

# HEINL RADIO BUSINESS LETTER

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AUG 13 1945

W. D. PEGGES

August 1, 1945

## LARGE NETWORKS DENY THEY ARE TRYING TO HAMSTRING FM

There was a general denial by the heads of three major networks at the hearings which began Monday before the Federal Communications Commission on its suggested regulations to govern FM broadcasting that, as has been charged by the proponents of FM, the chains were really trying to block FM.

"In my opinion", Paul W. Kesten, acting President of the Columbia Broadcasting System, declared, "the issues before the Commission which most profoundly affect the future public service of the broadcasters are first, any restraints placed on FM programming, second, any unnecessary restraints placed on FM station ownership, and third, the whole question of where to license stations and how to define their coverage areas so that not only will local needs be properly satisfied, but so that nationwide coverage patterns for network programs -- essential always to listeners' enjoyment and vital to national unity and welfare in times of crisis -- can be physically attained."

Mr. Kesten had prefaced his statement by saying that he believed FM issues before the Commission at this time exceeded in total importance to the public and the broadcaster those of any hearing he could remember before the FCC. He said the Commission in deciding these issues was deciding the whole future of broadcasting.

Niles Trammell, President of the National Broadcasting Company, said "we must build the new upon the old, maintaining the vital services unimpaired and determining on the basis of experience the role which each service is to have."

Mark Woods, President of the American Broadcasting Company, sounded what appeared to be the keynote of the day when he said, "the proper approach to the whole problem of regulation should be one which will result in a minimum of restrictions so that the growth of FM will be as rapid as possible."

Mr. Trammell recommended amendment of the limiting regulation to permit all licensees of AM and FM stations to broadcast simultaneously their entire schedule of all programs over their FM facilities "in order that a complete program service may be immediately and continuously available to owners of both AM and FM receivers."

"Such a combined service", Mr. Trammell argued, "would provide FM with the best programs available, create a widespread audience for FM, encourage the production and distribution and use of FM receiving equipment, and, at the same time, extend the benefits of FM to well-recognized and popular programs."

Mr. Woods likewise objected to any regulation limiting simultaneous and duplication of any program on FM and AM in the same area by an AM broadcaster operating an FM station.

Identical programming of AM and FM transmitters owned by the same licensee is the single key to the program problem. Mr. Kesten argued: "With identical programming the listener can buy a simple FM set and not be cheated out of his favorite programs. With separate programming, he must sooner or later buy a combination FM-AM set or else two separate sets. Now this too would be a bonanza for set makers and set sellers - they tell me the extra cost to the listener for a combination set would range between \$15 and \$50 - and this I would begrudge. Because this would slow down, not speed up, the growth of FM."

Mr. Trammell contended the proposed commission government of two hours of programming per day on FM transmitters, separate and distinct from the licensee's AM program, "would compel the AM broadcaster to divide his resources, his audience, and his revenue, without any equivalent benefit to the radio listener."

Mr. Kesten said: "Most of us at CBS have believed FM was destined to replace AM as surely as the tungsten lamp was destined to replace the old carbon lamp."

"American listeners are accustomed to receiving over a hundred million dollars worth of program service in 30,000,000 homes. Unknown to most of these listeners, the physical plant which delivers this service to them is about to undergo a revolutionary change. Somehow the way must be found to permit all this to be accomplished without substantial injury to the listener. Putting it another way, we are about to tear up and replace all the roads over which millions of listeners travel, at the flick of a switch, to reach their favorite radio programs - yet we must not for one hour interrupt the enormous flow of listening traffic which these highways carry."

Mr. Kesten said that since all broadcasters cannot look forward to substantially larger total audiences, it is very evident that they will be assuming FM transmitting costs without tangible hope of additional return. The size of this additional investment he estimated at \$50,000,000 if each present AM broadcaster erects a corresponding FM transmitter. The witness stated that from the moment that FM sets are sold in any area, every hour of FM listening represents a reduction in the AM audience because no listener can tune in AM and FM at the same time.

