

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

RECEIVED

APR 27 1945

FRANK E. MULLER

INDEX TO ISSUE OF APRIL 25, 1945

Deny Reinsch Forced Out Of White House Because Of Radio.....	1
Reinsch To Stick To Radio; Does Not Seek Public Career.....	3
Tom Joyce, Formerly With RCA, Joins Raymond Rosen & Co.....	4
Transfers From WPB Radio Division To Be Considered.....	4
One Hundred Watters Time Sales Up 37%.....	5
Sensing Early FM Decision, McDonald Again Wires Congress.....	6
FTC Charges Philco With Representing Wrong No. Of Tubes.....	7
Federal Radio Sales Jump To \$90,788,199 In 1944.....	7
Invasion Of Europe Caused AP To Enlist Wireless.....	8
More Comments On Pres. Truman's Handling Radio-Press Men.....	9
Clear Channel Hearing Postponed To September 5.....	10
Overseas Communication Merger Hearings Resume April 30.....	11
WPB Radio Advisory Group To Discuss Military Output.....	12
FCC Backs Up WPEN On Religious Broadcasts.....	12
Radio Getting Bigger Play In Newspapers.....	13
Scissors And Paste.....	14
Trade Notes.....	16

April 25, 1945

DENY REINSCH FORCED OUT OF WHITE HOUSE BECAUSE OF RADIO

There was a quick denial by Washington newspaper correspondents that they had high-pressured J. Leonard Reinsch, who was temporarily serving as press and radio secretary to President Truman, out of the White House because he was a radio man. They also denied that they had any hand in the subsequent appointment of Charles G. Ross, Washington correspondent for the St. Louis Post-Dispatch, as press secretary. Mr. Ross, they said, was the new President's personal selection and one prominent correspondent declared: "It was well understood that Mr. Reinsch's field was radio and that he was only helping out temporarily. We knew all along a permanent press secretary was to be appointed. The newspapermen had nothing to do with Mr. Reinsch leaving the White House or the naming of Charles G. Ross, President Truman's former classmate as press secretary."

According to the unfounded story, the newspapermen resented Mr. Reinsch, a radio man, occupying the highly important press position. The story intimated that the newspaper men "got" Reinsch by "turning the pressure" on the Democratic National Committee and the White House and causing former Governor Cox of Ohio to telegraph President Truman withdrawing the services of Mr. Reinsch, who is the Managing Director of the Cox radio stations, WSB, Atlanta; WIOD, Miami, and WHIO, Dayton, Ohio.

Mr. Reinsch had charge of radio for the Democratic National Committee during the last campaign and is a personal friend of Mr. Truman. He had pleased the latter with his work in the campaign and was hastily called to the White House shortly after President Truman had been sworn in. The general understanding was that Mr. Reinsch was simply being borrowed from the Cox organization for the time being but confusion was added to the situation when President Truman later announced that Reinsch would assist him in press as well as radio matters. And Mr. Reinsch, in fact, had served in this dual capacity for several days when a telegram was received from Governor Cox which read:

"Some time ago you made an appeal to me which I think I responded to at the moment in good spirit. Now I am going to make an appeal to you. Please let us have Leonard Reinsch back. When we gave our consent we were not sufficiently mindful of the tremendous task ahead of radio in connection with the television, frequency modulation and what not. On special occasions for your personal uses his services could be availed of without embarrassment to us. It might not seem a patriotic impulse which prompts this message, and yet I am sure on reflection you will see it is justified."

Mr. Truman then commented that Mr. Cox is his friend and that he was complying. The President added that he then called in

Mr. Ross and the writer agreed to take over the White House assignment after the San Francisco Conference.

That was all there was to it. Governor Cox, newspaper men declared, had sent the telegram entirely of his own accord and they had had nothing to do with it. The Gridiron Club, of which Mr. Ross is a past president, was charged with being the prime mover in having Mr. Reinsch replaced by Mr. Ross. Lyle Wilson, of the United Press, President of the Club, was in San Francisco attending the Peace Conference but Raymond P. Brandt of the St. Louis Post-Dispatch, Vice-President of the Gridiron Club and the Washington colleague of Mr. Ross, declared: "The report is utterly unfounded that the Gridiron had made any effort to have Ross replace Mr. Reinsch. It is just not true."

When asked if the White House Correspondents' Association had had anything to do with "the heat having been put on in high places" to prevent Mr. Reinsch, the radio man, from serving as press secretary, J. A. Fox of the Washington Evening Star, President of the Association, said: "If they did, it is news to me. Nothing to it so far as I know."

Samuel W. Bell, of the New York Herald-Tribune, Chairman of the Standing Committee of the Press Galleries of Congress, when asked if he had heard the story, answered in the affirmative but added: "I didn't get excited about it as it was my understanding that Mr. Reinsch was to handle radio matters and was serving temporarily in radio and press capacities until a press secretary could be appointed."

