

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

RECEIVED

MAY 22 1945

WASHINGTON, D. C.
CLAY MORGAN

RECEIVED

MAY 18 1945

FRANK E. MULLEN

INDEX TO ISSUE OF MAY 16, 1945.

"BMB Name Misleading. Is Popularity Poll" - Ralph L. Atlass.....	1
Senate Group Off To Inspect European Communications.....	2
Ohio State Bestows 1945 Radio Educational Honors.....	3
Sound Equipment Sales Priorities Ratings Clarified.....	5
Inter-American Radio Conference To Plan For Rio.....	6
Limited Civilian Radio Production Considered Further.....	7
ABC (Blue Net) To Hold Summer Radio Listener Institutes.....	8
Dry Cell Radio Batteries Due In Quantity In 60 Days.....	9
National Capital Zoning Board Considers Tele Towers.....	10
A. T. & T. Is Losing No Time Going Ahead With Microwaves.....	11
Action By And Applications Received By FCC.....	12
Scissors And Paste.....	13
Army Salvaging Radio And Other Equipment.....	14
Trade Notes.....	15

No. 1681

May 16, 1945

"BMB NAME MISLEADING. IS POPULARITY POLL" - RALPH L. ATLASS

Although the National Association of Broadcasters announced not long ago that 505 stations had pledged their financial support to the Broadcast Measurement Bureau (BMB) for a total backing of \$735,000, evidently all of the broadcasters don't see eye to eye with regard to the project. One of these is Ralph L. Atlass, of Chicago, President of WIND, one of the most prominent broadcasters in the country. As a matter of fact, when a meeting was held in Chicago last month to cover the plan for a standardized method of measuring station coverage, WGN was the only station in that city to sign on the dotted line. In delivering the contract for WGN, Frank P. Schreiber, General Manager, declared:

"As far as WGN is concerned, we consider BMB to be the first effort of the industry to establish a sound basis of self evaluation. WGN is delighted to be the first Chicago station to subscribe to the Bureau."

Mr. Atlass, a veteran in the business, who recently sold another of his stations, WJJD, to Marshall Field, wasn't quite so enthusiastic. In fact when it came to signing up, he balked. He still hasn't pledged his support. When asked last week by this writer to state his objections, Mr. Atlass said:

"I am opposed to the NAB measurement bill as it is now set up because the express purpose and its name are misleading. The Industry, including the agencies, has indicated they want an analysis of circulation similar to that provided by the Audit Bureau of Circulation. It is a popularity poll. I would be glad to see a popularity poll along the very lines BMB has recommended if it is clearly labeled as a popularity poll.

"We feel it is an injustice to the broadcasting industry and the agencies to encourage the belief that the BMB plan is a measurement of circulation. A few modifications to the BMB plan could make these measurements an analysis of circulation comparable to the ABC survey provided by the newspapers. This would entail some additional work and expense. The broadcasting industry can certainly afford this added effort and expense.

"The BMB plan, if it is to be known as a measurement of radio audience, should get actual circulation figures which can be compared with newspaper circulation figures. Their present routine includes such vague terms as 'primary', 'secondary' and 'tertiary' coverage. This leads to confusion through the fact that a circulation of 100,000 might give some stations a primary coverage of 40 counties while a station with a circulation of a half million might

not have so-called primary coverage of one county. No such indefinite terms are used by competing advertising media."

Associated with the National Association of Broadcasters in sponsoring the Broadcast Measurement Bureau, which is headed by Hugh Feltis, formerly General Manager of KFAB of Lincoln-Omaha stations in Nebraska, are the American Association of Advertising Agencies, of which Frederic R. Gamble is President, and the Association of National Advertisers, Paul West, President. The 4-A's assumed \$15,000 of the initial survey expense of \$75,000. Both of the advertising groups have six members on the BMB Board of Management, with six from NAB. On any major policy question, there must be at least three votes from each group to ratify it.

Mr. Feltis was quoted as saying when the initial efforts were being made to set up a uniform radio yardstick, the standard in BMB will be once-a-week listening.

A 50% response will give a station primary rating. A station which gets under 10% won't even be considered in the market data picture.

Since the survey is to be undertaken every two years, a newly established station might have to wait two years before a market data report could be available for its use.

Due to details of copyright procedure with the maps, field work by research organizations and other factors, Mr. Feltis said the first survey might not be completed before 1946.