Frank Stanton, Vice-President and General Manager of CBS, testified in support of the "Single Market Plan" of FM licensing, which he said would provide "maximum effective coverage with minimum use of the spectrum" in addition to minimizing public confusion during the changeover period from AM to FM broadcasting.

Mr. Stanton described the "Single Market Plan" as being "based on the simple and indisputable fact that, generally speaking, radio needs its strongest signal at the point of densest population, in the congested, built-up urban areas."



"The idea of having a wholly democratic radio in FM with the greatest possible of stations consistent with effective coverage" was advanced by Mr. Stanton as the basis for CBS' support of the single market plan.

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#### GAMMONS MAY BE CBS V-P; BUTCHER BOOK SEEN AS BEST SELLER

There are those who believe that Earl H. Gammons, who has been pinch-hitting for Capt. Harry C. Butcher, USNR, as Washington Vice-President of the Columbia Broadcasting System, may now succeed Captain Butcher. When General Eisenhower drafted Mr. Butcher as his Naval Aide at the beginning of the war, Mr. Gammons, then General Manager of CBS-owned Minneapolis-St. Paul station, was called in for the duration as Director of the Washington office. It seems to be generally agreed that he has done an excellent job (the position hardly having been a bed of roses for a new man coming into Washington in wartime) and the logical conclusion seems to be that Mr. Gammons has more than an even chance to succeed Mr. Butcher, who resigned last week so that he would be able to give the necessary time to writing a book which already promises to be a best seller about his experiences under General Ike. This does not mean that Mr. Butcher has entirely severed his relations with the network as in the meantime he is down on the books as Consultant to CBS on public relations.

Furthermore, Columbia has loaned Captain Butcher his former assistant, Miss Gladys Hall, conceded to be one of the best secretaries in the National Capital, and an actress and comedienne of promise as those who attended a party Louis "WGN" Caldwell gave last Winter can testify.

A diary which Captain Butcher has kept of the spectacular rise of General Eisenhower will form the basis of the book which will be published by Simon and Shuster. In its original form the diary runs to more than a million words. Working title to the book is "Three Years with Eisenhower".

The current text was kept in loose-leaf binders, which were carried and kept in a field safe at the various headquarters and advance command posts. Two sets of microfilm copies were made and placed in separate safes for security. Captain Butcher, his publishers said, is working from one of the microfilms "blown-up" on paper.

Such exciting scenes as Mr. Butcher has witnessed, it would seem, might also later make first class radio and movie material. He represented the Supreme Allied Commander at the surrender of the Italian Fleet to Admiral Sir Walter Browne Cunningham in September 1943, and was also present at Reims, France when the German High Command finally bit the dust.

The book will be published next Winter.

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## SET MANUFACTURING RECONVERSION MAY BE SLOWER THAN HOPED

Two snags seen by the Radio Manufacturers' Association which may slow up reconversion of the radio manufacturing industry are a shortage of critical components and an uncertainty of prices which will be allowed by OPA.

WPB officials state that the present outlook, based on the assumption that the Japanese war will continue through 1945, is for a relatively small output of newradios this Fall, growing steadily to a substantial volume by the first quarter of 1946. Of course, any sudden change in the military situation, they point out, will speed up civilian production.

A note of warning to the radio industry that the first stage of reconversion will be a "trial period" and that military requirements must be met if the supplemental civilian production is to be permitted comes from Melvin E. Karns, WPB Radio Reconversion Officer, in a statement to RMA.

If the WPB Radio and Radar Division and the radio industry "fail to make certain that military requirements are fully supported", Mr. Karns said, "the civilian production may have to be set aside." He called upon the industry to observe the "spirit and intent of existing priorities regulations".

Under regulations announced last week by OPA radio set manufacturers who obtain "spot" authorization to produce civilian radio sets may either sell at their 1942 prices or apply for individual adjustments pending a determination of the industry-wide "increase factor". For this purpose a "profit factor" of 3 percent has been given radio and phonograph manufacturers to use with allowable increases in basic wage rates and material costs in applying for higher prices.

