

# HEINL RADIO BUSINESS LETTER

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September 5, 1945

## FCC COMMISSIONER JETT PRAISES FM; EXPLAINS IT TO PUBLIC

One of the clearest explanations of FM that has yet been made to the listening public was broadcast over CBS recently by E. K. Jett, of the Federal Communications Commission. Although Commissioner Jett is an engineer he avoided technical terms and, judging from the favorable comments received, was very successful in enlightening his listeners. Mr. Jett said:

"Within the not so distant future - probably within the first two or three years of the post-war period on which we are now entering - large numbers of the American public will be able to take advantage of a remarkable new system of broadcasting called FM - Frequency Modulation. Credit for this development belongs to Professor Edwin H. Armstrong of Columbia University who describes his invention as 'a method of eliminating static in radio by means of frequency modulation'. Other American scientists and engineers, including some who developed Radar, which enables us to see through clouds and fog, have also contributed to the present state of development of this vastly important and interesting new kind of broadcasting.

"I imagine that most people, who have come to depend upon radio for so great a part of their news and entertainment, have heard something about FM. Some of you probably have heard FM programs, and are able to judge for yourselves the advantage of this system of broadcasting over AM, or Amplitude Modulation, which is the term for the present standard broadcasting service, now in general use. At present there are about 50 FM stations on the air. These stations are the pioneers in this new development of radio science - and they have already demonstrated - at least from the engineering point of view - that the new system of FM broadcasting is sound and reliable. Within two or three years, it is expected that some 500 FM stations - ten times the present number - will be serving the American radio public.

"FM broadcasting lies in the realm of the very short waves. Transmission will be on wave-lengths much shorter than any of those now used for general broadcasting to the public. Naturally, FM involves the use of a new type of receiver. Therefore the great majority of radio receiving sets now in use, that is, those which do not include the FM receiving band, will not be able to pick up FM broadcasts. FM also involves the use of new transmitters by the broadcasters. Whereas the older broadcasting sites usually are in low, marshy land or open fields, the new FM transmitting towers and antennas will be placed on top of high buildings or hills.



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"Because of its high fidelity characteristics, FM will be greatly appreciated by musicians and artists who present the programs, as well as music lovers the world over, who receive the programs in their homes. But perhaps the most obvious advantage of FM over AM, the present broadcast system from the listeners' standpoint, is FM's freedom from noise and static. Most of the cracklings and poppings, due to man-made interference, electrical storms and other natural causes, that often annoy listeners to AM broadcasts, will be eliminated by FM.

"A second and closely related advantage of this new system of broadcasting is the freedom of interference from other stations which operate on the same or adjacent channels. Except in rare cases interference will not be experienced within the service areas defined by the Federal Communications Commission, from stations located in the same or other cities. The service areas of FM stations will be greater than those of existing AM stations. Persons residing in urban and suburban areas and for a considerable distance beyond, will enjoy excellent reception from all stations in their locality. In many cases persons residing in remote rural areas who have difficulty in receiving AM stations will get good reception from FM stations which are located on mountain tops.

"The logical result of these features of FM broadcasting is that a great many more broadcasting stations can be built. At present there are 900-odd AM stations in the United States and there are demands for many more. The principal reason that the Federal Communications Commission has been unable to grant licenses for more AM stations is that all of the available channels are being used in most localities. With FM broadcasting, it will be possible to license more stations in a given locality. Indeed, it is believed that, by careful planning, several thousand FM stations can be authorized in this country. Furthermore, since the range of FM stations is not increased at night, as in the case of AM stations, it will be possible to utilize the same channels in all countries without mutual interference.

"Of course, just how rapidly FM broadcasting develops will depend on how rapidly you, the listeners, accept this new method of program transmissions. While I hesitate to make predictions concerning the speed with which people will shift from AM to FM, I venture the guess that within four or five years after production begins, at least half of the homes of America will be equipped to receive FM broadcasts. It is also my opinion that, in the densely populated metropolitan area, FM eventually will replace local and regional AM reception. However, the high-power clear-channel AM stations must be retained throughout the years to serve remote rural audiences which cannot get good reception from FM stations.