X X X X X X X X

SENATE GROUP OFF TO INSPECT EUROPEAN COMMUNICATIONS

Headed by Senator Burton K. Wheeler (D), of Montana, Chairman of the Senate Interstate Commerce Committee, a subcommittee of three members left Washington on Monday for a flying trip to Europe to secure on-the-spot information upon which to base recommendations for postwar re-establishment of communications - both wire and wireless.

Those on the subcommittee are Senators Ernest W. McFarland (D), of Arizona, Albert W. Hawkes (R), of New Jersey, and Homer E. Capehart (R), of Indiana. Among those accompanying the Senators are Chairman Paul A. Porter of the Federal Communications Commission and Lieut. Ed. Cooper, communications advisor of the Senate Interstate Commerce Committee, who is at present clerk of the subcommittee considering the international communications wire and cable merger. Data will be especially sought pertaining to such an amalgamation.

Since broadcasting in this country also comes under Chairman Wheeler and his Committee, it is expected they will look into

the foreign situation as well. Likewise television. No doubt the group will get into touch with Capt. Harry C. Butcher, USNR, Vice-President of the Columbia Broadcasting System on leave, now attached to the staff of General Eisenhower. Also Col. William S. Paley, President of CBS, still on the job over there.

No indication has been given how long the Senators may remain abroad but it is expected about two weeks. Commissioner Paul A. Walker will act as Chairman of the FCC during the absence of Mr. Porter.

X X X X X X X X X X

OHIO STATE BESTOWS 1945 RADIO EDUCATIONAL HONORS

After reviewing 115 recordings which had been chosen as the best of several hundred examined by an earlier Screening Committee in the ninth American Exhibition of Educational Radio Programs sponsored by Ohio State University's Institute of Education by Radio, of which Dr. I. Keith Tyler is Director, final awards today (Wednesday, May 16) went to:

Religious Broadcasts: First Award - "Salute to Valor", National Council of Catholic Men; WEA, New York and NBC; Honorable mentions (two), - "Pulpit in a Foxhole", broadcast by WNEW, New York. "Victorious Living", International Council of Religious Education, broadcast over local and regional stations.

Agricultural Broadcasts: No First Award. Honorable mentions (two) - "Ohio Farm and Home Hour", by Ohio State University Agricultural Extension Service, WOSU, Columbus. "Farming with Kenneth Yeend", KIRO, Seattle.

Women's Programs: First Awards (two) - "Consumer Time" by the War Food Administration, Washington, WRC; Washington and NBC. "Martha Deane Program", by WOR, New York.

Cultural Programs: First Awards (three) - "Stage 45", CBL, Toronto, and CBC. "Mulrooney's New Year's Party", over CLB, Toronto, and CBC. "Montreal Drama", CBM, Montreal, and CBS. Honorable Mention, "Words at War", by Council on books in Wartime, over WEA, New York and NBC.

Public Discussion Programs: First Awards (two): "America's Town Meeting of the Air", WJS, New York, and the Blue Network. "University of Chicago Round Table", by the University of Chicago, WMAQ, Chicago, and NBC. Honorable mention: "St. Louis Speaks", broadcast by KMOX, St. Louis, Mo.

Personal and Family Life Programs: First Award: "Our Children", by WHA, University of Wisconsin; over WHA, Madison, Wis., and WLBL, Stevens Point.; Honorable Mention - "The Baxters", by the National Congress of Parents and Teachers, over WMAQ, Chicago, and NBC; Special mention - "Alcoholics Anonymous", by WMJ, Detroit.

News Interpretation Programs: H. V. Kaltenborn over WEAF and NBC.

Programs in Furtherance of the War or the Peace: First Awards (three) - "America Unlimited", by WGN, Chicago. "The March of Minnesota", by Minnesota Resources Committee over WCCO, Minneapolis and Minnesota network. "Russian War Relief Presents", broadcast over local stations. Honorable Mention - "Voice of the Army", by Recruiting Publicity Bureau, U. S. Army, Governor's Island, for broadcast over local stations.

Children's Programs for Listening Out of School: First Award: "Books Bring Adventure", by Association of Junior Leagues of America over local stations.

Programs for Use in School by Primary Children: First Award: "Your Story Parade: Texas School of the Air", Texas State Department of Education over WBAP, Fort Worth, and Texas Quality Network. Programs for Use in School by Elementary Children: First Award: "Standard School Broadcast", by Standard Oil Company of California over KPO, San Francisco, and NBC Pacific Coast network. Programs for Use in School by Junior and Senior High Pupils: First Award - "Conserving Canada", by Canadian Broadcasting Corporation, by CBL, Toronto, and CBC network.