As price ceilings have not been fixed, however, on radio parts and tubes, set manufacturers are unable to calculate accurately what their materials costs may be. Cost data is just now being requested of parts manufacturers, and several weeks' delay is in prospect before these prices are determined. Parts manufacturers meanwhile cannot avail themselves for individual adjustments under the "interim" formulas announced by OPA.

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## NAB OFFICIAL ELECTED SECY OF NATL. ADVT. FEDERATION

Miss Helen Cornelius, Assistant Director of Broadcast Advertising, National Association of Broadcasters, has been elected Secretary of the National Federation of Advertising Clubs. Miss Cornelius is former Merchandise Editor of Harper's Bazaar and Survey Director of the Office of Civilian Requirements, War Production Board.

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## PRATT, OF AM. CABLE &amp; RADIO, HEADS RADIO PLANNING BOARD

Haraden Pratt, Vice President and Chief Engineer of the American Cable and Radio Corporation, was last week elected Chairman of the Radio Technical Planning Board, the world's leading engineering group concerned with the technical future of the radio industry and related services. Mr. Pratt will take office October 1, 1945. He succeeds Dr. W. G. R. Baker, Vice President, General Electric Company, who has been Chairman since the RTPB was organized in September 1943.

Long recognized as one of the leading contributors to radio, Mr. Pratt now assumes a position of even greater influence with an organization that is responsible for the scientific development of radio as applied to both communications and industry. The Radio Technical Planning Board is a non-profit group, sponsored by the Institute of Radio Engineers, the Radio Manufacturers' Association, the American Institute of Electrical Engineers, and a long list of organizations in allied fields.

Mr. Pratt, in addition to his position with the American Cable and Radio Corporation, is Vice President and Chief Engineer, Mackay Radio and Telegraph Company, All America Cables & Radio, Inc., The Commercial Cable Company; Vice President, Federal Telephone and Radio Corporation, all associates of the International Telephone and Telegraph Corporation, and is Fellow, Director, Secretary and Past President, Institute of Radio Engineers. For his distinguished service in the field of radio communications, Mr. Pratt was awarded the 1944 IRE Medal of Honor.

Other new RTPB officers elected were: Howard S. Frazier, Director of Engineering of the National Association of Broadcasters, as Vice Chairman; Will Balin, Secretary-Treasurer of Television Broadcasters' Association, as Treasurer, and W. H. Crew of the Institute of Radio Engineers as Secretary.

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## WTOP BLOWOUT REALLY KEPT 'EM IN SUSPENSE

Just before a program called "Suspense" concluded over CBS station WTOP in Washington, D. C., last Thursday night at 8:26 a power fuse was blown putting the transmitter off the air. The station switchboard was immediately flooded with telephone calls from listeners who had actually been left in suspense and wanted to know how the program came out. WTOP was back on the air at 9:04 P.M.

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## CRAVEN ANXIOUS TO DEVELOP FM; QUESTIONS PROPOSED RULES

Former FCC Commissioner T. A. M. Craven, now Vice-President of the Cowles Broadcasting Company, testifying at the FM allocations hearings on Tuesday, said:

"The Commission decided wisely with respect to the technical aspects of FM. That decision augured well for the future of FM broadcasting. It is of paramount importance that the Commission decide just as wisely for the economic aspects as it did for the technical aspects of this new service. We are anxious that FM develop rapidly."

Commander Craven, however, took exception to certain proposed regulations governing FM saying, with respect to the rules relating to ownership of FM stations by licensees of AM stations, multiple ownership, ownership of FM stations by licensees of AM stations, program duplication, and 20 channel reservations for newcomers:

"In their aggregate, these rules do not appear to be a sound basis for a wise decision. The effect of regulations such as these may retard rather than foster the rapid development of FM and wider competition in broadcasting. The reason for such an undesired probability is that the proposed regulations appear to be an attempt to control the economics of FM broadcasting at a time when such economics are undeveloped. Moreover, the rules appear to be an attempt to control competition by applying theories which are contrary to sound business principles. In their present form, they would cause men of sound judgment to hesitate more than usual before taking the risk of a new business venture."