Edward Jamieson, of the Houston Chronicle, President of National Press Club, seemed to laugh at the idea that newspaper men had anything to do with having Mr. Reinsch replaced as press secretary. "I don't think it was ever the intention that he was to be the regular man", Mr. Jamieson said.

Apparently the misunderstanding as to the status of Mr. Reinsch at the White House was caused by what was apparently a slip of the tongue on the part of the President himself at the first press and radio conference. Here it was that the first announcement was made with regard to radio matters. Based on this, the story was sent out that Mr. Reinsch was the new press and radio secretary.

When Governor Cox read that his General Manager, loaned temporarily, was to be the new press and radio secretary, he saw himself losing one of his best men and then appealed to President Truman to "send Leonard Reinsch back" and this the President immediately agreed to do."

X X X X X X X X X X

REINSCH TO STICK TO RADIO; DOES NOT SEEK PUBLIC CAREER

Although he will continue to be President Truman's #1 radio advisor, will keep in the closest possible touch with Mr. Truman and will return to Washington as often as is necessary, J. Leonard Reinsch has no desire for a Government career. Official position in Washington has no glamour for him.

Therefore, Mr. Reinsch, as much as he would like to have stood by Mr. Truman a little longer during the reorganization period, did not fly off the handle or suffer any delusions of grandeur when former Governor Cox telegraphed President Truman "please let us have Leonard Reinsch back". Certainly here must be the most valuable young man in the country if his boss can't even let the President of the United States have him. Nor did young Mr. Reinsch get a swelled head as far as anybody could notice. As a matter of fact, though very sorry to leave the President at that particular time, he seemed less concerned when Governor Cox's telegram was received than most anyone about the White House.

The reason for this was that long ago Mr. Reinsch decided to stick to radio. Even before the campaign was over, his name began to be mentioned for a FCC commissionership which, with a powerful friend behind him such as Vice-President Truman, he could probably have had. Now with Mr. Truman President, and his old National Committee chief, Paul A. Porter as Chairman of the Federal Communications Commission, all Mr. Reinsch would have to do when there is another vacancy would be to walk in and hang up his hat. However, he is a different kind of a bird from what Washington is accustomed to and, put this down in your little book, is one young gentleman who is not trying to feather his nest with a soft Government job. That was a thing they couldn't understand about him at the Democratic National Committee. There is evidently nothing in the Government service that can tempt this former son of Illinois.

His one consuming desire is to help Mr. Truman.

"I think he is fine", Mr. Reinsch declared with genuine enthusiasm. "I believe he is going to make a great President and I want to do everything in the world I can to help him."

Next to that Mr. Reinsch's whole heart is in radio. "I think radio has a big future and I want to make a success in it."

Leonard in his present position of presidential Radio Advisor will be a sort of a dollar a year man only he will not get the dollar and will continue to faithfully punch the time clock on his old job. Mr. Reinsch (who pronounces his name "Wrench" though his brother calls it "Rhine-sch") created a precedent by taking with him to the White House press and radio conference his good friend Dr. Frank Stanton, popular Vice President of the Columbia Broadcasting System, and another very promising young man in the broadcasting industry. Not only did Mr. Reinsch get Dr. Stanton in to the conference, but had him there with him behind the railing

along with President Truman. It should have been quite a gala day for Dr. Stanton, himself a noted psychologist, to have a front seat and be able to look over such a group of correspondents and commentators as gathered at the White House that day.

Leonard Reinsch having thus been designated as radio advisor to the President, assures the broadcasting industry of one of the most powerful friends it has ever had at court. This is a tremendous responsibility for the 36-year old genius of radio (having already served 11 years in the industry). President Woodrow Wilson once said at a press conference, "Men in public life either swell or they grow." There is no evidence that "Mr. Wrench" has begun to swell.

X X X X X X X X X X

TOM JOYCE, FORMERLY WITH RCA, JOINS RAYMOND ROSEN & CO.

Thomas F. Joyce has acquired an interest in the firm of Raymond Rosen & Company, specialty wholesale distributors of Philadelphia, and will act as General Manager. He was formerly General Manager of the Radio, Phonograph and Television Department of the RCA Victor Division of the Radio Corporation of America.

In commenting on his new association, Mr. Joyce said:

"I am happy with my new business association, with Raymond Rosen and Joseph Wurzel, whom I have known for the past 15 years. While I have had several offers from manufacturers to join their organizations in an executive capacity, all of which I deeply appreciate, the offer made to me by Raymond Rosen & Company makes possible an ambition which I have always had - to be in business for myself."

Among the nationally known lines handled by the company are: Kelvinator and Leonard refrigerators, RCA Victor radios, phonographs and television receivers, Victor records and RCA sound systems, etc.

