

HEINL RADIO BUSINESS LETTER

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FRANK E. MULLER

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J. H. MacDONALD

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May 9, 1945

ASCAP COURT DECISION STINGAREE FOR BMI; WILL FIGHT ON

In a sweeping decision, which Broadcast Music, Inc., immediately announced it would appeal, Supreme Court Justice Ferdinand Pecora last week dealt a blow to the claims of exclusive performance rights of BMI, the organization formed by the National Association of Broadcasters to combat the American Society of Composers.

By his decision, Judge Pecora has settled a question which has been rife in the music business since 1940, when the disagreement arose between the radio industry and ASCAP. The plaintiff (Broadcast Music, Inc. and Edward B. Marks Music Corp.) brought suit for declaratory judgment against ASCAP and a number of writers of three musical compositions to determine whether BMI had exclusive performance rights of these three songs in the Marks catalog. ASCAP contended that when Marks' membership in ASCAP terminated he could not take with him the rights which had been vested theretofore by the writers and himself.

The Court held that ASCAP and the membership of the writers and composers was a joint venture and that neither party to the joint venture could take his rights away without the consent of the other party. Judge Pecora held that the five-year contracts which were executed from time to time between ASCAP and its members could not be construed by themselves, but that they must be construed in the light of the entire relationship in this joint venture, and that these five-year contracts were merely confirmatory of the rights which were granted by virtue of the membership. He said, "The underlying compact was the joint venture expressed and employed in the varied structural arrangement of ASCAP itself. To that all else was incidental." He held that the publisher, while he held the copyright nevertheless held the performing rights in trust for ASCAP as the real beneficiary of those rights.

Judge Pecora further declared that when Marks made his arrangement with BMI and ignored ASCAP, he was guilty of a breach of trust, and he said, "Trust responsibility is not a garment to be doffed at the pleasure of the wearer." He said that by reason of Marks' acts these writers received not one cent of the million dollars which Marks received from BMI. The Court not only dismissed the complaint, but it granted affirmative judgment on the claim which had been asserted by the writers, and it reaffirmed the publication contracts which these writers had given to Marks upon these three compositions, and in effect turned back the copyrights on these compositions to the writers.

Under this decision ASCAP now retains the exclusive performing rights in all the Marks compositions which were written solely by ASCAP writers.

BMI and the Marks corporation said in a statement that they would appeal from Justice Pecora's decision, but added that the ruling would not deprive broadcasters or other users of performing rights in works now being licensed by BMI.

"Justice Pecora's decision will not deprive broadcasters or other users of performing rights in any works which are now being licensed by BMI", they said. "BMI has not included in its catalogue compositions which are wholly of ASCAP authorship, and it is to these to which the decision applies. It is, therefore, not necessary for BMI licensees to discontinue the performance of any works which have been made available to them under the BMI license in the past.

"Indeed, the decision of the court will make possible the addition to BMI lists of licensed compositions a substantial number of works which are not now included. There are the works of joint authorship in which one author is a member of ASCAP and the other a non-member. During the pendency of this suit BMI did not include these works in its licensed compositions. In view of the decision of the court that BMI has at least non-exclusive performing rights in these works, they will be added to the BMI catalogue."

The case took four weeks to try. ASCAP was represented by Louis D. Frohlich of Schwartz & Frohlich, John Schulman, represented the individual songwriters and SPA, and Sydney Kay, general counsel for BMI.

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FORT INDUSTRY CLAN TO GATHER AT VIRGINIA HOT SPRINGS

Located in almost the geographical center of the area covered by their seven stations, officers and managing directors of The Fort Industry will spend this week-end, May 10-13, at Hot Springs, Virginia, discussing plans for the coming Spring and Summer Also the postwar outlook.

Both Commander George B. Storer, USNR, on leave as President of the company, and J. Harold Ryan, President of the National Association of Broadcasters and Vice-President of the Storer company, will attend the Virginia sessions. George W. Smith, of WWVA, Wheeling, West Virginia, Chairman of the Executive Committee will preside.