As to ownership of FM stations by licensees of AM stations, Mr. Craven said:

"There is an implication that AM and FM are or will be identical in value as instrumentalities of mass communication. Consequently, if the same person were licensed to operate both an AM and FM station in the same community, the Commission seems to fear it would foster a tendency toward monopoly rather than toward greater competition. In our opinion, not only is this concept of AM and FM fallacious but also the fear is illogical. \* \* \* It is predicted that FM will possess better technical quality and larger service areas than most AM regional and local stations of today. Thus, it is predicted by some that the public will prefer FM and will discard AM provided FM program content is at least equal in interest to AM programs. If this concept proves to be true, the quicker the AM broadcasters modernize their plant by installing FM, the sooner the public will receive better service. Likewise, if this concept is correct, the broadcaster will desire to cease operating by a method which the public does not prefer. Thus, AM may decline in value to a vastly inferior position as compared to FM. Consequently, the Commission should encourage AM broadcasters to



modernize their plant as soon as possible and help make FM a going concern at an early date."

Regarding multiple ownership, the witness observed:

"Rule No. 3 relates to multiple ownership of FM stations. We see no harm in ownership of more than 6 stations under circumstances where public interest can be served. It is possible that in searching for a method to secure good FM service in rural areas, the Commission might desire to encourage licensees operating stations in rich markets to provide service in lean markets. In such an event, the Commission should have flexibility of action. It should not be handicapped by its own arbitrary rules. FM is too new. If evils develop, corrective action can be taken. It seems unwise at the time FM is just starting to anticipate evils which may never develop."

With respect to duplication of programs and 20 channel reservations for newcomers, Mr. Craven said:

"We do not object to 'newcomers'. In fact, we advocated the allocation of as many channels as necessary to provide for all the 'newcomers' the traffic will bear. We believe that the better the allocation makes possible the application of the doctrine of unlimited opportunity for competition, the better off radio will be. \* \* \* \*

"We do not object to utilizing the full fidelity capability of the FM system for even more than two hours. Most AM broadcasters will modernize their studios, their frequency response on all equipment between the talent and the listeners' receiver and do whatever else is necessary to get FM across. However, we cannot guarantee to be able to secure enough local talent to interest the public in both AM and FM as separate program services. We believe that if the Commission adopts the proposed rule relating to program duplication in its present form, the net result will be harmful to FM developments because the best talent may be heard over AM at a time when FM is forced to use local talent to demonstrate full fidelity capabilities. High grade talent is not available in all communities and transcriptions just won't be competitive with high grade talent brought via networks. Consequently, the effect of the program duplication rule is discouragement rather than encouragement to the development of a new art. This does not make the newcomers' burden easier."

As to station classification, Commander Craven said:

"We believe the objective should be to provide rural coverage as well as city or town coverage. This appears to be the intent of the Commission. Unfortunately, however, the proposed classification of stations and the limitations placed upon each class do not appear to be such as to insure the accomplishment of the desired objective."

"It is our opinion that the Commission should designate only one class of station and should encourage all stations to serve as large a rural area as the circumstances justify or require.

"The Commission should prescribe the service area objectives for each community. In so doing, it could likewise specify the minimum area which must be served. Applicants could then propose the ESR which would comply with the requirements of either the objective or the minimum area. Those who would serve only the minimum area would be expected to achieve the objective as soon as economic circumstances permitted. Exception to this general principle could be made when justified, such as in places like New York City, Chicago and Los Angeles' metropolitan districts."

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#### PETRILLO LOSES APPEAL IN PLATTER TURNERS' DISPUTE

The United States Circuit Court of Appeals in New York has ruled the National Broadcasting Company and the American Broadcasting Company must comply with an order of the National Labor Relations Board to bargain with "platter turners" collectively at all their stations, except Chicago, with the National Association of Broadcast Engineers and Technicians.

The Court rejected the issue raised by the Federation that the Association was a "company-dominated union".

Four months ago the NLRB decided that the Federation, which had intervened in proceedings before the Board, was the proper collective bargaining agent in Chicago for the "platter-turners", who have charge of the recorded music apparatus in broadcasting stations.

While not contesting the order of the NLRB, the broadcasting companies asked the Court for clarification of the ruling so they would be protected against strikes threatened by the Petrillo group.