X X X X X X X X X X

TRANSFERS FROM WPB RADIO DIVISION TO BE CONSIDERED

Reflecting the transfer of control of certain products from the Radio and Radar Division to the Power Division of the Office of War Utilities and recent experience in administration of the order, amendments to Table 9 of General Scheduling Order M-293 were announced Monday.

One amendment transfers domestic and commercial watt-hour meters, demand meters, total hour meters and ampere-hour meters,

which are classified as "integrating instruments" from the Radio and Radar Division to Office of War Utilities. These items are deleted from Table 9 of the order and added to Table 8.

A small order exemption is established for transformers, reactors and chokes, which were placed under the Y procedure December 4, 1944. This procedure requires purchasers to obtain WPB approval before placing orders and also requires manufacturers to obtain similar approval before accepting them. Hereafter orders up to \$250 in value will not be subject to this review. The exemption is expected to reduce the number of forms to be processed from between 30 to 40 percent. A clarifying definition of transformers, reactors and chokes also is added to the table. The exemption from the Y procedure established for orders possessing Government contract or file number remains in effect, WPB said.

Because the supply and demand picture for ohmmeters, megohmmeters and megger testers is now somewhat easier, these items are removed from the XY procedure and placed under the Y procedure. This relieves manufacturers of the necessity of filing monthly delivery schedules with WPB. At the same time, the small order exemption is extended to all companies and is raised from one to four units.

Bridges, Kelvin and resistance units are removed from the X procedure by this amendment and are classified as undesignated. This has the effect of eliminating the requirement for submitting order boards, unless manufacturers are specifically directed to do so. Under the undesignated listing, these items still will be subject to the monthly operations reports, and the Radio and Radar Division said that it may be necessary in the future to re-establish the order-board filing from which the manufacturers were excused some time ago.

Another amendment establishes recording oscillographs as a separate item under Table 9. Hitherto these had been classified as a type of universal measuring equipment.

In order to meet urgent military requirements for an increased military production of 3,500,000 tubes per month, deliveries of filament tabbing machines are made subject to scheduling as X products under another amendment to the order.

X X X X X X X X X

ONE HUNDRED WATTS TIME SALES UP 37%

Net time sales for 1944 for 24 of the Nation's 33 standard broadcast stations (28 commercial and 5 non-commercial) operating with power of 100 watts, totalled \$983,639, an increase of \$263,476, or 37 percent, over the amount of \$720,062 reported by the same stations for the year 1943, the Federal Communications Commission has announced.

All of these stations showed increases in their net time sales; 4 reported increases of \$25,000 to \$39,374; 4 of \$10,000 to \$25,000; 8 of \$5,000 to \$10,000; and 8 of \$96 to \$5,000.

X X X X X X X X X

SENSING EARLY FM DECISION, McDONALD AGAIN WIRES CONGRESS

Although he was reported to have been at the Capitol in Washington conferring with leaders and even to have had luncheon with Chairman Paul Porter, E. F. McDonald, Jr., President of the Zenith Radio Corporation, in addition, has fired another broadside at Senators and Representatives in his fight to prevent the Federal Communications Commission from changing the present FM band. The latest telegram to members of Congress read:

"It is natural that the radio networks should wish to preserve their near-monopoly, just as the transcontinental railroads for a long time opposed successfully the building of the Panama Canal,

"I am telegraphing you because it looks as though a letter might arrive too late. The FCC is about to make a decision that will, I believe, exercise a strong influence on whether radio broadcasting shall continue as a near-monopoly or be a vastly improved service with thousands of independent stations insuring free speech.

"The overwhelming preponderance of technical testimony at FCC hearings indicated that FM should be left undisturbed in its present wave band where it has given unexcelled service for five years. Nevertheless the usually well informed weekly magazine, Broadcasting, indicates in April 16 issue that FM will be kicked upstairs by the FCC decision.

"Every city in the U.S. over 2500 population can after the war quickly have an efficient low cost FM broadcasting station if FM is not crippled by the unnecessary and delaying move proposed by the FCC. Incidentally Zenith in peace or wartime does not sell broadcasting stations.

"Fortune Magazine, October, 1939, in its article titled Revolution in Radio well summed up the situation that now confronts the American public in the present FM controversy by saying, 'By controlling and linking key high power stations in the major markets of the U.S. the three big broadcasting chains exercise what is in practical effect a near-monopoly of coast to coast broadcasting. The Armstrong System would break up this situation by making as many high powered FM stations available as the U.S. economy could support.'

"Unless Congress uses its influence promptly to urge FCC to abide by the 7 to 1 preponderance of the technical evidence, the question ceases to be a technical one and becomes an economic and constitutional issue, and I believe the networks will be successful in their efforts to delay their new competitor, FM.

"If the influence of Congress is to be used in the interest of progress, small businessmen, and free speech, regardless of whom it hurts, it must be immediate, as there is no appeal to the courts.