Others to be heard from and their topics will be: Sales by E. Y. Flanigan, Managing Director of WSPD, Toledo; Promotion, by Charles Smithgall, Managing Director of WAGA, Atlanta. Other Managing Directors in attendance will be: Stanton P. Kettler, WMMN, Fairmont, W. Va.; Ralph G. Elvin, WLOK, Lima, O.; Allen Haid, WHIZ, Zanesville, O.; Robert G. Venn, WGBS, Miami, Fla., and John Poole, General Counsel for The Fort Industry.

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REP. MONRONEY GETS ACTION ON BILL TO CURB PETRILLO

Representative Mike Monroney, fighting Democrat of Oklahoma, said that he had received assurance from Representative Hatton W. Sumners (D), of Texas, another fighter, Chairman of the House Judiciary Committee, that the latter would start hearings soon on a bill Mr. Monroney introduced recently to strengthen the anti-trust laws by outlawing "five evil practices" that have grown up in labor unions.

The bill, according to Mr. Monroney, is aimed specifically at curbing the activities of James C. Petrillo, President of the American Federation of Musicians, and John L. Lewis, bushy-browed chieftain of the United Mine Workers. As explained by the Oklahoma Congressman, his bill, if it became a law "would re-affirm labor's exemption from the anti-trust acts so far as legitimate objects are concerned. But the law would remove or qualify the blanket immunity from such union practices as (1) jurisdictional fights; (2) payment of side money; (3) unreasonable restrictions on materials, machines, or equipment; (4) price fixing, and (5) unreasonable requirements for extra stand-by labor."

Discussing the bill in the June issue of the American Magazine, Mr. Monroney states:

"Congress must face, and face soon, whether a new, extraordinary power by union leaders will be permitted. I refer to the 'royalty' method, first adopted by Petrillo and now demanded by John L. Lewis, so that a certain charge will be made on each item or ton of coal produced by labor.

"This, eventually, throws upon the public the responsibility of maintaining special union funds, for the ultimate consumer, in the long run, will be called upon to pay the royalty. Heretofore, almost without exception, union funds of all kinds were raised and contributed in membership fees charged the union membership. This new step brings the royalty idea into the picture, which will eventually spread to other unions. It is too pat a method of fund-raising to be overlooked, if it is held to be a legitimate claim of union bosses. It could spread and greatly increase the cost of every article used by the public.

"Point Five in the Monroney bill would aim at the union practice of requiring stand-by crews, drivers, musicians, or other 'feather-bedders' who are, in fact, in excess of the number reasonably required to perform the work.

"This would bring within 'federal legislative control' (to use Justice Byrnes's words) those men who waylay trucks and demand tribute for services neither desired nor performed.

"It would enable Uncle Sam, who can lick Hitler and Hirohito but is baffled by James Caesar Petrillo, to lay a firm hand at last on the shoulder of the little music czar. At present he can cripple the networks by refusing to permit them to serve stations

which do not employ the number of musicians he demands. In many cases these employees are 'musicians' by courtesy only, but their dues go to swell Petrillo's union treasury. If his order is defied, the big-name bands, which are the lifeblood of the networks trade, can be pulled out at a word from Petrillo. Thus is monopolistic control practiced today."

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GIBBONS, R.C.A. COMMUNICATIONS SOLICITOR, RESIGNS

John F. Gibbons has resigned as General Solicitor of R.C.A. Communications, Inc., effective May 31st. Mr. Gibbons has been prominent in the communications field for some time.

As a youngster in 1920, he began in the telegraph business and after 17 years with the wire, cable and radio companies, comprising the old Mackay System, he joined the RCA Law Department in 1937. While associated with RCA, he participated in many important proceedings before the Federal Communications Commission.

Mr. Gibbons states that his future plans cannot be disclosed at this time, but as a member of the Committee on Communications of the New York County Lawyers' Association and of the Communications Section preparing an Annual Survey of American Law for New York University, he expects to keep himself interested in the field of communications.