The Court said it was not convinced of the necessity to restraining the Federation. Judge Thomas W. Swan, who wrote the opinion, said:

"We shall not assume that the AFM will not respect our decision. If an attempt to prevent the companies from complying with our order is made it would seem that the ordinary contempt procedures available against a person with knowledge of the decree, although not named in it, would enable the court to protect its order."

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CROSLEY SALE HEARING CONTINUES AUG. 2; STRIKE CLOSES PLANTS

Oral arguments on principal questions growing out of the sale of the \$21,000,000 sale of The Crosley Corporation of Cincinnati, including WLW, to the Aviation Corporation will be heard by the Federal Communications Commission from counsel at 10:30 o'clock tomorrow (Thursday) morning. This will be a continuation of the sessions which began last week.

While details of the sale were being settled, a strike of approximately 5,000 employees of The Crosley Corporation in Cincinnati was reported.

A spokesman for the International Brotherhood of Electrical Workers said the strike had "closed the entire" plant engaged in war production. A company spokesman said plants No. 2 and 9 were out.

The Crosley Union said through a spokesman that the action climaxed a number of grievances", among them the refusal of the plant's industrial relations director to confer with a Union Vice-President on an important matter".

The Union, several weeks ago, voted two-to-one to strike in event a new contract was not negotiated within an allotted 30-day period as prescribed by the War Labor Board, but both the Union and company announced last Wednesday that agreement had been "successfully" reached.

The company, in a lengthy statement, said the walkout violated a union no-strike pledge, and denied a union contention that an official had been "too busy" to see its spokesman.

A financial report of The Crosley Corporation and subsidiaries for the past six months showed a net profit of \$1,318,819, equal to \$2.42 a share, after \$612,000 provision for contingencies, compared with \$2,556,288 or \$4.68 a share, last year; net sales, \$55,900,287 compared with \$49,088,606.

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RCA INCREASES PROFIT

David Sarnoff, President of the Radio Corporation of America, reported Monday that the company and its subsidiaries had a gross income of \$163,300,680 in the first six months of 1945. This compares with \$156,166,006 in the same period in 1944. Provisions for Federal income taxes amounted to \$13,725,100 for the first six months of this year, against \$14,290,650 last year.

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COMMUNICATIONS MEN TO VISIT GERMANY; BROADCASTERS AUG. 15

The Foreign Economic Administration has revealed that the following group representing the communications industry will go to Germany to study German inventions:

John A. Parrott of American Telephone and Telegraph Company; Pierre Mertz and John A. Townsend of Bell Telephone Laboratories, Inc.; Todos M. Odarenko of Federal Telephone and Radio Laboratories; C. W. Hansell of Radio Corporation of America and Frederick E. Henderson and Roland H. McCarthy of Western Electric Company.

Representatives of the four major radio networks and of the various classes of American radio stations will make a three-week inspection trip in Europe in mid-August under the guidance of the War Department.

The tour group, which will visit England, France and Germany, will include Justin Miller, President-elect of the National Association of Broadcasters; J. Leonard Reinsch, Managing Director of the Cox radio stations; Robert Swezey, Vice-President of the Mutual Broadcasting System; Mark Woods, President of the American Broadcasting Company; Joseph Reams, Vice-President of the Columbia Broadcasting System, and William S. Hedges, Vice-President of the National Broadcasting Company. Col. E. M. Kirby, Chief of the Radio Branch in the War Department Bureau of Public Relations, will be the escorting officer.

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1100 HONOR COL. McCORMICK OF WGN ON 65TH BIRTHDAY

A cross-section of Chicago and Illinois gave a dinner to Col. Robert R. McCormick, editor and publisher of the Chicago Tribune and owner of Station WGN, Monday night on his 65th birthday in recognition of his contributions to Chicago and the nation.

Eleven hundred persons were at the tables in the grand ballroom of the Palmer House. Business, labor, industry, the professions, bench and bar, colleges, and officialdom, both Republican and Democratic, were represented in the gathering.

Silas H. Strawn was toastmaster and Dr. Franklyn Bliss Snyder, President of Northwestern University, was the chief speaker.