"May I urge you to go on record with your views to the Federal Communications Commission promptly, as after next week it may be too late?"

X X X X X X X X

FTC CHARGES PHILCO WITH REPRESENTING WRONG NO. OF TUBES

Philco Corporation and Philco Radio & Television Corporation, both of Philadelphia, are charged in a complaint issued by the Federal Trade Commission with having misrepresented radio sets they sell with respect to their power and capacity for foreign reception and the number of tubes they contain. Philco Corporation owns a majority of the stock in Philco Radio & Television Corporation and manages its affairs and directs and controls its business policies.

The complaint alleges that in advertising in newspapers, magazines and other media, and by means of radio broadcasts, the respondents represented and caused their dealers to represent that Philco sets are equipped with either 5, 6, 8, 9, 10, 11, or 12 fully functioning tubes, and will bring in broadcasts from European stations five times easier, stronger and clearer than sets not so equipped.

According to the complaint, the sets so advertised contain one or more ballast nonfunctioning, tuning beacon tubes or rectifier tubes which do not perform any recognized and customary function of a radio tube in the detection, amplification and reception of radio signals, and will not, bring in broadcasts from Europe five times easier, clearer and stronger than other radio sets not so equipped.

The respondents are granted 20 days to answer the complaint.

X X X X X X X X X

FEDERAL RADIO SALES JUMP TO \$90,788,199 IN 1944

The operations of Federal Telephone and Radio Corporation, manufacturing subsidiary of the International Telephone and Telegraph Corporation in the United States, continued to increase over the past year under the pressure of production for the armed forces, Sosthenes Behn, President, states in his annual report. Total sales amounted to \$90,788,199 in 1944 as compared with \$56,282,568 in 1943 and orders on hand at the close of 1944 amounted to \$81,000,000. The company now operates at 58 locations in the vicinity of Newark, New Jersey. As of December 31, 1944, the number of employees was 12,027 and floor-space amounted to 1,415,000 square feet, of which 306,500 were owned and the remainder leased.

The 61 percent increase in sales in 1944 over 1943 was accomplished with less than 20 percent increase in personnel and less than 8 percent increase in floor-space. This was made possible in a large measure by the consolidation of certain product lines in the company's permanent home at Nutley, where one unit of 80,000 square feet and another of 40,000 were added in 1944 to the original 105,000 square foot unit built in 1943.

Mr. Behn reports that engineers of the Laboratories have been pioneers in the development of a new method of modulation known as "Pulse Time Modulation". This system of modulation differs in fundamental respects from Amplitude Modulation and Frequency Modulation systems. In micro-wave systems, it may be advantageously applied to provide for a large number of simultaneous radiocommunications on a single carrier frequency. Other applications present themselves in coaxial cable transmission, multi-program broadcasting and the combination of sound with television.

Among the many types of radio direction-finders designed by Federal's laboratories to meet the special needs of our Army, Navy and Air Forces, mention can now be made of an instantaneous visual indicator of the direction of an incoming signal, one of the many developments of H. Busignies, Assistant Director of the Laboratories. Federal is the principal supplier of this equipment, which was developed to provide accurate position-fixes.

Mr. Behn reported further that for 25 years Federal has specialized in designing tubes of exceptional high power for rectifier, transmission and special purposes; and the Office of War Information awarded a contract to Federal to manufacture the transmitting equipment for America's most powerful shortwave international broadcasting stations consisting of two 200-kilowatt stations which are now under construction at Delano and Dixon, California. They will employ the most powerful high-frequency tubes ever manufactured commercially in this country, designed by Federal Laboratories and built in its factories.

The international radiotelegraph circuits of Mackay Radio and Telegraph Company now number 30 out of New York City and 8 out of San Francisco. There is also a New York-San Francisco trans-continental circuit. Of the 38 foreign circuits, those from New York City to Paris, Madrid, Montevideo and Bombay, as well as a circuit to Moscow by way of Algiers, were established in 1944.

X X X X X X X X

INVASION OF EUROPE CAUSED AP TO ENLIST WIRELESS

Associated Press London-New York traffic during the invasion of Europe, reached the unprecedented figure of 6,500,000 words. Since the cables could not handle the increasing load, greatly expanded wireless facilities were obtained from London to New York, the AP listening post at Armonk handling reception.

"Operation of portable wireless transmitting sets by commercial companies from practically the front lines, both in Europe and in the Pacific, marked an epochal advance in wartime news communications", Kent Cooper, General Manager of the Associated Press said in his annual report. * * * Despite the wartime shortages in the communications field, the Associated Press was able to establish during the year a comprehensive wireless news distribution system to serve Europe, Africa and Asia. Facilities have been obtained and at the year end the operation was moving speedily with exceptional success.