Awards for entries by a local station or organization are:

Cultural Programs: First Award - "WNYC American Music Festival - 1945" by WNYC, New York.

Public Discussion Programs: First Award - "Free Speech Forum", by WMCA, New York, in cooperation with the New York Newspaper Guild.

Personal and Family Life Programs: No First Award. Honorable Mention - "Let's Talk about Children", WEEI, Boston.

News Interpretation Programs: First Award: "History in the Making", University of Colorado and the Rocky Mountain Radio Council, KVOB, Denver.

Children's Programs for Listening Out of School: First Award: "Story Time", Colorado State College of Education and Rocky Mountain Radio Council, KLZ, Denver.

Programs for Use in School by Elementary Children: No First Award. Honorable Mention: "News Today - History Tomorrow", by Rochester, N.Y. public schools, Visual Education Department, over WHAM, Rochester. Programs for Use in School by Junior and Senior High Pupils: First Award: "Our America", by Radio Council of the Chicago public schools, over WBEZ, Chicago. Honorable mention: "Behind Today's News", by WIP, Philadelphia.

Programs entered by the Canadian Broadcasting Corporation were singled out for special praise as examples where "radio was at its best".

The judges at the Ohio State Institute this year were Judith Waller, Central Division, National Broadcasting Company, Chicato; Edwin F. Helman, Station WBOE, Cleveland Board of Education; and Mark L. Haas, Station WJR, Detroit.

X X X X X X X X X X

SOUND EQUIPMENT SALES PRIORITIES RATINGS CLARIFIED

Noting that there has been a definite increase in the amount of sound equipment being delivered by manufacturers on orders bearing ratings of or maintenance, repair and operating supplies, the War Production Board's Radio and Radar Division has reminded manufacturers that in Priorities Regulation No. 3, Interpretation 8, it is clearly stated that inter-communication systems and public address systems may not be sold on the basis of these ratings.

For an inter-communication system that was originally sold to accommodate more stations than were in service at the time of purchase, however, additional stations may be bought to build it up to its maximum operation capacity by the extension of an MRO rating, WPB said.

Sound systems may not be installed by the use of an MRO rating under any conditions, the Radio and Radar Division said.

Amplifiers, however, may be replaced through the use of MRO ratings, but only if the amplifier has been damaged beyond repair, or made unusable in some other way, making replacement necessary. Other parts of sound systems, such as speakers, microphones, and input equipment, are subject to replacement by extending an MRO rating. Portable sound systems cannot be considered as legitimate MRO orders, WPB said. The distributors and sales organizations all over the nation are ignoring the restrictions on the purchase of this equipment on an MRO basis, in many cases, according to WPB. The Radio and Radar Division said that sales outlets for this equipment should be thoroughly familiar with just what constitutes a legitimate MRO purchase.

In those cases where equipment is required and where it is not permissible to use MRO ratings, a WPB-541 form should be completed and filed with the nearest local field office.

Officials expressed the hope that this reminder would preclude the necessity of turning over any of the more flagrant cases to the Compliance Division for attention. Sales organizations and manufacturers are urged to contact WPB in any case where there is a question as to just what constitutes MRO orders. Inquiries should be addressed to H. B. Esterly, Radio and Radar Division, WPB, Washington 25, D. C.

X X X X X X X X X

INTER-AMERICAN RADIO CONFERENCE TO PLAN FOR RIO

There will be a meeting of the Preparatory Telecommunications Conference at the State Department on Wednesday, May 23, 1945. The session will begin at 9:30 A.M. and is expected to last one day only.

According to Francis Colt de Wolf, Chief of the Telecommunications Division, it is planned to review at this meeting the specific items appearing in the agenda for the Third Inter-American Radio Conference in Rio de Janeiro. A copy of the agenda is available. The date for convening of this Conference in Rio de Janeiro has been changed to September 3, 1945. The agenda to be considered next Wednesday proposes a considerable number of specific subjects besides opening up the possibility of revision of any of the parts of the Habana Convention or its accompanying Agreement or Santiago revision thereof. Much preparatory work is necessary in order to have proposals ready on behalf of this government to forward to the other nations for consideration before the Rio Conference.

It is also planned to review the Habana and Santiago documents, and then to designate working committees to prepare draft proposals for consideration at another meeting to be called in the near future.

Since the Preparatory Conference on August 11, 1944, which set up Committees 1, 2 and 3, the preparatory work for a future international conference on telecommunications has been progressing. The substantial amount of work done to date has been on the preparation of proposals for revision of the International Telecommunications Convention and the General Radio Regulations. This material, when completed, will be available for consideration at a conference of world scope and also for interim informal discussion with other governments.