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REINSCH COACHES PRES. TRUMAN ON V-E DAY BROADCAST

J. Leonard Reinsch, Managing Director of former Governor Cox's stations, who President Truman wanted for his radio secretary, was back on the job at the White House temporarily Tuesday (May 8) to help President Truman on the latter's V-E Day broadcast. Seated beside General Marshall and Republican Leader Joe Martin, of Massachusetts, who had assembled with other high officials to hear the President's proclamation, Mr. Reinsch followed every move of his distinguished "pupil" evidently pleased with the progress Mr. Truman was making as a broadcaster.

Mr. Reinsch, however, came to Washington only for that particular occasion and will return to his regular duties at Atlanta but will return to the Capital whenever the President needs him.

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RADIO CABINET MAKERS MEET TO CONSIDER POSTWAR PRICES

G. A. Huth, President of Adler Manufacturing Company, Louisville, Kentucky, was elected Chairman of the Office of Price Administration's Radio Cabinet Manufacturers' Industry Advisory Committee at its recent organization meeting in Chicago, OPA announced Monday.

J. C. Williams, President of Niles Cabinet Company, Niles, Michigan, was elected Secretary-Treasurer.

The meeting was held to discuss prices that will prevail when all types of wood radio cabinets again are produced. Radio-cabinet production was discontinued early in 1942, and since that time manufacturers have been making furniture, toys and war items such as instrument cases and packing boxes.

OPA has in preparation a form that will be sent to the radio-cabinet manufacturers within a short time, asking for radio-cabinet-production cost data.

Some increases in costs of materials, especially in ply-woods and veneers, have occurred since March 1942, and wage rates have also risen, the Committee said.

It recommended that its membership include manufacturers of covered wood cabinets, such as the types used for portable phonographs and radios.

In normal times, some 40 companies make radio cabinets. About half this number make radio cabinets exclusively. Most of these companies are located in Illinois, Indiana, New York, Pennsylvania and Michigan.

Maximum prices for radio cabinets at the manufacturing level are now established in Maximum Price Regulation No. 188 - Manufacturers' Maximum Prices for Specified Materials and Consumer Goods - at the levels prevailing in March 1942.

Other members of the Committee are: James Sechrist, Pres., Red Lion Cabinet Co., Red Lion, Pa.; O. Lindgren, Pres., Illinois Cabinet Co., Rockford, Ill.; V. R. Trabucco, Pres., Steger Furniture Co., Steger, Ill.; Henry DeWitz, Vice Pres., Tell City Furniture Co., Tell City, Ind.; J. Dunn, Pres., Winnebago Mfg. Co., Rockford, Ill.; Ford Smith, Pres., Smith Cabinet Co., Salem, Ind.; S. Goldstein, Pres., Royal Wood Prods. Mfg. Co., Brooklyn, N. Y., and Spencer Gullicksen, Pres., Churchill Cabinet Co., Chicago, Ill.

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A new daily paper for Station Managers and time buyers, Radio Reporter and Time Buyers' Guide will begin publication the latter part of the month at 2 W. 45th Street, New York, New York.

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"BRIGHTER FUTURE FOR TELE THAN FM" - DUNVILLE, CROSLY V-P

Discussing FM and television after the war before the Engineering Society of Cincinnati, Robert E. Dunville, General Manager of Station WLW and Vice-President of The Crosley Corporation, predicted a brighter future for television than for FM. The WLW General Manager pointed out that in FM "we are not really changing the art in any way. True, I'll admit there are certain advantages, it might be more static free, etc., but I feel that the cost from the standpoint of the advertiser is entirely too high for the rather small advantages that FM would offer.

"Television, however, is an entirely different thing. From a broadcaster's point of view, and I might say from the advertiser's point of view, for he, after all, is the man who really bankrolls the whole operation, is extremely interested in television. Unlike FM, television adds a new dimension -- that is sight.

"The radio advertiser has learned, as has the public, I believe, the influencing power of the spoken word. When you can combine the spoken word with an illustration and simultaneously animate the illustration -- that combination should be very powerful as an advertising force. Therefore, I think that television, while it has only been in the laboratory stage during the war, has nevertheless made great strides during the past four years, and will eventually be the new 'man of the family' in the broadcasting world.