X X X X X X X X

MORE COMMENTS ON PRES. TRUMAN'S HANDLING RADIO-PRESS MEN

"President Truman bore himself at the Press and Radio Conference as one who does not shrink from his responsibilities and has assumed them firmly. The result was electric and the President came off with a high score.

"In one brief session he showed that he is neither afraid of his job nor of the hazards that lie in extempore questioning from the correspondents. And he showed that he intends everyone to know the President of the United States is just that."

- Arthur Krock in the New York Times

* * * * *

As the aide at the outer door called, across the heads of the crowded newsmen, "All in", Mr. Truman began, and his brisk promptness provided the first detail of the impression he was to make. One gathered instantly that he was in command of the situation, and would command any other situation presented to him; he was a man with a mind habitually affirmative, poised and ready.

- Mark Sullivan in New York Herald Tribune

* * * * *

With the facility of Mr. Roosevelt at these conferences fully in mind, it was inevitable that they came to make comparisons. Mr. Truman handled the conference easily, and with dignity. He used simple and clear language, at times colloquial in terms.

Mr. Roosevelt's handling of his press conferences was almost always a masterful job, indeed, a classical job. It was natural that the correspondents, having for 12 years met with the late President, should in the great majority be interested in the methods of the new man in the White House. Mr. Truman will not be as colorful as his predecessor, but if his first conference with the press is a criterion, he will do pretty well in the production of news, which after all is what the correspondents go to the White House for.

- Gould Lincoln in Washington Star

* * * * *

The first press and radio conference was a success in the sense that Mr. Truman showed himself to be on his toes - alert to the pitfalls of imprompty answers to questions of public policy and at the same time forthright in his desire to carry out the basic program domestic and foreign, of the late President.

- David Lawrence

* * * * *

At his first press conference his answers were quick and sharp. Two or three seemed almost curt to correspondents who had not seen much of him in the Senate. He may have put on a little extra steam, out of nervousness, or for the deliberate purpose of making himself seem incisive. His decision to conduct his press conferences according to the Roosevelt custom of permitting oral questions, instead of written questions submitted and culled in advance, took courage. The result of his first try was a business-like, if not highly informative, session.

- Ernest Lindley in Washington Post

* * * * *

What happened in 15 swift minutes was exciting to the Washington correspondents who had known Truman since the day 10 years ago when he modestly took his seat in the back row of the Senate chamber and was pushed around a bit by some of the brother Democrats who sniffed at his political tie-up with the old Pendergast machine of Kansas City.

The transformation of Truman, the modest Senator, whose quiet industry and fairness had won him deep friends but little national fame on Capitol Hill, into Truman, Chief Executive of the United States, a decisive, assured, alert, frank-spoken Truman -- was astounding.

- John O'Donnell, in New York News

X X X X X X X X X X X X

CLEAR CHANNEL HEARING POSTPONED TO SEPTEMBER 5

The Federal Communications Commission on Tuesday announced that the clear channel hearing scheduled to open May 9, 1945 has been postponed until Wednesday, September 5th.

The Commission is of the opinion that it is important that preparation for the clear channel hearing be thorough and complete so that the decision can be made upon the basis of a comprehensive record. It is apparent after conferences with interested persons that this type of presentation cannot be ready in time for May 9. Hence, a postponement at this time is necessary.

Substantial preparatory work has already begun in connection with the hearing. Three engineering committees have been established for the purpose of preparing comprehensive reports on the basic underlying data necessary for the hearing. These committees are composed of representatives of the Commission and other interested persons. These committees are:

Committee 1 - Determination of what constitutes a satisfactory signal.

Committee 2 - Determination of what constitutes objectionable interference.

Committee 3 - Determination of distances to which and areas over which various signal strengths are delivered.

It is expected that these committees will continue their work during the Summer and be ready to report well in advance of the September 5th hearing. It is expected that after reports are ready, they will be made available to interested persons in advance of the hearing.

A fourth committee consisting of Commission personnel and other interested persons has also been established. This committee is concerned with the problem of conducting a survey of listeners. The desirability of such a survey has been urged upon the Commission by many interested persons. It has been stated that the Commission rather than the industry is best equipped to conduct such a survey. Full cooperation, however, has been offered by members of the industry. Preliminary meetings have already been held by the Commission with representatives of other government agencies who would cooperate with the Commission in making such a survey. It is hoped the results of this survey will be ready for the opening of the hearing on September 5th.

In addition to the foregoing committees, the Commission has also set up staff committees to prepare material on all the issues covered by the proceeding. It is expected that members of the industry will likewise proceed diligently in the preparation of their material. The Commission's staff is available at all times for conferences or assistance in connection with this proceeding. Arrangements for such conferences should be made through the Commission's General Counsel or Chief Engineer.