Reports on the Inter-American Radio Communications Convention, Habana, December 1937 (Treaty Series No. 938); the Radio communications Arrangement, Habana, December 1937 (Executive Agreement Series 200); and the Radiocommunications Agreement, Santiago, January 1940, (Executive Agreement Series 231) are obtainable from the Superintendent of Documents, Government Printing office, Washington 25, D. C., at 10, 15 and 15 cents respectively.

X X X X X X X X X

The CBS Network of the Americas (Cadena de las Americas) - first radio chain linking all of the Latin American Republics with the United States - marks completion of three years of full-scale operations Saturday, May 19th. The network now includes 109 affiliated stations in important population centers of Mexico, Central America, South America and the Caribbean.

A separate Shortwave staff, patterned after the larger domestic network organization has its headquarters in the CBS Studio Building in New York, and operates under the supervision of Edmund Chester, CBS Director of Latin American Relations.

X X X X X X X X X

LIMITED CIVILIAN RADIO PRODUCTION CONSIDERED FURTHER

Approval of plans of the War Production Board's Radio and Radar Division for authorizing limited civilian radio production as soon as military requirements fall below 90 per cent of the average monthly delivery rate for the first quarter of 1945, was expressed by members of the Radio and Radar Labor Advisory Committee, at their meeting last week, WPB reports.

Government presiding officer at the meeting was Harold R. Sharpe, Assistant Director of the Radio and Radar Division. The Committee is composed of men from representative unions in the industry.

Proposals for a step-by-step relaxation of Limitation Order L-265, released to the industry and unanimously approved by the Radio and Radar Industry Advisory Committee, were explained in detail to labor committee members by L. J. Chatten, Division Director.

Mr. Chatten said the estimated one-front war requirements for the last six months of the year average \$197,000,000 per month, or 79 per cent of present outstanding contracts and commitments. However, outstanding contracts and commitments averaging \$249,000,000 per month for the remainder of the year are 18-1/2 percent higher than the average monthly production rate of \$210,000,000 during the first quarter of 1945.

This reflects increasing military demand for new type electronic equipment for the Pacific war, Mr. Chatten continued. On three new items alone, he said, production of \$57,000,000 a month is called for by the end of the year. This is equal to 27 percent of the current production rate. In particular these new items will require 32 percent of the current tube production rate and about 23 percent of the present production rate on resistors, capacitors and other such standard components, Mr. Chatten said.

Under the Radio and Radar Division's plan, WPB explained, L-265 would be revised when military requirements fall below 90 per cent of demands in the base period, to permit unrestricted production of components, including tubes for replacement purposes and all end-equipment except broadcasting, receiving and reproducing equipment for entertainment purposes. Priority assistance would be given at this time to military and essential civilian requirements.

L-265 would be revoked, WPB said, when scheduled military requirements recede below 75 per cent of the delivery rate for the first quarter of 1945, but the two-band rating system would be continued to assure preference for military and highly essential civilian requirements over other civilian deliveries.

Because component production is completed two or three months in advance of end-equipment deliveries, WPB added, the revision and the revocation of L-265 would become effective, in each instance, three months in advance of the month in which military requirements are scheduled to reach stated reduced levels.

It was pointed out by WPB that retention of L-265 for the present, together with existing large military demands for electronic equipment, makes it feasible for all plants producing material of this kind to seek military contracts or sub-contracts at this time. Members of the committee said that some plants were laying off workers and planning to await opportunities to get into civilian production. WPB officials stated their belief that such practices would cease, now that the industry fully understands WPB's plan for the gradual relaxation of controls. This procedure, WPB said, should enable the industry to build up a cushion of components for use when L-265 is finally revoked, and should make for a minimum of unemployment among electronics workers in the months to come.

Labor Advisory Committee members made the following recommendations, WPB said:

1. Although the WPB plan for the radio and radar industry appears practical, it should be modified if considerable unemployment develops among workers trained and experienced in the production of electronics equipment.
2. Plant union leaders should be notified of military cut-backs at the same time this information is channeled to the manufacturers.
3. Any area where civilian production could be started and developed without interfering with military requirements should not be denied such reconversion activities by rigid rules of any Federal agency. It was proposed that WPB's "spot authorization" procedure might be used in individual instances to permit some production other than radio-radar, where such authorization would not interfere with any radio-radar work.

In connection with the third recommendation, WPB officials reminded committee members that the local Area Production Urgency Committee must determine whether spot authorizations to engage in civilian production can be utilized in any given locality. It is highly important, WPB emphasized, that no steps be taken that might prevent the fullest possible production of radio-radar equipment.

