that President Truman will not inject himself into the picture but will leave radio control to Congress and the Federal Communications Commission where it properly belongs. For instance, one could hardly imagine him waging a fight on newspaper-owned stations as the White House was charged with doing.

Having served on the Senate Interstate Commerce Committee of which Senator Burton K. Wheeler (D), of Montana, is Chairman, and Senator Wallace White (R), of Maine, is the ranking minority member, both good friends of his, it is believed he will turn to them for advice. Both Senators White and Wheeler were among the chosen few invited to the now famous luncheon given to President Truman on his first visit to the Capitol. The host of the occasion was Leslie Biffle, secretary of the Senate, soon, it is reported, to become the new President's secretary. The luncheon was entirely bipartisan, included both Senators and Representatives, and the list was made up with great care as it was regarded as President Truman's first bid for complete cooperation of Congress.

Those present besides Senators Wheeler and White were: Speaker Rayburn (D), of Texas; Senators Barkley (D), of Kentucky; Connally (D), of Texas; Austin (R), of Vermont; Hill (D), of Alabama; Vandenberg (R), of Michigan; LaFollette (P.), of Wisconsin; Representatives McCormack (D), of Massachusetts; Martin (R), of Massachusetts, and Ramspeck (D), of Georgia.

Senator Capehart (R), of Indiana, was to have been host to a dinner to Vice-President Truman the night President Roosevelt died.

Speaking from the viewpoint of the radio manufacturers, Commander E. F. McDonald, Jr., of Chicago, who came to Washington expecting to attend the Gridiron Dinner, said:

"I think President Truman is very favorable towards radio. I understand he and Chairman Porter are very close. It seems to me we are very fortunate in having a man like President Truman. Vice-President Coolidge when called upon to take over under similar tragic circumstances was not as well known nationally as was Vice-President Truman, but he had sense enough to keep his mouth shut and get advice from those around him, and I have a feeling it may be the same way with Mr. Truman."

Roy Roberts, Managing Editor of the Kansas City Star, which operates Station WDAF, who also came to Washington for the Gridiron Dinner and was to have had luncheon with Vice-President Truman that day, and who has known him for years, said:

"I have confidence in him and think he will do a fine, common-sense job. And I think that the people of this country will rally to him."

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COMMENTS PICTURE TRUMAN AT HIS FIRST PRESS-RADIO CONFAB

"The President stood behind his desk at the first press-radio section and answered questions in sharp, incisive phrases. His replies were invariably in firm tones."

-(J. A. Fox in Washington Star)

"Truman showed that he could take it. He answered a barrage of questions with poise and directness that occasionally brought loud applause, something unusual at White House press and radio conferences."

- (Washington Times-Herald)

"Poised and confident * * * he took the questions as fast as they came, answered promptly and pithily, and twice drew applause, a rarity at White House Conferences."

-(Lyle C. Wilson, United Press)

"President Truman handled his first White House press-radio conference with poise and direct bluntness."

-(Jack Steele in New York Herald-Tribune)

"President Truman, in fourteen crowded minutes this morning, firmly established himself in the opinions of more than 300 Washington correspondents attending his first White House press conference as the master of his new job."

"The new President exuded assurance and self-confidence and was completely in command of himself and the conference. He showed no sign of hesitation or timidity. Even the humility he has shown in his first few days in office appeared to recede as he met reporters face to face."

"His answers to all questions, delivered in the staccato beat of machine gun fire, were brief, sharp and to the point. They were studded with remarks that he would or would not do something and did not expect to do something else."

"He began by saying that if he did know the answer to a question he would say so. He stuck to it. Several times he advised his interrogators to go look up his record for their answers."

-(Unsigned story in the New York Herald-Tribune)

"The new President also proved he could be blunt * * * Amazed at the straight forward directness of Truman's answers, the jam-packed, perspiring reporters applauded heartily."

-(Ruth Montgomery in Washington Times-Herald)

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"Answers to reporters' questions were snapped back by President Truman without hesitation. Generally, he gave crisp answers that were unmistakable and to the point. Some of the answers were so saving of words that one wondered whether he was angered by the questions, but this appeared to be belied by the forthright manner in which he continued to spill out the answers."