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## EMPIRE STATE PLANE PLUNGE GIVES RADIO ANOTHER BIG CHANCE

The Empire State Building crash gave radio another opportunity to be of service in a great emergency. Largely through radio, news of the tragedy was known throughout the world in almost a matter of minutes. In New York City the radio flash caused thousands to look out of their windows in time to actually see the top of the building in flames and smoke.

Mayor LaGuardia hearing four alarms of fire from 34th St. and 5th Avenue over the 2-way radio in his auto as he was arriving at City Hall, reached the scene with the firemen.

Edward Kenny, a WOR employee, saw the plane hit from the top of the station's building at Broadway and 40th Street, enabling WOR to be on the air within a couple of minutes. Stanley Lomax, WOR announcer, gave one of the best eye witness accounts. A listener within a few blocks of the Empire State Building heard what she thought was thunder but didn't know what it was until WHN cut in with a bulletin on a program to which she was listening.

So far as is known, the NBC-General Electric television mast on top of the Empire State Building was uninjured. Luckily employees in the television laboratory, a few floors above the doomed portion of the building, had not yet arrived. It is from the Empire State Building that television programs are sent back and forth to Schenectady, a distance of 127 miles. The plane itself had inquired for landing information by radio an instant before its occupants met their death.

Employees of the Communications Division of Raytheon not only heard the plane pass their building in 42nd Street, but saw the catastrophe.

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## DR. A. HOYT TAYLOR NAMED NAVAL RESEARCH LAB COORDINATOR

Rear Admiral Harold Bowen, Chief of Research and Inventions, has revealed that as a result of war experience, there will be a re-organization of the electronic work at the Naval Research Laboratory in Washington.

Four new divisions formerly operated as a single radio division under Dr. A. Hoyt Taylor will make up the new electronics organization. Dr. Taylor, who was one of the inventors of radar, has been designated Chief Consultant and Chief Coordinator for Electronics.

A pioneer in the development of radar and a well-known authority in the field of electronics and wartime applications of radio, Dr. Robert M. Page heads the newly created Fire Control Division as Superintendent.

Dr. John M. Miller has been named head of the Special Electronics Research and Development Division. He is well known for discovery of Miller effect and development of the vacuum tube bridge. Dr. Miller is a Fellow of the Institute of Radio Engineers, Yale and holds more than 20 electronic patents. After previous service at the Naval Research Laboratory, he became associated with Atwater Kent and later served as Assistant head of RCA Manufacturing Company's Research Laboratory, working in the ultra-high frequency and television fields.

A. Gebhard heads the ship-to-shore radio division.

Still in the formative stage in the electronics organization is a new airborne electronics division. R. A. Gordon has been appointed Assistant Superintendent of this division. Mr. Gordon was formerly Chief of the Aircraft Section of the Radio Division.

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#### RESTRICTIONS LIFTED FOR ELECTRONIC REPAIR PARTS

Restrictions on the production and sale of parts required for the manufacture and repair of electronic equipment, including radio sets, were removed by the War Production Board last Thursday as a major step in reconversion of the radio industry. In addition, restrictions were removed from the sale of electronic equipment when produced under WPB authorization, the agency announced.

This was affected by amendment to the WPB limitation order (L-265) controlling electronic equipment.

Although electronic equipment may now be assembled and sold under "spot" authorizations, WPB said that the public need not expect any quantity of new sets in the near future, since manufacturers must first seek WPB permission and then obtain materials and component parts before they can assemble sets and release them to retailers.

There are no restrictions on either the production or sale of component parts for electronic equipment under the amended order just issued, WPB pointed out, adding that the only remaining limitations on quantities that may be purchased are those on inventories in Priorities Regulation 1.

Manufacturers who wish to assemble the more common types of end equipment must have an authorization from WPB. Application form WPB-4000, which requires a listing of the major electronic components to be used, should be filed as soon as possible, WPB said.