X X X X X X X X X

OVERSEAS COMMUNICATION MERGER HEARINGS RESUME APRIL 30

Hearings looking into the possibility of merging our international communications systems will be resumed next Monday, April 30th by the Senate Interstate Commerce Subcommittee, of which Senator Burton K. Wheeler (D), of Montana, is Chairman.

The next to testify will be the representatives of the commercial companies. Among those to be heard will be R. C. A. Communications, Inc., International Telephone and Telegraph Corporation, Press Wireless and others. It was said at the Committee today (Wednesday) that who would appear first had not as yet been determined.

X X X X X X X X X

WPB RADIO ADVISORY GROUP TO DISCUSS MILITARY OUTPUT

Members of the WPB Radio and Radar Industry Advisory Committee will be invited to Washington during the week of April 30th to discuss military production, V-E-Day cutbacks and plans of the Radio and Radar Division for post-V-E-Day order modification.

While the situation is still uncertain, Louis J. Chatten, Director of the Radio and Radar Division, said that present indications are that initial post-V-E-Day cutbacks, which are not expected to run to more than 10 percent during the first six months, probably will come in the simpler types of communications equipment, with the more complex equipment absorbing the component capacity of the industry.

He noted that about 98 percent of the productive capacity of the equipment industry has been diverted to direct military construction since the start of the war. He said the first civilian production freed by cutbacks probably will be equipment for such essential civilian fields as air and rail transport and law enforcement. He said that it is difficult to forecast when home radio manufacture will be resumed.

The Radio and Radar Industry Advisory Committee is now composed of the following:

Max Balcom, Sylvania Electric Products, Inc., Emporium, Pa.; M. Cohen, F. W. Sickles Co., Springfield, Mass.; Ray C. Cosgrove, Crosley Radio Corp., Cincinnati, Ohio; George W. Henyan, General Electric Company, Schenectady, N.Y.; W. P. Hilliard, Bendix Radio, Baltimore, Md.; Fred Lack, Western Electric, New York, N.Y.; J. A. Milling, Radio Corporation of America, Camden, N. J.; E. A. Nicholas, Farnsworth Television & Radio Corp., Fort Wayne, Ind.; Percy L. Schoenen, Hamilton Radio, New York, N. Y.; Joe M. Spain, Packard-Bell Co., Washington, D. C.; Otto Schriber, Philco Corp., Philadelphia, Pa., and A. S. Wells, Wells-Gardner & Co., Chicago, Ill.

X X X X X X X X

FCC BACKS UP WPEN ON RELIGIOUS BROADCASTS

The Federal Communications Commission Tuesday denied a petition filed March 24, 1945, by the Philadelphia Gospel Broadcasters' Association protesting the cancellation by Station WPEN, Philadelphia, of religious broadcasts sponsored by ten of their member groups which had been regularly heard over the station for several years.

The following letter was sent to Attorney William S. Bennet for the Association:

"The Commission has considered the petition and complaint which you filed on behalf of Philadelphia Gospel Broadcasters Association with reference to the action of Station WPEN, Philadelphia, Pa. in discontinuing religious broadcasts which had been sponsored by the various organizations in your group.

"In response to Commission inquiry regarding the new policy in handling religious programs, Station WPEN has advised that approximately three hours will be sold for religious programs on Sunday to be divided among the several religious groups, including the groups which you represent. In addition, approximately three hours will be made available on Sunday without charge to the various religious denominations. Moreover, during the week periods of time will also be allotted for various religious broadcasts.

* * * * *

"The Commission has carefully considered the matters alleged in your complaint and the representations made to it by the licensee of Station WPEN to determine whether there has been a violation of the licensee's obligation to operate in the public interest. The Commission is of the opinion that the representations of Station WPEN are consonant with the licensee's obligation to present a diversified and well-rounded program service. For the foregoing reasons, the Commission has today denied your petition."

X X X X X X X X

RADIO GETTING BIGGER PLAY IN NEWSPAPERS

An increase in space allotted to radio listings is revealed in a survey made by the National Broadcasting Company's Central Division, Chicago, Press Department, of newspapers in 22 States.

A majority of the 400 papers checked in the survey made little or no change in their radio setups in the last year, it was stated. However, where changes were made, most of these were toward increased space.

One of the heaviest losses was in the Shreveport (La) Times which cut a half page of daily radio material to listings only and dropped one of two pages in its Sunday issues. The Detroit Times eliminated its Sunday column and the Detroit News no longer runs highlights. Both continue to carry listings. The Battle Creek (Mich.) Enquirer and News also has eliminated its gossip column. It was pointed out, however, that the Detroit News, since the survey was completed, has resumed publication of a daily column and is also running highlights.

The Chicago Daily News and Chicago Tribune have reinstated daily gossip columns, it was stated. Other Illinois dailies which have added daily columns include Joliet Herald-News, Springfield State Register, Mt. Vernon Register-News and Dixon Evening Telegraph.