X X X X X X X X

ABC (BLUE NET) TO HOLD SUMMER RADIO LISTENER INSTITUTES

The American Broadcasting Company (Blue Network), in cooperation with five universities, will hold a series of Summer radio listener institutes, each to be of two days' duration, for the two weeks from July 9 to July 20. Dates, places and cooperating schools are as follows:

July 9-10 - Lexington, Ky: University of Kentucky
July 11-12 - Indianapolis: Indiana University
July 13-14 - Minneapolis: University of Minnesota
July 16-17 - Ames, Ia.: Iowa State College
July 19-20 - Denver, Colo.: University of Denver.

The Institutes will present discussions of various aspects of radio from the standpoint of the listener - particularly the key leaders of organizations interested in radio, such as Parent-Teacher Associations, League of Women Voters, and Educational Associations.

X X X X X X X X X X

DRY CELL RADIO BATTERIES DUE IN QUANTITY IN 60 DAYS

Cutbacks in military requirements for dry cell batteries as a result of victory in Europe are expected to permit production of more than two and one-half times as many cells for dry cell batteries for civilians in the current quarter as were made in the first quarter of 1945, the War Production Board said last Saturday.

This means that in 30 to 60 days dry cell batteries will be available in large quantities for all civilian purposes - for hearing aids, farm and portable radios, flashlights, and other items requiring special types of batteries.

Production in the first quarter of 1945 totaled 791,000,000 cells, of which 102,000,000 were made available for civilian purposes. Estimated production in the second quarter totals 794,000,000 cells. Of these, 261,000,000 are expected to go to civilians.

Approximately 52,000,000 of these cells had been produced for civilians in the first half of the second quarter, before the military cutbacks occurred. WPB estimates that production for civilians in the latter half of the second quarter will total 209,000,000 cells.

Present indications are that military requirements for dry cell batteries for the present one-front war will remain lower than total military battery requirements for the previous two-front war. Even if military demands increase beyond the present level, however, civilians will be able to obtain more batteries in the future than in the past, WPB said.

X X X X X X X X X X

"Before the people of Charlotte realize it, television may be in their own back yard", Dan D. Halpin, television receiver sales specialist of RCA Victor, told members of the Charlotte, N.C. Rotary Club on Tuesday. Mr. Halpin called attention to the fact that a coaxial cable for television is already being laid between Washington, D. C. and Charlotte.

X X X X X X X X X X

NATIONAL CAPITAL ZONING BOARD CONSIDERS TELE TOWERS

The Zoning Commission of the District of Columbia on Tuesday heard witnesses on the question of allowing television towers and studios in Washington, D. C.

Maj. Gen. U. S. Grant III, Chairman of the National Capital Park and Planning Commission, backed the appeals to allow television facilities in residential zones and explained that soundproof studios would be less disagreeable than facilities like telephone stations already allowed in such areas. He protested any intrusion into the public parks, however.

During discussion of a proposed zoning change necessary to permit antennae towers in residential neighborhoods, the Zoning Commission heard a protest from George A. Corbin, representative of the Manor Park Citizens' Association, who insisted that property values would be depreciated by the introduction of such commercial activities.

Building restrictions prevent towers in downtown Washington from reaching heights necessary to insure adequate reception of television broadcasts from New York City, William A. Roberts, general counsel for the Television Broadcasters' Association, told the Zoning Commission yesterday.

Experimental equipment now set up on the roof of the Hotel Harrington shows that only on city residential property which reaches a height of 300 to 400 feet above sea level can television be given to the entire metropolitan area, he explained.

A 300-foot television tower, set off from adjoining property by a distance equal to one-fourth its height and embellished by landscaping and modern architecture, was described to the Commission by Eugene S. Thomas Sales Manager for the New York Station WOR. The station is operated by the Bamberger Broadcasting Service, which announced plans to establish a station in Washington.

Douglas Clark, Zoning Committee Chairman with the Federation of Citizens' Associations, announced the Federation had almost unanimously approved the necessary zoning change and pointed to tax revenues which will result from establishment of expensive television facilities here.

Films demonstrating the advantages of television were displayed by the New York experts, who said that home television receivers will cost as little as \$75 to \$125. The average man will pay from \$225 to \$250 for more elaborate sets, however, according to surveys quoted by the experts.

Others who testified in behalf of a change in zoning regulations include George C. Davis, consulting engineer for WOR; J. R. Poppele, President of the Television Broadcasters' Association, and representatives of Philco and NBC.