"I think, further, that other developments in the engineering field that have been created because of the necessity of creating devices of warfare, will find for the first time an advertising medium in television that will permit the use of unusual advertising on products that heretofore did not lend themselves particularly well to any form of advertising in the past. I mean such things as plastic gadgets for the home that need demonstration for their best advertising impression."

Touching on the future of international broadcasting, Mr. Dunville said that the development of this phase of the industry depends to a large extent on what is happening now in San Francisco. "That is, if it becomes necessary to continue psychological warfare in times of peace, if it becomes necessary for free competition in foreign countries, if the whole system of international broadcasting could be completely changed from what we have known it in the past, then it can conceivably become a major factor in the broadcasting industry."

Mr. Dunville was introduced by L. M. Clement, Vice-President in Charge of Research and Engineering of The Crosley Corporation.

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CAPT. BUTCHER, FORMER CBS V-P, SEES GERMANY SURRENDER

Capt. Harry C. Butcher, Naval Aide to General Eisenhower, and Washington Vice-President on leave from the Columbia Broadcasting System, had the distinction of being the only official of the U. S. broadcasting industry at the dramatic surrender of Germany in the little schoolhouse at Rheims at 2:41 A.M, European time, on Monday. There were seven American news and radio reporters present but Captain Butcher was a participant in the proceedings and was seated with the signatories when by the strokes of their pens, they ended the European War.

Captain Butcher was mentioned in a story in the New York Times by Raymond Daniell on the A.P. and general press and radio mix-up, who wrote:

"A hand-picked group of the Army's choosing was selected to witness and report the historic German surrender. This consisted of four American radio network broadcasts and three press association representatives from the United States. All the rest were British, French or Australians. The last named were included on express orders from London, a SHAEF spokesman said.

"When the allocations were criticized, Capt. Harry Butcher, General Eisenhower's sea-going aide who used to be an executive of the Columbia Broadcasting System, said he had no intention of debating decisions already made. Then, when Lieut. Gen. Frederick E. Morgan came along and found representatives of most of America's great newspapers standing on the sidewalk, he said it was a disgrace and he would see to it that something was done.

"The British general was a man of his word. In a few minutes MP's came out of the school-house where the surrender was signed and ordered all except five of the correspondents to get into jeeps and 'get the hell out of there'. Later it was learned that General Morgan went to General Allen and said it was disgraceful to keep the cream of British and American journalism outside, and General Allen interpreted that to mean that he wanted them chased away instead of admitted to the proceedings. * * *

"The correspondents themselves were building their own doghouse to house only General Allen, who so arranged things that out of fifteen places for correspondents at the signing of the surrender, only three went to American newspaper agencies, and not one individual newspaper was represented legally, although space was found for four American broadcasters."

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Press released from the ABC are now headed:

"News from The Blue Network of American Broadcasting Company, Inc."

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CENSORSHIP ON BROADCASTERS QUICKLY EASED AFTER V-E DAY

Byron Price, Director of Censorship, lost no time on V-E Day issuing the following:

"Note to Broadcasters: (For Publication or Broadcast if Desired)

"The end of German resistance alters security requirements materially although it by no means erases the need for, or importance of, voluntary censorship.

"A new, shorter Code will be issued soon. Meantime, the present Code (Edition of December 1, 1943) is amended effective at once as shown below:

1 (a) - WEATHER -- Eliminate

1 (d) - DAMAGE BY ENEMY LAND OR SEA ATTACKS -- Eliminate but note reference immediately following.

1 (e) - ACTION AT SEA -- Eliminate and substitute following:
"Information about the sinking or damaging from war causes of war or merchant vessels in any waters; information about actual or impending enemy attacks on the continental United States."

1 (f) - ENEMY AIR ATTACK -- Eliminate

1 (j) - SABOTAGE -- Eliminate

1 (k) - PRODUCTION -- Eliminate and substitute following:
"New or secret weapons, identity and location of plants making them; secret designs, formulas, processes or experiments connected with the war.

"Rate of production of materiel used in or for specialized military operations.

"Movement or transportation of war materiel."