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::: SCISSORS AND PASTE :::  
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Elliott's Resignation  
("Washington Times-Herald")

Elliott's resignation and his war record have no bearing on the continuing charges that he negotiated big loans for his radio business while his father was President; that he did not pay up in full or anywhere near it; that in one case (John Hartford of the A. & P.) Elliott got his father to put the clincher argument by telephone to the hesitating prospective lender of \$200,000; that in another case there has arisen a question whether F. D. Roosevelt himself viewed the presidency as a legitimate medium for the sale of public offices.

The full story of Elliott Roosevelt's financial transaction needs to be dug up and put on record for the American people to read and ponder. The people need to know what kind of man Elliott is. Both the people and history need to know what kind of man Franklin D. Roosevelt was - need the full, round, three-dimensional picture of him.

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Col. McCormick Can't See Facsimile Competing With Press  
(Jerry Walker in "Editor & Publisher")

Suppose a newspaper with 100,000 circulation (to use an easy figure) could switch to total facsimile operation . . . no presses, no typesetting machines, no stereos, no newsprint tonnage. At \$100 a set, it would mean an investment of \$10,000,000 to equip the homes of all the subscribers. Circulation revenue would come from service fees, delivery of the facsimile paper into any home being controllable.

There's also the possibility, as radio set manufacturers see it, that the general public would be willing to own a facsimile attachment, thus relieving the publisher of much of the original cash outlay, and would become subscribers to a particular paper, the set being equipped with a selective gadget.

Col. Robert R. McCormick, publisher of the Chicago Tribune and operator of radio facsimile, FM and television facilities, would dispute the proposition that newspapers should consider delivering all their circulation by facsimile. Just the other day he discussed this probable post-war development:

"I can conceive how any news conscious person on a hunting or fishing trip, or the crew of a ship, possibly people in an automobile, would like a facsimile newspaper. I can conceive that a farmer not receiving a daily paper would like to find one at breakfast time and again at supper time.

"It does not seem probable that it can compete with the newspaper when the newspaper can be delivered, for, after all, the facsimile machine will be an individual printing press. It hardly seems likely that a million facsimile newspapers, printing one newspaper per day, can be produced in economic competition with printing presses printing 40 to 50 thousand copies an hour."

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LaGuardia Bobs Up Again As Commentator Possibility  
( "Variety" )

ABC (Blue reportedly has offered Mayor LaGuardia to White Owl for a 15-minute network commentary (probably around \$1,500) program, indicating that the mayor, after bowing out of office, will definitely be available for a commercial web spot.

Chief hitch at the moment is said to be the fear that, at the last moment, LaGuardia may do a switch and throw his hat into the political ring again and run for re-election.

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Paley Sues British Paper Re Radio Luxembourg  
(Danton Walker in "Washington Times-Herald")

Bill Paley, CBS President and now an OWI Chief in Europe, is suing a British daily for stating that he's trying to buy Radio Luxembourg for his network.

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Radio Was God-send to Army Plane-Crash Jungle Survivors  
(From "Shangri-La" Diary by Wac Corporal Margaret Hastings in "Washington Post")

It took the men a long time to get the first cargo chute that had been dropped to us by the Army rescue plane out of the jungle. But its contents were priceless. It was an F-M radio, operated somewhat like a walkie-talkie.

McCullom swiftly set it up. The plane was still circling over head and Decker and I were in a true fever as we watched it and then McCullom.

"This is Lieut. McCullom", McCullom said into the mouth-piece. "This is Lieut. McCullom. Give me a call. Do you read me? Over."

Instantly and clearly, the reply came:

"This is 311 (number of circling plane) calling 925 (number of plane that crashed.) 311 calling 925. I read you 5 x 5."

That meant the plane could hear us perfectly.

I looked at McCullom and Decker. They were crying, just as I was.

McCullom reported the details of the crash and told the names of the survivors. An Army doctor in the plane overhead asked how we were.

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"Today science is the keystone of victory - tomorrow the keystone of the future." Those words were credited to David Sarnoff, President of the Radio Corporation of America in a quarter-page newspaper advertisement by Popular Science Monthly, along with a picture of Mr. Sarnoff at his desk keeping in practice on a telegraph instrument he has installed there.