X X X X X X X X X X

A.T. & T. IS LOSING NO TIME GOING AHEAD WITH MICROWAVES

The American Telephone and Telegraph Company is moving ahead in its trial of microwave radio transmission and has filed application with the Federal Communications Commission for authority to construct seven relay stations between the terminals of the New York-Boston radio relay project. The New York terminal will be atop the Long Lines Headquarters Building in New York City, while the Boston station will be on the Bowdoin Square Building of the New England Company. FCC approval on the two terminals was granted last year.

The purpose of the trial, as explained in the current issue of Long Lines Magazine, is to determine in practical operation the relative efficiency and economy of radio relay for transmission of long distance telephone messages and of sound and television programs, compared with transmission over the familiar wires and cables, and the coaxial cable.

Bell System scientists view radio relay as a promising means of attaining very broad bands of transmission which can be carved up into different channels for telephone and telegraph messages and for sound broadcast and television programs. A technique by which this can be done on the new coaxial cable systems has already been developed by Bell Laboratories.

The intermediate stations will be built on the following sites:

Jackie Jones Mountain, 35 miles up the Hudson, five miles west of Stony Point, N.Y. in Haverstraw Township.
Birch Hill, five miles southeast of Pawling, N.Y.
Spindle Hill, four miles southwest of Bristol, Conn.
John Tom Hill, seven miles east of Glastonbury, Conn.
Bald Hill, three miles east of Staffordville, Conn.
Asnebumskit Mountain five miles from Worcester, Mass.
Bear Hill, 11 miles west of Boston.

Buildings will be erected at the seven relay points, to house transmitting and receiving apparatus. At each station, highly directive antenna systems will pick up and amplify the radio waves and beam them on a line-of-sight path to the next station.

The New York-Boston experiments are planned in three parts of the radio frequency spectrum - near 2,000, 4000 and 12,000 megacycles. Eight channel assignments, each 20 megacycles wide, are being requested from the FCC in each of these parts of the spectrum. It is planned to use the eight channels to provide two simultaneous transmissions in each direction, with different frequencies in adjacent relay sections.

If the experimental facilities prove as satisfactory as the radio engineers expect, and if this method of transmission is found to be economically feasible, apparatus will be standardized in

order that the Bell System may be prepared to install similar systems on other routes throughout the country as the need develops. The same set of frequencies can be used over and over at alternate relay stations on these systems. In cases where two or more systems radiate from one terminal or where branch circuits connect with the backbone network, additional frequency assignments may be necessary. The probable later addition of spur connections to nearby cities and towns points to a spreading out of radio relay channels in all directions from a backbone network. It is entirely possible that the radio relay systems eventually will be connected with the Bell System's coaxial cable network for nation-wide telephone service and for sound and television program transmission * * *

It is expected that at the completion of the experiments, the facilities will be available for commercial use. At that time applications will be filed with the FCC for commercial licenses.

The radio research and development personnel of Bell Telephone Laboratories is now engaged almost entirely on war work. The New York-Boston project will be carried forward as rapidly as personnel may be released from this work.

X X X X X X X X

ACTION BY AND APPLICATIONS RECEIVED BY FCC

WSTN, Charles P. Blackley, Staunton, Va., adopted memorandum opinion ordering issuance of construction permit pursuant to Commission's order of December 19, 1944 - authorizing a conditional grant of application for a new station to operate on 1400 kc., 250 watts, unlimited time; Herman Anderson, Tulare, Calif., adopted memorandum opinion ordering reinstatement of construction permit for a new station to operate on 1240 kc., 250 watts, unlimited time, conditionally granted on Dec. 5, 1944, and set aside Dec. 12, 1944.

Also, The Journal Company (The Milwaukee Journal, Milwaukee, Wisc., granted construction permit for a new developmental broadcast station to be located at the transmitter site of applicant's FM station WMFM, Richfield, Wis.

Applications Received: W3XPD, W3XPE, W3XPF, W3XPG, W3XPH, W3XPI, W3XPk, and W3XPL, Philco Radio & Television Corp., Portable-Mobile, area of Central Maryland, N.E. Maryland, S.E. Penna. and District of Columbia - licenses to cover construction permits for new experimental television relay broadcast stations.; WNBH, E. Anthony & Sons., Inc., New Bedford, Mass., authority to determine operating power by direct measurement of antenna power; WFLA, The Tribune Co., Tampa, Fla., acquisition of control of licensee corporation by A.W. Curry and R. Keith Kane, Trustees under the will of John Stewart Bryan (deceased), D. Tennant Bryant, John Stewart Bryan, Jr., and Amanda Bryan Kane through purchase of 106 shares common stock by A.W. Curry and K. Keith Kane, Trustees under the will of John Stewart Bryan (deceased) from J. S. Mims, Truman Green, J. C. Council, H.L. Mims, Chas. Frank Famliton and George P. Webb.