1 (m) - WAR PRISONERS, INTERNEES, CIVILIAN PRISONERS -- Eliminate and substitute the following:

"Information as to arrival, movements, confinement or identity of military prisoners from war zones."

SECTION II, PROGRAMS -- Eliminate in entirety.

SECTION III, FOREIGN LANGUAGE BROADCASTS - Eliminate in entirety.

"With regard to foreign language programs, however, Broadcasters should remember that all provisions of the Code still in effect apply equally to all broadcasts including those in languages other than English. A vigilant check should be maintained over foreign language broadcasts at all times.

"The identification and location of all American military units in Europe may be broadcast up to and including May 8, 1945, but their subsequent movements require appropriate authority under the Armed Forces section of the Code.

"A continuance of the excellent cooperation received from the American Broadcasters since the war began is earnestly requested."

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EDUCATIONAL BROADCASTERS WANT FM TO STAY WHERE IT IS

Frank E. Scooley, President of the Educational Committee of the Executive Committee of the National Association of Educational Broadcasters, meeting in Chicago last Thursday, sent a telegram to the Federal Communications Commission requesting the Commission not to move the FM band.

The Committee also respectfully requested the continuation of the reservation of twenty channels for educational non-commercial purposes.

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PRESS WIRELESS PLANS BROADER OWNERSHIP BASE

Following the annual meeting of Press Wireless in New York City, A. Warren Norton said:

"As authorized by the directors, the corporate officers are undertaking a study of the capital structure of the company with a view to substantially broadening participation in and ownership of the company on the part of the users of its service all over the world. The vastly increased operations of the company and the growing necessity of maintaining free communications channels for the press throughout the world were among the reasons for studying the proposed amplification of the company's present structure.

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RCA REPAYS ITS \$75,000,000 WARTIME V-LOAN CREDIT

Brig. Gen. David Sarnoff, President of the Radio Corporation of America, announced on V-E Day that the Corporation had terminated the \$75,000,000 V-Loan Credit which it made in September, 1942, with thirty-five banks and trust companies.

The Corporation originally borrowed the full amount of the V-Loan Credit and gradually repaid \$40,000,000. The remaining \$35,000,000 was paid off on May 7, 1945. The repayment of this amount leaves the Corporation with no loans or fixed indebtedness outstanding.

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CBS SEES FRENCH GOV'T TELE STANDARDS SAME AS THEIRS

Full endorsement of post-war television standards in France, similar to those advocated by the Columbia Broadcasting System for this country, has been reported to the International Telegraph & Telephone Corporation in a cablegram from their Paris laboratories.

In the announcement of French authorities that the public will insist on high quality television comparable to the movies, and in their decision to make it available at the earliest possible moment, CBS officials see a clearcut parallel with their own post-war television policy as stated in April, 1944.

"Columbia feels that the American public is entitled to these improved standards", said Joseph Ream, CBS Vice-President, in commenting on the French report released by I. T. & T.

In line with CBS efforts to secure "twice as good" pictures in the U.S., French authorities now support further rapid development of the 1,000-line pictures which have already been successfully demonstrated in France through wireless transmission, as well as through use of coaxial cables.

The I. T. & T. cablegram was signed by Guy Rabuteau, French scientist in charge of the laboratories of Le Materiel Telephonique, I. T. & T. associate which in 1938 designed and installed in the Eiffel Tower the world's most powerful television station. Its text follows:

"Robert Buron, French Broadcasting Administrator, speaking on behalf of Jean Guigenbert, Broadcasting Director, held a conference on March 1st to inform French television manufacturers of his administration's plans for television. He explained that at the outbreak of war France was about to start television on a wide scale and that the Eiffel Tower television station, built by Le Materiel Telephonique, was at that time the most powerful station in the world working with the highest definition. Due to war, television service has not been started and consequently the French Broadcasting have their hands free to decide on future television standard.