- (Washington Post)

"Correspondents left the press-radio conference with the feeling that Mr. Truman had firmly grasped the reins of office and had demonstrated his ability to meet impromptu questions with sharp and direct replies."

- (Bertram D. Hulen in New York Times)

"One gathered instantly that President Truman was in command of the situation at the press and radio conference and would command any other situation presented to him.

"The terse directness of his answers was not an escape, an avoidance of discussion. It was obvious each question registered with him, evoked thought in him. * * *

"The newsmen left, feeling they had heard all, and that what they heard was all there was. There was not, as to anything Mr. Truman had said, any searching for between-the-lines meanings, or subtleties of emphasis. There are no shadings to Mr. Truman's meanings, conspicuously he does not know the art of nuances.

-(Mark Sullivan in the New York Herald Tribune)

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MONTHLY SURPLUS COMMUNICATION PROPERTY DISPOSAL \$281,000

Disposals of communication equipment have mounted steadily in recent months, having risen from only \$9,000 in November to \$281,000 by February. February sales brought \$158,000, or 56 percent, of the reported cost of the property. Most of the sales have been executed by producing manufacturers acting as agents under contract with the Reconstruction Finance Corporation.

Inventories rose \$3,132,000 to \$25,075,000 during February and consisted largely of electronic tubes - \$18,552,000; electronic equipment components and sub-assemblies - \$3,691,000 and specialized radio equipment - \$2,216,000.

These figures have been made public in the Surplus Property Board Monthly Report for February which though dated March has just become available.

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WANT TRANSFORMER MAKERS TO PLACE ORDERS FAR IN ADVANCE

Transformer manufacturers were urged to order controlled materials, such as steel for laminations and copper wire, as far in advance as possible, at a recent meeting of the General Purpose and Specialty Transformer Industry Advisory Committee, the War Production Board said Tuesday.

Under the new definitions, transformers classified under Code 510 include all types of industrial and radio transformers, except those for power distribution, which fall within Code 403, while transformers classified under 405 include those with domestic or specialty applications such as light, doorbell, oil burner and similar transformers.

It is the intention of the WPB Radio and Radar Division to allocate materials as far in advance as is possible under existing conditions, WPB said, and producers who are unable to utilize such materials or cannot get mill delivery in time to meet their requirements were urged to return such allocations to WPB so that they might be used to advantage by other manufacturers.

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PHILCO TRIES OUT WASHINGTON-TO-PHILADELPHIA TELEVISION

Said to be the first television program ever broadcast from Washington, the telecast transmitted this week to the television audience in Philadelphia over a new multiple-relay television network developed by Philco Corporation, was heralded as the forerunner of future nationwide television chains.

Appearing on this inaugural telecast from Washington were the Hon. Paul A. Porter, Chairman of the Federal Communications Commission, Dr. Karl T. Compton, President of the Massachusetts Institute of Technology and Chairman of the Research Board for National Security, and John Ballantyne, President of Philco Corporation.

The Washington-to-Philadelphia television broadcast, Philco said, gave a scientific demonstration that it is entirely possible and practical to connect distant cities for television by a series of micro-wave television relay transmitters. In this new Philco network, six television transmitters were used to carry the television pictures from the Philco studio in Washington to the final television station, WPTZ in Philadelphia. Television signals were relayed at four intermediate points on hill tops along the route - Arlington, Va., Odenton, Md., Havre de Grace, Md., and Honeybrook, Pa. to reach Philco Television Station, WPTZ, which transmitted the program to its television audience throughout the Philadelphia metropolitan area.

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CUBAN RADIO SALES ORGANIZATIONS STAND UP WELL

Almost 80 percent of the radio sales organizations in Cuba have remained intact awaiting the resumption of normal production, according to the first issue of Part 4: Electrical Equipment, Industrial Reference Service, dealing with electronics in the island republic, released last Friday by the Department of Commerce.