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TRADE NOTES

Establishment by the Federal Government of a National War Museum which will exhibit radio and radar military equipment of historical character has been proposed by the RME Advertising Committee.

A 31-page question-and-answer pamphlet explaining the "Single Market" Plan suggested to the FCC by the Columbia Broadcasting System, is now being distributed by the network to all broadcasting stations throughout the country, to both licensees and applicants for FM stations. The pamphlet lists 38 major questions asked by station managers about the "Single Market" Plan. It is illustrated with color charts and maps, and is designed to explain why the Plan is in the interest of the public and broadcaster alike.

Preliminary questions and answers define the "Single Market" Plan. Subsequent ones reveal how the Plan functions, and why it is based on the U. S. Census of population rather than on "trading areas" as defined by various organizations.

Within the next few months WPB promises 4,000,000 radio tubes a month for civilian use. Radio tubes for the replacement market numbered about 2,300,000 in May and 3,200,000 in June, according to WPB, and are expected to reach 4,000,000 a month by the end of July.

Radio & Appliances, a new monthly for retailers, will be launched in November by the Ziff-Davis Publishing Company, Chicago.

Sylvania Electric Products, Inc., and wholly-owned subsidiary, Colonial Radio Corporation - Six months: Earnings of \$1,595,608, equaled \$1.59 each on 1,005,000 common shares, against \$849,108, or 84 cents a share, last year. Consolidated sales reached new high of \$75,821,874, up 88 percent over \$40,320,350 in 1944.

There is in preparation a review of the part radar has played in the War. Here's hoping this will not result in another series of "off agin - on agin - Finnegan" news releases such as the previous ones having to do with radar were.

Paul W. Mowrey, Director of Television for the American Broadcasting Company, told students at the University of Denver that "Television now is beginning a new and exciting era for the American public. A medium utilizing sight, sound and motion in one form of presentation is about to be launched in a serious, commercial way. The challenge with this forceful medium of giving the public the best in program service - concentrating on public service, education and entertainment - is the greatest challenge that has ever been given into the hands of the radio industry."



Oscar Katz, Assistant Director of Research for the Columbia Broadcasting System, has been named Associate Director of Research, Elmo C. Wilson, CBS Director of Research, announced last week.

Mr. Katz joined CBS in February, 1938, after three years with National Markets Analysis, Inc. He is co-author, with Dr. Ernest Dichter, CBS Consulting Psychologist on Programs, of a series of nine articles on television which recently appeared in Tide Magazine.

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The Foreign Economic Administration's Radio Advisory Committee on Exports held a meeting in Washington Wednesday, July 25, to discuss proposed relaxation of controls under WPB Order L-265 (governing electronic equipment) and the reconversion outlook FEA announced.

Other items on the agenda were discussions of the difficulties faced in the licensing of radio transmitting tubes and of general licensing problems.

The Committee consists of representatives from the radio industry, both receiving set and tube manufacturers, and independent exporters of radio equipment.

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Lord Mountbatten after a 9-year tour of duty as a wireless officer is credited with having written the British Navy's first textbook on naval receiving and sending sets and inaugurating many reforms in naval communications.

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The Federal Communications Commission granted consent to voluntary control of Symons Broadcasting Company, licensee of KFPY, Spokane, to John L. Wheeler of Los Angeles, son of Senator Burton K. Wheeler of Montana, E. B. Craney of Butte, Mont., and KIRO, Seattle. Consideration was \$348,497 for 99.8% of the outstanding capital stock.

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As a supplement of the August issue of Electronic Industries magazine, of 480 Lexington Ave., New York, a four-color chart has been issued showing all the final frequency allocations between 25 and 30 million kilocycles, as well as the allocations which have been proposed by Federal Communications Commission for the region below 25 kilocycles.

This Frequency Allocations Chart represents the first general picture of the entire radio spectrum to appear and because of the intense interest of all industries in various particular frequencies, many never before definitely allotted for specific purposes, it has been made minutely complete.

Although that portion of the spectrum lying below 25 kc is at present only a proposal of FCC it is believed that there may be no great change in that region. In any case it likely will be several months before this region below 25 kc is allocated in final form.

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