"Despite German occupation, French research organizations have continued developing television technique and manufacturers are now in a position to deliver pick-up equipment, transmitters, receivers suitable for black and white high definition television and later on full color television. French Administration considers that the public will insist on a television service having a quality as comparable as possible to that of the movies and the French Broadcasting Administration feels bound to make this available at the earliest possible moment. Their plans for 1945 are to order from the various manufacturers experimental equipment so as to be able to choose in about a year's time an up-to-date television standard. Experiments will be made on both 750 and 1000 line black and white images. Low power transmitters will be ordered to enable field

tests on 1500, 600 and 150 megacycles. Meanwhile, the pre-war Eiffel Tower station working on 455 lines with 30 kw peak power will temporarily resume operation in order to build up experience in studio technique which is lacking at the present time."

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WHEELER SAYS RADIO GIVES ONLY ONE SIDE OF MAJOR ISSUES

Charging that the radio chains carry "one-sided propaganda" on international and national issues, Senator Wheeler (D), of Montana, served notice that if the industry does not voluntarily work out plans to present both sides of such problems, he will introduce legislation to require it.

Senator Wheeler is Chairman of the Interstate Commerce Committee, which handles bills relating to control of radio or other forms of communication. His criticism followed the speech of Senator Taft (R), of Ohio, in which he accused the State and Treasury Departments of flooding the country with one-sided versions of the Dumbarton Oaks plan, the Bretton Woods international monetary plan, and the administration's new reciprocal trade bill.

"To have a democracy you must have an informed people", Senator Wheeler told reporters, "and you can't have an informed people when they hear only one side and that full of misrepresentation."

"It is outrageous the amount of propaganda that is going on the air about Dumbarton Oaks, Bretton Woods and the reciprocal trade agreements", he said. "Some of it is from commentators but mostly it is the people they invite to speak."

Senator Wheeler indicated to the Senate he had in mind the possible need for legislation under which, if a radio chain invited a speaker to present one side of a controversial issue it would have to allot time to a speaker for the other side.

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RADIO MESSAGE GIRDLES WORLD IN 9½ SECONDS

A new record for round-the-world radio transmission was established by the Army Signal Corps recently when it sent a nine-word radio teletype message completely round the earth in nine and a half seconds, it was announced.

The message that established the new record was a test to demonstrate the flexibility of the Army communications services world girdling system. It was transmitted from Washington through relay stations at San Francisco, Manila, New Delhi and Admara, Eritrea, then back to Washington.

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ALL AMERICA CABLES AND RADIO ELECTS LeBARON V-P.

Eugene LeBaron, formerly Vice President and a member of the Board of Trustees of the Export-Import Bank of Washington, has been elected a Vice-President of All America Cables and Radio, Inc., an affiliate of the International Telephone and Telegraph Corporation.

During the fifteen years prior to his association with the Export-Import Bank, Mr. LeBaron had lived in Mexico and Central and South America, representing a number of American corporations and handling their legal affairs there.

Born in Mexico of American parents in 1900, he was graduated from the University of California with a B.A. degree in 1921 and received an LLB degree from Harvard Law School five years later.

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FCC STAFF HERE WILL END FOREIGN MONITORING JUNE 30

The Federal Communications Commission said its Washington staff of the Foreign Broadcast Intelligence Service will stop monitoring short-wave broadcasts from Europe on June 30.

The Commission said, however, the Washington-monitored programs represented less than 10 per cent of the total daily European report which FCC furnishes to the Office of War Information, the War and Navy Departments and other Government agencies.

The vast majority of this European material, the announcement said was obtained by the FCC's London office, which made its selections from broadcasts monitored by the British Broadcasting Corp. This arrangement will continue, FCC said, and clients will continue to receive the European material at least until the end of this year.

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SETS FM-AM POSTWAR RECEIVER PRICE AT \$59.50

Ira A. Hirschman, Vice-President of Metropolitan Television, Inc., in New York City was quoted as saying that the public may expect combined FM-AM sets to be available at prices as low as \$59.50. In Mr. Hirschmann's opinion, the public will not delay purchases of aural radios in order to wait for television sets. The potential replacement and new receiver demand will range into the hundreds of millions of dollars, he indicated.

Metropolitan Television, Inc., operates the frequency modulation station WABF, in New York, and television station W2XMT.