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"During the transition period from AM to FM most of the receivers offered for sale to the public will incorporate both systems of broadcasting. The added cost for the FM feature will not be great - perhaps no more than you have been accustomed to pay for the short-wave international broadcasting range in your existing pre-war receiver. It is, therefore, to your advantage to obtain a combination set which will receive both AM and FM when the new models appear on the market. If your present receiver is in good condition you may wish to consider purchasing an FM adapter, or a receiver capable of FM reception only. In any event I feel that more and more American radio listeners are going to want to know just what FM is; how it differs from the present AM system of broadcasting; and what effect its increasing use is going to have on radio service and programs throughout the country.

"The vast possibilities of frequency modulation broadcasting offer a clear challenge to American broadcasters and American listeners. The broadcasters assure us that, under FM, we shall continue to get our favorite programs - and perhaps to enjoy them more than ever - since reception will be considerably better. More than that, we shall be offered an even greater variety of programs as a natural outgrowth of the tremendous increase in the number of stations and the number of services possible with FM. This increase means an opportunity for even wider discussion of public issues than we now enjoy. In short, it appears that FM provides one very important means of vastly improving the service of radio throughout the United States, to all the American people."

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## RCA RESTORES DIRECT RADIOTELEGRAPH CIRCUIT WITH TOKIO

Direct radiotelegraph communication with Tokio, suspended since December 7, 1941, was restored at 7:00 A.M. last Thursday by RCA Communications, Inc., in New York, it was announced by Col. Thompson H. Mitchell, Vice President and General Manager. He said resumption of service in Tokio was under the direct supervision of the United States Army Signal Corps, and for the present the circuit would be available only for government and press messages.

At the same time, Colonel Mitchell announced that RCA Communications was authorized exclusively to receive and distribute to American networks broadcasts transmitted to this country from Tokio stations, which have been taken over by the Signal Corps. It was expected that service with Tokio would be extended shortly to include EFM (military personnel) messages and Prisoners of War messages.

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PORTER TO SPEAK AT ASSOCIATED COAST TO COAST NET DEBUT

High point of Associated Broadcasting Corporation's network inaugural ceremonies will be a two hour program 2:00-4:00 PM CWT, from Washington featuring Paul A. Porter, chairman of the FCC. Mr. Porter will open the network with an address dedicating the new coast-to-coast system to public service. Other details of the opening include talks by nationally known public figures; music by the United States school of music band and chorus, composed of 100 musicians and 40 voices; the Army Band from Fort Myer, Va.; the SPARS band from the WWDC studios; and a half hour variety program from Hollywood.

Plans have been completed by Leonard A. Versluis, president for the first affiliate meeting of the stations identified with the Associated Broadcasting Corporation in Grand Rapids, September 7 through 9th. Meeting will be for the purpose of discussing program structure for the network, as well as sales and promotional plans.

Those expected to be present are R. C. Embry, representing WLEE Richmond, and WITH Baltimore; Howard Johnson, KNAK Salt Lake City; L. W. McDowell, KFOX Los Angeles and Long Beach; Miss Helen Mobberly and Ira Walsh, WWDC Washington; Edward Hoffman, WMIN Minneapolis; Roy Albertson, WBNY Buffalo; A. G. Meyer and F. W. Meyer, KMYR Denver; James Hopkins, WJBK Detroit; Myles Johns and Michael Henry, WTMV St. Louis; Ken Church, WCKY Cincinnati; W. S. Pote, and Fred Randy, Larry Flynn, WMEX Boston; and Jerry Akers, KSAN San Francisco.

The executive staff will be augmented by the arrival of John Whitmore, Eastern Division Manager, John Hopkinson, Central Division Sales Manager, and Van C. Newkirk, Vice-President in Charge of the West Coast.

The network also announces the appointment of Miss Mary Ellen Ryan as Traffic Manager and also will handle publicity for the West Coast Division of Associated. Miss Ryan formerly was connected with Don Lee Broadcasting System as assistant to Director of Publicity and Promotion Department.

Construction of new and expanded executive offices for Associated Network is well under way and rapid progress indicates that the organization will move into their enlarged quarters in Grand Rapids by September 10th.