Two Fort Worth papers - Star-Telegram and Press - have added daily columns. Other notable increases were in the Birmingham News and Mobile (Ala.) Press-Register. The former has doubled its daily column space and the Mobile paper has added a Sunday column and has doubled the space devoted to station listings. In Michigan, the Adrian Daily Telegram has given a 50% increase to its listings and the St. Joseph Herald-Press is carrying six times the amount of highlight listings of a year ago.

X X X X X X X X

:::
 ::: SCISSORS AND PASTE :::
 :::

Durr Loses As Loan Administrator; Porter, Labor Secretary
 (Drew Pearson)

"I have been thinking of appointing a fellow named Durr of the FCC as head of RFC", the late President Roosevelt told one of his assistants. "But I have received word that he's a Jesse Jones man and I don't want any more of those reactionaries around me. I had too much trouble with Jesse. So I don't think I'll take a chance."

"But, Mr. President", protested his aide, "you have Durr all wrong. He's a real liberal and 100 per cent supporter of yours. Did you know that he is Hugo Black's brother-in-law?"

Roosevelt said that being a brother-in-law didn't mean anything.

In the end, however, one aide who was returning to Washington told the President he would send detailed documentation on Durr's record as a liberal. The President replied that if this proved to be a fact he would nominate Durr when he returned to Washington the following Monday (April 16).

And that is how Clifford Durr missed the boat as head of the all-powerful Federal loan agency. * *

* * * * *

President Truman ruled out Paul Porter as a possible Secretary of Labor on the ground that Porter was doing a better job where he is as FCC Chairman.

"Nets Lost \$4,000,000 On Roosevelt Programs" - Siegel
 (Norman Siegel, Radio Editor, "Cleveland Press". Reprinted from the National Association of Broadcasters' Bulletin.)

Radio reached its peak as an instrument of public expression in bringing to the world the full impact of the tragedy that befell mankind in the passing of Franklin D. Roosevelt. Never in the 25 years of American broadcasting has radio made itself so felt as it did during the sad hours which brought the past week to a close. * * *

The tragic words that brought news of Roosevelt's death were still being teletyped into that first shocking sentence when radio went into action. Within 10 minutes after the initial flash had been broadcast, network chiefs cleared the airwaves of everything but news and tributes to the late President. All programs were cancelled indefinitely. Those regular shows, sustaining and commercial, which were not in keeping with the solemnity of the occasion, were revised or dropped entirely.

From 4:49 P.M. Thursday until Monday morning radio, which once brought the masterful voice of Franklin D. Roosevelt to the world, transmitted tributes to his memory from leaders in every walk of life. Eulogies, music, news of global reactions, and descriptions of personal contacts with the President were substituted for the regularly scheduled programs.

The cost to the networks in the loss of commercial revenue and added expense of substitute musical programs ran in the neighborhood of \$4,000,000. It far exceeded the service performed by radio on "D-Day" and such other momentous historical events of recent war years as "Pearl Harbor Sunday" and the nation's entry into the conflict to preserve democracy. It was the crowing achievement of the 20th Century wonder of communications * * *

In this hour of international sadness radio came closer to the hearts of the public it serves than it ever has in the quarter-century of its existence."

Has Hopkins Turning To Radio
("Washington Times-Herald")

Harry Hopkins is expected to take over an important job as liaison man between Washington and the radio networks.

The New President's Radio Teacher
(Drew Pearson)

Few people know it, but right after the election, former Governor Cox urged Vice-President Truman to start improving his speaking technique. Result was that Leonard Reinsch, Managing Director of the Cox stations, returned to Washington and went to work with Truman day after day, teaching him the fine points of public speaking. President Truman's speech to Congress was partly a product of Reinsch's strenuous teaching. He had the speech typed up so that there was only one paragraph on each page, which made Truman slow up in his delivery. Reinsch is a political wiseapple, is sure to make a good press and radio secretary for the new President.

Hallcrafters Stock Sale
(Robert P. Vanderpoel, Financial Editor, "Chicago American")

Of the 225,000 shares of Hallcrafters stock publicly offered at \$8 a share Monday only 75,000 came from the treasury of the company, the other 150,000 shares comprising 25 percent of the holdings of the previous sole owners, the two leading officials of the company and their families and four employees.

The corporation will receive \$525,000. William J. Halligan, president of the company and the leading stockholder, will receive \$752,000. However, the entire cost of the insurance and registration of the securities, estimated at \$20,000, will be borne by the company.

In summary these facts stand out: 1. The public is being invited to buy into Hallcrafters 33 percent to supply new capital and 67 percent to "bail out" present stockholders; 2. The stock is priced on a basis of capitalizing extraordinary war profits. The offering price of \$8 a share is more than three times the book value and sixteen times what insiders paid just a year and a half ago; 3. There is no way of judging at this time the postwar prospects of the company in a competitive enterprise system.