Heavy buying in 1942 in anticipation of the shortage of 1943, plus the continuous collection of time payments, which ran into 1944, were chiefly responsible for holding the Cuban sales organizations together.

The bulk of electronic equipment used in Cuba is imported from the United States. Local manufacture is limited to certain minor products turned out by some 50 small electrical repair shops. This limited production is maintained as a temporary measure pending the resumption of imports from this country.

In 1942, after the War Production Board had restricted radio manufacturing, 12,000 complete radio kits were imported from the United States to be installed in locally manufactured cabinets and reexported to this country. Six thousand such sets were exported before restrictions prohibited further shipments. It is understood that the approval of the British Government has been requested for the shipment to Jamaica of 4,000 of these sets. The remaining 2,000 sets have been absorbed locally.

It is estimated that about 226,000 radio receivers were in use in Cuba as of January 1, 1945, representing a "saturation" of about 5 percent of the total population of a little over 4,000,000.

Available parts of the Industrial Reference Service covering selected services and commodities may be obtained from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., at annual subscription rate of \$1.50, and copies of the individual report released today (last Friday) at 5 cents each.

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PAINE OF ASCAP ABROAD CONFERRING WITH MUSIC PUBLISHERS

John G. Paine, ASCAP's General Manager, and Herman Finkelstein, resident counsel for ASCAP have left by clipper plane for Europe via Washington, D. C. They will be gone about six weeks, during which period they will confer with representatives of European performing right societies.

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I.T. & T. BLOSSOMS FORTH WITH AN ATTRACTIVE NEW MAGAZINE

Setting a hot pace for others to follow, the International Telephone and Telegraph Corporation last week began publishing its own magazine "The International Review". Handsomely illustrated, it is the last word in organization publications. It used to be that house organs were the deadliest of periodicals but the I.T. & T. new "Review" is readable from cover to cover and on a newstand could hold its own with the standard magazines.

A. M. MacLennan is the editorial director and the editors are J. L. Hobby and M. D. Kirkwood at the offices of the I.T. & T. at 67 Broad Street, New York, New York. They say in their foreword:

"To our readers we express the hope that The International Review, of which this is the first issue, may prove useful as a portal through which they may glimpse some of the world-wide activities in which the I. T. & T. System is continuously engaged, and sense the family spirit of the people who are part of it. The organization, operating in the telephone, radiotelephone, radio-telegraph, cable and electronics fields on an international basis, and engaged in the manufacture of equipment for its communications affiliates, today has the additional patriotic responsibility of producing equipment used in military communications of the Allied Nations. To us, I. T. & T.'s varied activities are highly interesting, and we must confess that despite the fact that we are members of the System, we are not insensible to the romantic aspects of it all. We hope that our readers may discern that spirit of adventure in these pages."

The contents of the first issue (April) include: "Brazil - Land of New Horizons"; "Around the World in I. T. & T."; "The Story of Federal Telephone and Radio Corporation"; "Technically Speaking - New techniques and developments by System scientists and engineers"; "Promotions and Movement of Personnel".

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RADIO TRANSFORMERS MAY AFFECT MFG. OF FIXTURES

If production of fluorescent lighting fixtures should be further curtailed because of lack of ballasts, additional controls on end uses of the fixtures may be necessary, members of the Fluorescent Lighting Fixtures Industry Advisory Committee stated at their recent meeting, the War Production Board reported Tuesday.

Specialty transformers for radio equipment are made with the same plant facilities and use the same components as ballasts for fluorescent lighting fixtures. Military requirements for the transformers are high and are expected to remain high even after the end of hostilities in Europe, a representative of the Radio and Radar Division told the committee.

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SCISSORS AND PASTE

Senator Wheeler's Son Buys Interest In KFPY In Spokane
("Drew Pearson")

John Wheeler, Los Angeles lawyer and son of Senator Wheeler of Montana, has bought a big piece of radio station KFPY, in Spokane, Wash. This puts his father in an interesting position, because Wheeler as Chairman of the powerful Senate Interstate Commerce Committee, passes on all radio legislation going before the Senate. (Despite his reactionary stand on international affairs, Wheeler has been a consistent progressive in regard to radio.)