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Farnsworth Television & Radio Corp. earned \$251,901 or 18 cents in 3 months ended July 31 vs. \$276,654 or 19 cents a year ago.



9/5/45

RULE WOMEN D.C. WORKERS EXEMPT FROM 8-HOUR LAW

The District Commissioners have approved a decision of Corporation Counsel Richmond B. Keech that the District of Columbia's (Washington, D.C.) eight-hour law for women does not apply to broadcasting companies, thus reversing an opinion approved last year by the Commissioners applying the law to the Capital Broadcasting Co. which operates Station WWDC.

Six local stations, which submitted briefs contending they were not covered by the law, have been notified of the decision.

The original decision holding the Capital Broadcasting Co. responsible for the provisions of the eight-hour law was approved by the Commissioners on August 11, 1944. On May 22 of this year the Minimum Wage and Industrial Safety Board, during a meeting with representatives of the broadcasting companies, agreed to withhold action against any company until briefs had been filed with the corporation counsel.

This new decision of Mr. Keech agreed with the companies that radio broadcasting was different from telegraphic operations, which are covered by the law.

"This office," Mr. Keech said, "is impressed with the argument, not heretofore considered, that the broadcasting business, as distinguished from any mechanical devices it may employ, is entirely different from the telegraph or telephone business.

"While telegraph and telephone companies are engaged in the transmittal of messages, the broadcasting business is akin to a combination of newspaper work and theatrical work, in that news is gathered and entertainment acts assembled for wide public dissemination, which brings into millions of homes that which the public receives otherwise through the medium of the theater and the press."

Mr. Keech added "the very fact that the broadcasting business was entirely unknown at the time of the passage of the female eight-hour law might, of itself, be persuasive that Congress could not have intended to include it in the use of the terms employed by the act."

The Washington stations affected by the ruling, besides WWDC, are The Evening Star Broadcasting Co. (WMAL), the WINX Broadcasting Co., the Cowles Broadcasting Co. (WOL), the Columbia Broadcasting System (WTOP), and the National Broadcasting Co. (WMAL).

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The RCA Music Library Service has added recorded music from the National Broadcasting Company's extensive Thesaurus Library, listing more than 4,000 titles, to its current catalogue of records available for industrial sound system broadcasting.

9/5/45

## PHILCO PLANS LONGEST PRODUCTION LINE FOR \$1,000,000 PLANT

With special ground-breaking ceremonies, John Ballantyne, president of Philco Corporation, last week in Philadelphia officially marked the beginning of work on an ultra-modern plant which he said will feature the longest continuous radio production lines in the world.

"The new plant will contain 300,000 square feet of floor space, will cost upwards of a million dollars, and will provide eight parallel conveyor lines for high-speed manufacture of console radios and radio-phonographs," Mr. Ballantyne stated.

It will cover the entire block from Westmoreland to Ontario at C Street and will adjoin the main Philco plants in Philadelphia.

"Philco engineers have designed many new features for this plant, which will include three floors and a mezzanine," Mr. Ballantyne pointed out. "All materials will flow into special receiving and inspection areas on the first floor. Production will start on mechanically conveyORIZED moving assembly lines at the north end of the building on the third floor. Completed chassis will be assembled with cabinets and such parts as record-changers on moving lines which extend for about 500 feet along the second floor. Finished consoles and radio-phonographs will be loaded on freight cars at a siding beside the north end of the second floor."

A novel U-shaped pattern for the flow of production through the top two floors of the new plant will make possible continuous movement of materials through the various assembly operations. Testing and inspection will be streamlined, with such features as a central "cage" for piping test signals of various frequencies, AM and FM, to positions along the production lines. New test equipment containing improvements developed by Philco engineers who did wartime radar research will assure the high quality performance and tone of new consoles and radio-phonographs manufactured by the world's largest radio manufacturer.

Assisting Mr. Ballantyne in the ground-breaking ceremony were William Balderston, vice president in charge of operations, and Joseph H. Gillies, vice president in charge of radio production for Philco.

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## B & O ORDERS RADIO PHONES

The Baltimore & Ohio Railroad has placed an order for radio telephone equipment with the radio division of the Bendix Aviation Corporation, the carrier announced yesterday. The new equipment will be placed in the Baltimore & Ohio yard at New Castle, Pa., and is expected to be in operation by Oct. 1.