X X X X X X X X X X

TRADE NOTES

A meeting of the Board of Directors of the Television Broadcasters' Association, Inc., will be held at the offices of the Association, 500 Fifth Avenue, New York, on Friday, April 27th. J. R. Poppele, President, will preside. A meeting of the Publicity and Promotion Committee of TBA will also be held the same day.

The announcement that the Office of War Information will have 36 news, radio and film specialists at the San Francisco Conference (10 more men than are in the New York Times Washington Bureau) coupled with the news that Elmer Davis, OWI head, is back from Europe, leads to speculation as to how Mr. Davis, an ardent New Dealer, and lavish spender, stands with the Truman Administration.

Net income of the National Union Radio Corporation in 1944 amounted to \$269,735, after provision for income and excess profits taxes and adjustments applicable to prior years, as compared with \$539,663 for the year 1943, it was announced by S. W. Muldowny, President. The 1944 net income was equivalent to 12.6 cents per share of common stock, after deducting 37% to which the preferred stock would be entitled if these earnings were distributed as dividends. The decrease in net income in 1944 was due to the fact that the Company's excess profits tax credit carryover had been exhausted in 1943 and the full impact of excess profits taxes was felt in 1944 for the first time, Mr. Muldowny said.

Writing in the April issue of "Domestic Commerce" on "Television and its Postwar Outlook", Mort N. Lansing, of the Specialties Unit, Bureau of Foreign and Domestic Commerce, forecast a rising volume in postwar sales of radio and television sets for the first four years after V-E Day, reaching a retail value of \$1,870,000,000 in the fourth year, compared with the 1941 volume of \$460,000,000.

Mr. Lansing predicted that radio sets after the war would be priced about 30% higher than 1941.

The New Haven is the first railroad in New England to experiment with three-way radio contact. In cooperation with the Westinghouse Electric and Manufacturing Company, the road, since last September, has conducted constant tests of radio communication between both ends of the train and stationary wayside points.

Historic events and utterances during the solemn hours following the death of President Roosevelt, given instantaneously to the nation and world by the Columbia Broadcasting System, form the prologue of the charity-dedicated new book, "Franklin Delano Roosevelt - A Memorial", published by Pocket Books, Inc. The book begins with a 54-page compendium of CBS broadcasts, with air times as they were heard April 12, 13, 14 and 15 from New York, Washington, Warm Springs, London, Paris, Guam and other points.

Gov. Dwight Griswold of Nebraska, last week signed the bill repealing Nebraska's Anti-ASCAP Law, which had prohibited the American Society of Composers, Authors and Publishers from operating in Nebraska since 1937. Nebraska was the only State in the Union with such a regulation. The repeal measure becomes effective ninety days after final adjournment of the Legislature.

A manpower sharing plan, under which a war manufacturer in need of additional production personnel brings the war work to office workers at their regular place of employment, was placed in operation cooperatively this week by the electron tube manufacturing department of the Radio Corporation of America and the Prudential Insurance Company at Newark, New Jersey.

A nucleus group of 40 Prudential girl typists and clerks are now working, in two shifts of four hours each, on the RCA tube assembly operation. However, both companies have completed their arrangements to place 200 girls on the job within a few weeks as special work benches become available.

The development by General Electric of a revolutionary disk-sealed "lighthouse" electronic tube, which gave the Allies a decided advantage over the Axis in the military radio field, was mentioned by Charles E. Wilson, President of the General Electric, in a statement to stockholders, and he told of radio apparatus built by the company so "tough that they can be thrown overboard and washed ashore when the Marines establish a beachhead."

A banking group headed by Paul H. Davis & Co., Chicago, are offering a new issue of \$1,000,000 of ten-year 5 percent convertible debentures and 350,000 shares of \$1 par value common stock of the Oak Manufacturing Company of Chicago and Crystal Lake, Ill. The debentures will be offered at par and accrued interest from April 1, and the common at \$10 a share.

The company, a leading manufacturer of parts for radio, radar and radio-electronic apparatus, will receive all the proceeds from the sale of the debentures and from 50,000 shares of the common stock, a total of about \$1,340,950, which is to be used to retire \$960,000 of five-year 4 percent debentures and \$440,000 of ten-4 percent debentures.

George Morrill, 31, was sentenced in Utica, N.Y. last week to 30 days in jail for giving false information to a newspaper. Morrill pleaded guilty April 4 to a charge of falsely informing the Utica Daily Press that his mother had died. He explained later that he hoped to win sympathy of a creditor and thereby obtain deferment of a \$24 bill.

Herrick, Waddell & Co., Inc., and associates will offer to the public 225,000 shares of Hytron Radio and Electronics Corporation \$1 par value common stock at \$5 a share. Of the stock offered, 200,000 shares represent new financing by the company. The other 25,000 shares are stock being sold by certain stockholders.

X X X X X X X X X X X