The Hallicrafters Stock Sale
(Robert P. Vanderpool in Chicago Herald American)

There was offered to the public today 225,000 shares of The Hallicrafters, Inc., stock at \$8 a share.

Hallicrafters, a Chicago company, is a "war baby". Before the war it was a small concern, originally formed in 1934, first selling and later manufacturing short wave receiving sets. No financial statements before 1939 have been made available, but for that year sales totaled \$866,000 and profit was a trifle over \$25,000.

Government war demand for electronics equipment brought opportunity to the company and for the fiscal year ended August 31, 1944, sales totaled \$37,000,000 and profit was \$691,000.

Last August the outstanding stock was increased from 300,000 to 600,000 shares by the simple method of giving two shares for each one. A year ago the outstanding stock was boosted from 220,000 to 300,000 shares by sale of 80,000 to Halligan and Durst at \$1 a share, pursuant to options granted in October, 1943.

At that time, in October, 1943, the company split its stock 100 shares for one. On Sept. 1, 1943, the company sold 200 shares of stock to four employees for \$100 a share. These apparently are the four minority owners.

In other words, each of these four employees on an investment of \$5,000 made a year and a half ago will have received \$17,500 in cash and still have a \$60,000 interest in the company.

(Editor's Note - Hallicrafters recently announced that in case the FM frequency band was changed, it would be able to put on the market a medium priced converter.)

Colonel Paley Gets A Glass of Water for the King
(Leonard Lyons in Washington Post)

Bill Paley of the Psychological Bureau was in London setting up a broadcast in which the heads of various Allied nations were to participate. Just before the King of Norway was to enter the room, Paley noticed that the pitcher of water near the microphone was empty. He saw a young man standing idly nearby, and said

"Hey, you. Go out and get some water. The King may want some during his speech." . . . The young man stared at Paley, who repeated, "Get some water." The young man called an elderly man and asked him to get the water. The elderly man, who was the Norwegian Ambassador to London, got the water. He did it because the young man was the Crown Prince, who was there to be at the side of his father, the King of Norway.

Philips License Termination Surprises Industry
(Edward A. Morrow in the "New York Times")

American radio manufacturers were confronted last week with a new set of problems in their reconversion planning when the trustee for the Philips Incandescent Lamp Works Company announced that all licenses issued by the Radio Corporation of America under the United States patents of Philips will terminate July 1.

While the Philips company announced that "it is taking steps to make the patent rights available to the Government and industry under appropriate terms", the licensing policies of the company, some manufacturers feared, would not be as "liberal" as those followed by RCA. These apprehensions, they explained, stemmed from what they know of the company's competitive history throughout the world.

With agents in practically every country, the Philips company has been one of the strongest competitors of American radio exporters, and has, "through its legal department and the use of patent laws", frequently closed markets to American traders, one large exporter explained.

1945 Air Talent Cost \$46,864,350
("Variety")

Sponsors of network radio shows shelled out \$46,864,350 during the past year for talent and production on their various programs, \$7,540,650 more than in the previous 12 months, when the talent bill amounted to only \$39,323,700.

Each week the network shows jolted the nation's bankrollers for \$1,201,650, exclusive of time and line charges, as detailed in "Variety's" 1945 Program Costs Index published in the radio section last week (4). The 1944 index (April 19, 1944) showed a weekly total of \$1,008,300 for network stanzas, \$193,350 less than the 1945 total. Annual totals were figured on an average run-of-the-show period of 39 weeks.

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... TRADE NOTES ...
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The first public showing of General Electric's large screen postwar television set is scheduled for next Sunday evening (April 22) to leading Schenectady citizens, company executives, and the press. The receiver produces a picture about 18 x 24 inches.

The public demonstration also will be the first to use a broadcast signal to demonstrate projection television on a postwar set. Previous private showings of other sets of this kind have used wire lines for transmission. The new General Electric receiver operates on the principle of projection, like the movies, and has a reflecting optical system similar to that used in observatory telescopes. The set also uses a new cathode ray tube about five inches in diameter.