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::: SCISSORS AND PASTE :::
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N.Y. Times Frisco Facsimile Called "Straw in the Wind"
("Variety")

The Times front-paged its flash coverage as an experiment in facsimile with the following announcement:

"This special 2 A.M. edition of the N.Y. Times is being distributed daily among the delegates to the United Nations Conference in San Francisco. It is made possible through the cooperation of the Associated Press and the Richmond Independent, Richmond, Cal., and is circulated as a public service of the N.Y. Times and its associates in the enterprise, and as an experiment in facsimile reproduction of newspapers. Its pages are transmitted photographically each morning from New York over the Wirephoto facilities of the Associated Press and printed on the presses of the Richmond Independent. "

For a rush job from film to the printed page it is as easily readable as the Times can be with its closely crowded type. As an experiment in facsimile, it is highly successful and may be a straw in the wind on the useage of facsimile in the printing of a paper in your own home, tapeworming out of your radio set during the night.

Quick Acceptance Seen for Radio Newspaper
(Jerry Walker in "Editor and Publisher")

If the Times Telephoto Equipment Company, a subsidiary of the newspaper, were not engaged 100% in producing facsimile sets for the armed forces, there might have been a full-fledged demonstration of publishing a "radio newspaper" instead of merely reproducing the Times across the continent by the well-standardized and time-tested principles of AP Wirephoto.

The Times' enterprise, however, in transmitting photographs of its pages to the Pacific Coast where they are run through the regular engraving and printing-press processes stirred up talk of the "radio newspaper" and how near it might be to realization and practicality after the war.

Elbert B. M. Wortman, who writes publicity for Finch Telecommunications, Inc., is certain that facsimile on FM broadcasting channels will be gobbled up by the public just as quickly as sets can be produced, and, he visions a whole new field of advertising. As for circulation, Wortman believes the time will come when "space" salesmen will be quoting readership in terms of "rolls of paper", for in the consumption of rolls of facsimile paper lies an accurate estimate of the number of facsimile machines in active use.

The Truman Radio Voice - "General American"
(James F. Bender, Consultant, the National Institute for
Human Relations)

The President speaks the same dialect he learned in his native Missouri, the dialect spoken by the majority of Americans - ninety millions of them. Although it is known variously as Middle Western, Western and General American, the last of these names is most meaningful when we consider that the dialect spreads west of Philadelphia, reaching to California and Washington, even cutting across Texas, which linguistically is half Southern and half General American.

To Look Into How the Church Radio Platter Is Passed
("Washington Times-Herald")

Churchmen's appeals for funds via the radio soon may come under the scrutiny of the FCC. Paul Porter, Chairman of the FCC, whose father was a Baptist preacher and whose pretty wife is Assistant Superintendent of Presbyterian Sunday Schools in Chevy Chase, Md., says, "One of our problems is the passing of the spiritual, ethereal platter by radio, to the detriment of the Institutional Church.

Six Out of Seven Million in N.Y. City Listened to V-E Broadcast
(Frank Adams in "N. Y. Times")

Just how many of the city's 7,677,000 residents gathered around radios in homes, offices, factories, schools and in the streets to hear the President will never be known, but it seemed probable the listeners numbered at least 6,000,000. Virtually every one but children too young to comprehend, the very old, the critically ill and those engaged in essential services gave ear to the momentous tidings.

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"V-E DAY MARKS ONLY A PAUSE" - PAUL KESTEN, CBS

Paul W. Kesten, Executive Vice President of the Columbia Broadcasting System, yesterday issued the following V-E Day statement:

"Although another war with Germany has ended, there is this time a more experienced, more sober people to receive the news. They will receive it, I think, with relief rather than elation; with gratitude rather than hilarity. In 1918, America was conscious of a mission successfully completed. Today, there is recognition of a responsibility that must be continued, if peace is to be assured. Today marks a pause, but a pause only long enough to turn the full force of our attention westward - to San Francisco and to Tokyo."