SURRENDER ANOTHER BIG BREAK FOR RADIO; PEAK AUDIENCE

The capitulation of the Japanese to General MacArthur last Saturday night was one more lucky strike for broadcasting. The man with a radio set was taken right aboard the Battleship Missouri and heard everything in connection with the signing of the surrender papers plus the addresses of President Truman, General MacArthur and Admiral Nimitz.

The listening audience was one of the largest ever to tune-in on a program in the Capital in the opinion of Bryan Rash, director of special features of WMAL, American Broadcasting Company outlet in Washington.

Telephone officials said at 9:30 p.m., when the program began, that calls dropped sharply and did not become normal again until the broadcast was over.

The telephone switchboard of The Washington Star, a good barometer of Washington's interests, reported only one incoming call while the actual signing was being broadcast.

Due to atmospheric and other conditions the broadcast itself was not as impressive as might have been expected. For one thing the announcer aboard the Missouri, no doubt having plenty of troubles of his own, was obliged to speak in such low tones to keep from interrupting the ceremony, and talked so fast that at times it was impossible to understand what he was saying. "Must be Japanese" one listener remarked.

General MacArthur proved to be a good speaker, though his talk seemed a trifle long drawn out for the radio. Admiral Nimitz was briefer. President Truman seemed a little more at ease at the microphone than in previous appearances. However, all the speeches would have stood some editing and the account of the ceremonies read better in the paper the next day than they sounded over the air. Television would have helped a lot in that particular event.

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NBC has had printed and is distributing the statement made by Niles Trammell, president of NBC, before the FCC recently. Titled "Commercial Rules and Regulations for FM Broadcasting" the pamphlet carries this introduction:

"NBC feels certain that all concerned with new developments in the field of broadcasting are interested in the network's attitude toward Frequency Modulation.

"No exposition could be more clear than the testimony of Niles Trammell before a recent hearing of the Federal Communications Commission. It is reprinted for convenient reference."



## CONGRESS TO END WAR TIME; TRUMAN FOR STATE TIME CONTROL

One of the first things to be put up to Congress when it reconvenes today (Wednesday) will be to abolish war time. An act of Congress is necessary to restore the clocks to the one hour earlier time prevailing before the war. President Truman is expected to include this recommendation in his message to Congress today. Stating that war time is no longer justified as a power and fuel saving measure J. A. Krug of WPB said that on a national basis war time has made possible a saving of 1,500,000 kilowatt-hours in the power load.

President Truman believes the matter of regulating time should be given back to the states. For the sake of uniformity Congress may seek to continue to hold the power. Says the Washington Post:

"Ultimately, therefore, Federal control over time may be found desirable to provide for uniformity among the official clocks in each of the Nation's four time zones. This would not necessarily mean that factory and white collar workers, merchants, service tradesmen and others who desire to start and end their labor an hour earlier in summer time could not do so. It would mean only a general shifting of starting and quitting times with the change of seasons in place of the legal self-deception of making our clocks say 12 noon when the sun is still an hour away from high meridian."

Detroit has already kicked over the traces by declaring it was going back to standard time regardless. Numerous bills are pending in Congress calling for war time repeal.

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## RADIC NOT OLD ENOUGH TO CEASE PIONEERING SAYS BBC HEAD

Appraising the post-war situation William J. Haley, Director General of the British Broadcasting Corporation said:

"The BBC must not cease to innovate..Listeners will be tolerant towards experiment (even though not always successful) for it is only out of ceaseless experiment that still better broadcasting will come. Radio is still a new art. Twenty-two years is no time in which to cease to be pioneers.

"The BBC promised listeners well over a year ago that whenever VE day came it would within ninety days thereafter take the first step towards a return to normal broadcasting. On Sunday, July 29, VE plus 82, the BBC made good that promise. From then on listeners in the United Kingdom will have at their service ten wavelengths, against the twelve they had before the war. Technicians have studied the best use to which these wavelengths can be put, benefiting the greatest possible number of people. The BBC has served the nation at war. It will do so as resourcefully, as energetically, and as imaginatively through the years of peace."