To keep from colliding with Paul Porter, FCC Chairman, at the broadcast of the Peabody Awards dinner in New York City, Harold Ryan, President of the National Association of Broadcasters, had to cut his 25 minute prepared speech down to 13 minutes. To make matters worse, he had only 15 minutes time in which to do it.

Dr. Phillips Thomas, of Pittsburgh, research engineer, Westinghouse Electric and Manufacturing Company, spoke to the Washington Board of Trade last Tuesday on "Adventures in Electricity", explaining radar and the latest developments in short-wave communications. He illustrated his talk with nine demonstrations on the stage.

Five additional applications for television stations were filed with the Federal Communications Commission during the past two weeks, bringing the total number of commercial applications to 118 in 31 States.

"Broadcasters use a radio channel which is public property", says Chairman Porter of the FCC. "Therefore, they are obligated to operate in the public interest, including the obligation to present balanced discussions of controversial questions."

March production of copper communication wire increased 22 percent to a new record total of 267,000 miles, which elicited a tribute from the Army Signal Corps on the industry's splendid performance, War Production Board officials informed members of the Copper Wire Mill Industry Advisory Committee at a recent meeting.

Communication wire production in March was divided into 185,000 miles of field wire, 64,000 miles of assault wire and 18,000 miles of W143 (heavy wire). The field wire and W143 represent the more permanent types of communication wire, but it is assault wire that is used in the bulk of the front lines' communication systems. The assault wire, which was described by one field general as "24-hour wire" because it is so expendable, must be provided in ever increasing quantities, Copper Division spokesmen said, to meet Signal Corps requirements.

Two newspapers went through the formal procedure of asking the FCC to approve purchase of radio stations last week. John S. Knight's Miami Herald seeking to acquire WQAM for \$500,000, and the Evening News Publishing Company of Newark, N. J. bidding for transfer of WBYN in Brooklyn by acquisition of 71.25% of the common stock and 52.65% of the preferred for \$204,646. Station WBRW at Welch, W. Va. passed to the ownership of a group which includes Clarence H. Frey, publisher of the Logan Banner and co-owner with Robert O. Grever of Station WLOG at Logan.

Charles P. Taft has been given a new assignment in the State Department. He's in charge of aviation, transportation, and communications problems in the Office of Assistant Secretary Will Clayton. Mr. Taft has also been spoken of as the next Governor General of the Philippines, a position once held by his father, former President William Howard Taft.

"During the critical weeks and months that lie ahead, American radio will play the leading role in reaffirming our faith in free inquiry and full discussion as the surest road to a listening peace." - Paul A. Porter, Chairman, Federal Communications Commission.

Press Wireless offices in New York handled the heaviest volume of outgoing news transmission in its history during the night of April 12 beaming stories of President Roosevelt's death to all corners of the globe. Wordage on that news alone would jump to 100,000, it was estimated on the basis of early filings. In a normal day, Prewi emits about 300,000 words. Officials said the outgoing stories on the President did not cause any interference with the usual volume of incoming reports from the war fronts.

Frequency Modulation broadcasting will be a \$2,000,000,000 business in the first post-war year providing steady employment for 300,000 persons, according to Walter J. Damm, General Manager of the Milwaukee Journal radio stations and President of FM Broadcasters, Inc., the trade association for the FM system which is also opposing the new FM allocation.

Ralph B. Austrian, Executive Vice President of RKO Television Corporation and Chairman of the Program Committee of the Television Broadcasters' Association, has named the following to serve on his Committee:

Dan Halpin of RCA Victor Division, Radio Corporation of America; Martin B. Jones, Buchanan & Company, Norman Livingston, WOR; G. Emerson Markham, GE; Samuel H. Cuff, DuMont Television; Earl I. Sponable, 20th Century-Fix Film Corporation; George Shupert, Television Productions, Inc.; Will Baltin, TBA; John T. Williams, National Broadcasting Company; John Gilligan, Philco Radio and Television Corporation, and Prof. Edward C. Cole, Yale University Department of Drama.

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