X X X X X X X

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

Newspaper Extra Stages Comeback; Radio Didn't Kill It
 (Robert U. Brown in "Editor and Publisher")

Ever since the advent of network radio all the so-called newspaper experts have been bemoaning the death of the "extra". We plead guilty to being among the crepe-hangers on this subject although we agreed with others that radio's quick bulletin news service was whetting the public's appetite for details with a resulting increase in newspaper circulations.

The events of the last three weeks tend to prove we were all wrong - the "extra" is almost as big a seller as it ever was before radio. At least, that is the lesson learned in New York and most of the other large multiple-newspaper towns.

When President Roosevelt died, in New York we had the unusual situation of catching morning newspaper staffs just coming to work and evening paper staffs just knocking off. The result was a flood of "extras" by all papers that were snatched from the stands as if they were printed on sirloin steak.

Since then stereotyping departments have been almost worked to death replating continually for the big stories that never seemed to end - Death of Mussolini and Hitler, Fall of Berlin, Surrender in Italy, etc. Any one of them would have been worth an "3xtra" in the old days. But the stories broke too close together. It was all newspaper staffs could do to keep the presses rolling and constantly change the headlines and lead stories for new developments.

On V-E Day which newspaper jokesters are already referring to as "AP Day", newstands couldn't keep a copy of any paper very long. Presses ran almost all day long with extra runs of up to 100,000. They were all sold, and the figure would have been higher if newspapers had the newsprint.

The spot surprise of the newspaper "extra" has gone for good, but the "extra" is not dead. Radio serves to tickle the public's desire for newspapers. The fleeting words on the air waves are too hard to catch and the public wants to be able to read the story and ponder the facts. What's more, they want details. They can read three times as many words as they can hear in 15 minutes, and they also retain a great deal more of it accurately.

San Francisco Press-Radio Parleys Biggest Things Ever
 ("New York Times")

It is nothing unusual for three or four hundred men and women to turn out for press and radio conferences at San Francisco. The audience represents newspapers, magazines, broadcasters and news-reel organizations from all over the world. There is no discrimination as to race, color or creed. Everybody has the same rights and privileges in the seating arrangements and in the question period.

2,000 Miles Of Coaxial Cable By End Of Year
(Television Broadcasters' Ass'n News Letter)

It was reported last week that the Bell System of the American Telephone and Telegraph Company expects that some 2,000 miles of coaxial cable, suitable for television network links, will have been manufactured by the end of 1945, and that at least three-fourths of this cable mileage will be underground by the same time.

This is part of the A. T. & T. project announced a year ago to provide facilities for television transmission and for long distance uses in telephony. It is expected to have coast-to-coast facilities in place within a few year period.

The Independent Radio Dealer Is Here To Stay
("Radio and Television Retailing")

The latest grist for the rumor-monger's mill is that the independent radio retailer is going to disappear from the American distribution picture. Spreaders of this propaganda tell us that chains and various large buying syndicates are going to swallow the independent merchandiser, and drive him out of business.

This talk is sheer nonsense, and absolutely without foundation. The independent dealer occupies a very important position in our national economy, and he is in this secure niche because he performs a vital service to the community.

X X X X X X X X X X

ARMY SALVAGING RADIO AND OTHER EQUIPMENT

Reports reaching the Office of the Chief Signal Officer reveal the magnitude of the salvage task being accomplished by the Signal Corps, with the aid of French civilians, in a Paris department store warehouse of enormous proportions. The warehouse has been converted into the U. S. Army's principal Signal Corps salvage and reclamation depot in the European Theater; and the depot is unique in that it is the only spare parts market for signal equipment on the entire Continent.

The depot is staffed by 500 Signal Corps officers and men and employs an average of a thousand French civilians to handle the varied demands of so big an assignment. The reclaiming task involves testing, splicing and re-winding the wires and cables, and this is done by the French civilian employees, working under the supervision of soldier technicians.

Other sections of the depot rebuild radios for tanks, grind crystals for secret communication channels, repair damaged radar units, telephones, teletypes and telegraph instruments, and power generators.