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::: TRADE NOTES :::

Admission of ten additional new members to the Radio Manufacturers' Association by the Association's Board of Directors at its meeting April 25 in Montreal, Canada, brought the membership to a total of 246, a new high water-mark.

The Federal Trade Commission has approved a stipulation in which The Sun Radio Service and Supply Corp., 938 F Street, N.W., Washington, D. C. agrees to stop representing that any radio set contains a designated number of tubes when one or more of the tubes referred to do not perform the recognized and customary functions in the detection, amplification and reception of radio signals.

"Television Programming and Production" is the title of a new book by Richard Hubbell, to be published May 10th by Murray Hill Books, Inc., technical division of Farrar and Rinehart, New York. Based on years of television experience, the book defines authoritatively the nature of television and lays down the fundamental principles of video programming and production.

The author is Production Manager and Television Consultant of the Broadcasting Division of The Crosley Corporation.

In 1942 his "4000 Years of Television" was published by Putnam and is being brought out this Spring in an English edition by Harrap, publishers in Great Britain.

The Board of Directors of the Columbia Broadcasting System, Inc. last week declared a cash dividend of 40¢ per share on the present Class A and Class B stock of \$2.50 par value. The dividend is payable on June 1, 1945, to stockholders of record at the close of business on May 18, 1945.

The opinion was expressed by Drew Pearson in a Blue Network broadcast that new large radio sets might begin to be available a year after V-E Day and smaller sets may be within three months.

Swiss radio broadcasting stations are running short of spare parts, especially of radio tubes, and it was reported late in January that unless supplies were made available soon the stations would be compelled to reduce the number of hours on the air.

Before the war the broadcasting stations imported most of their equipment from England, France, and the United States. In 1943 Switzerland began manufacturing radio tubes. These now have been installed in some short-wave broadcasting stations. Old radio tubes also have been regenerated quite successfully.

Utah Radio Products Company and Subsidiaries - For 1944: Net profit, \$559,579, or \$1.90 a share, against \$405,724, or \$1.38 a share, the year before.

Commercial telegraph service between the United States and Italy has been resumed by R.C.A. Communications and Commercial Cable at substantially lower than the pre-war rates; for example, they will be 20 cents per word from New York to Italy for full rate messages, 12 cents per word for code, 10 cents per word for deferred, and 6-2/3 cents a word for letter messages.

Fada Radio & Electric Co., Inc., 30-20 Thomson Ave., Long Island City, N. Y., and its president, Jacob M. Marks, are charged in a complaint issued by the Federal Trade Commission with misrepresentation in connection with the sale of radio sets.

In newspaper and periodical advertisements and by means of radio broadcasts, the respondents, the complaint alleges, have represented falsely that they originated Fada radio sets and have manufactured them since 1920.

The complaint charges that the original Fadas, which from 1920 to 1932 were widely known and enjoyed a national reputation for quality and performance, were manufactured by F. A. D. Andrea, Inc., whose corporate name later was changed to Fada Radio & Electric Corporation. According to the complaint, the respondent Fada Radio & Electric Co., Inc., in 1934 acquired the assets of Fada Radio & Electric Corporation through the respondent Marks, and since then has been manufacturing radios under the trade name Fada.

The respondents are granted 20 days to answer the complaint.

Sylvania Electric Products, Inc., Wakefield, Mass., plant won an Army-Navy Production Award for Excellence last week.

Television Broadcasters' Association have unanimously approved an application for affiliate membership the E. I. duPont de Nemours & Company, Photo Products Department, of Wilmington, Del. The firm is the first film manufacturing organization to become affiliated with TBA. Film producing groups already allied with the Association include 20th Century-Fox Film Corporation, Television Productions, Inc., a subsidiary of Paramount Pictures; RKO Television Corporation and Cecil B. DeMille Productions.

Manor Park Citizens' Association in Washington, D. C. voted opposition to the proposed amendment to the present Zoning Act whereby the zoning regulations would be changed to grant authority for the construction of television towers of 150 to 500 feet in height.

Voting that such towers would be unsightly, lead to a depreciation in property value and also create safety hazards, the Association declared the amendment is in direct violation of the provisions of the Zoning Act.

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