X X X X X X X X X X

::: TRADE NOTES :::

The speeches, statements and voting record of Senator Harry S. Truman from 1935-45 have been printed in booklet form and are being distributed with the compliments of the United States News of which David Lawrence is publisher, 24th and N Streets, N.W., Washington, D. C.

During a special fifteen-minute broadcast over WNAX, Cowles Yankton, S.D. station for decks of playing cards for war veterans who have been hospitalized, Mal Murray, WNAX announcer-emcee, reported that with only two announcements brought over 3,000 playing decks. The Sioux City Oriental Shrine Band gathered 7,000 decks.

Magnavox Company - Year to Feb. 28: Net earnings \$626,737, equal to \$1.50 a share, compared with \$401,388, or 56 cents a share, for preceding fiscal year. Net sales of \$28,052,000 were about double previous year's volume, report states. Richard A. O'Connor, President, said unfilled military orders for electronic and electro-mechanical equipment exceeded \$30,000,000, and orders on hand for civilian radio-phonographs exceeded similar products in 1941.

Conservation Order M-146, governing fabrication and use of quartz crystals, has been amended to eliminate the reference in the order that provides for application for certain production under Priorities Regulation No. 25 "the spot authorization plan", the War Production Board said Tuesday. Under the amended order, consumers in hardship cases are directed to appeal directly by letter to the Miscellaneous Minerals Division.

A liberalization has been effected in the order through allowing the use of quartz in the manufacture of research or production instruments on any rating, as compared with a previous limitation restricting such production to ratings of AA-2X or higher. The amended order also eliminates a former prohibition against fabricating radio oscillator plates and filters from quartz scrap.

Bendix Radio (Bendix Aviation Corporation) is carrying the following advertisement in Washington newspapers:

"We have openings for two qualified men to investigate patent disclosures. Must be able to recognize inventions by examination of log books and drawings, and by discussion with engineers. Also must be able to write disclosures for the engineers in such form that the patent attorney can make a search and prepare the application. Also must have the personality and ability to work with all engineers.

"Top salary and permanent position with unusually good working conditions in modern air-conditioned plant in a residential suburb of Baltimore, Maryland."

The big RCA sign on the RCA Building in New York City is again on the job following a blackout since Pearl Harbor.

Georgia School of Technology, area of Atlanta, Ga., has applied for a construction permit for a new relay broadcast station to be operated on 1646, 2090, 2190 and 2830 kc., power of 150 watts and A3 Emission.

Paul Chamberlain, s sales executive of the General Electric Company, told the Advertising Club of Boston recently that wired systems of television for theatres were practical. He said a live talent program originating at a central point could be sent to a number of theatres for simultaneous projection.

Music hath charms, not only to soothe the traditional savage breast, but also to ease the pangs of childbirth, take the terror from a surgeon's knife, and dull the agony of a dentist's drilling, according to Miss Violet Kmety, Program Director of Zenith Radio Corporation's FM Radio Station WWZR.

Speaking on the subject of Music as Therapy before the National Music Week Conference, Miss Kmety outlined the results of several years' cooperation between her station and local surgeons and dentists who use FM music to soothe and relax patients while subjecting them to tedious and painful operations under local anesthesia.

An address entitled "Communications for Peace" delivered by Paul A. Porter, Chairman of the Federal Communications Commission, at a dinner by the Baltimore Chapter of the Morse Telegraph Club of America April 27th was reprinted in the Congressional Record of May 10th at the request of Senator Ernest W. McFarland (D), of Arizona.

Net earnings of Philco Corporation in the first quarter of 1945 totaled \$846,109 or 62 cents per share, after estimated Federal and State income and excess profits taxes and after provision for adjustment and renegotiation of war contracts, it was announced today by John Ballantyne, President. In the first quarter of 1944, earnings amounted to \$946,326 or 69 cents per share.

Limitation Order L-21, issued Dec. 10, 1941, to halt production of coin or token operated automatic phonographs and amusement and gaming machines has been revoked, the War Production Board said today. Until the Controlled Materials Plan is opened, however, WPB pointed out, use of steel, cooper, and aluminum will be limited by the availability of these materials from idle and excess inventories.

Automatic phonographs (juke boxes) were defined by L-21 as including any coin or token operated phonographs. Amusement and gaming machines, under the order, included pin-ball machines, slot machines, and similar commercial games of amusement or chance, whether coin operated or not.

Says Broadcasting Magazine: "Under the inspired leadership of Paul A. Porter, the FCC these past few months has functioned with efficiency and with hitherto unequalled harmony."

No doubt about Paul making a good start but isn't "inspired" spreading it on pretty thick?

X X X X X X X X X X