## FCC STATES POLICY FOR PROCESSING FM APPLICATIONS

Moving toward an expeditious processing of the large number of applications on file for new FM Broadcast Stations throughout the United States, and to effect procedures for shifting of existing FM stations to the new band of frequencies (92 - 108 mc) assigned to this service, the Federal Communications Commission Tuesday announced that it was sending letters to present holders of licenses and of construction permits and to pending applicants for new FM stations. The Commission announced that procedures relating to Television, and Developmental and Non-commercial Educational FM stations would be announced at an early date.

Three types of letters are being sent to FM licensees, permittees and applicants as follows:

1. Existing licensees, 46 in number, are being placed on notice that the Commission proposes to shortly issue to each an authorization for a specific operating assignment in the new band, and that equipment tests shall commence no later than December 1, 1945, and regular program service by January 1, 1946. The Commission recognizes that equipment may not be presently available for operation with the radiated power specified. Accordingly, licensees will be permitted to operate with less power until such time as materials and equipment are obtainable. Moreover, until such time as it appears that receivers for the new band are generally available to the public and owners of existing receivers have had the opportunity to adapt or convert them to the new band, licensees will also be permitted to continue operation on their existing assignment in the old band. However, when receivers and converters are available for the upper frequencies, dual operation will be terminated.

2. Present holders of outstanding construction permits, 7 in number, are being asked to file current financial and ownership data. After the receipt of such information, the Commission will issue to each permittee a modification of his construction permit for a specific operating assignment in the new band which will require that equipment tests commence no later than January 1, 1946, and regular program service by February 1, 1946. The Commission recognizes that equipment may not be presently available for operation with the radiated power specified in these modified construction permits. Accordingly, operation will be permitted with less power until such time as materials and equipment are available.

3. Other applicants.--Pending applicants for new FM stations--approximately 500 in number--and persons who intend to file applications are asked to file their applications or bring them up to date as soon as possible before October 7, 1945. This will enable the Commission, after October 7, 1945, to make as many grants as would be consistent with the availability of frequencies and other public interest factors. Recognizing the difficulty that applicants may have in submitting complete engineering information by such date, the Commission's procedure contemplates the granting of a substantial number of FM applications conditionally subject to the filing of such data at a later time.

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### CBS POST-WAR CAPITAL RADIO WORKSHOP CONVENES

A 10-day radio post-war workshop conference for District of Columbia school teachers opened Tuesday at Wilson Teachers' College in Washington, D.C.

Under joint sponsorship of the Columbia Broadcasting System, District public schools, and Station WTOP, the workshop will instruct teachers in radio script writing, production, and other aspects of radio education, and tell them how to utilize it in the school classroom.

Among those who will participate will be Dr. Lyman Bryson, CBS Director of Education and Civic Affairs, Carl J. Burkland, general manager, WTOP; Martin D. Wickett, program director, WTOP; Bill Henry, CBS World News staff; Clyde M. Hunt, WTOP chief engineer; Roy Passman, manager of program operations, WTOP; Mrs. Elizabeth Grove, director, script division WTOP.

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### WEISS OF DON LEE TO SERVE ON L. A. RECONVERSION COUNCIL

Lewis Allen Weiss, vice-president and general manager of the Don Lee Broadcasting System, has been named a member of the Citizens Reconversion Council of the Los Angeles Chamber of Commerce. The council was created to help speed reconversion of business and industry to peacetime operation.

Mr. Weiss and Willet H. Brown, vice-president and assistant general manager of the network, will attend the meeting of the Board of Directors of the Mutual Broadcasting System in New York September 10 and 11. Following the meeting, Brown and Weiss will return by way of Washington, D.C.

En route to New York Mr. Weiss will stop over in Salt Lake City, where he will attend the opening of Station KALL. While in Utah, he will address the Salt Lake City Rotary Club, the Ogden Rotary Club, and will also talk before a luncheon meeting of agency men and advertisers. KALL is a member of the Intermountain network, part of the Mutual Broadcasting System.

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Section 1349 of New York's penal law would seem to be worthy of the attention of radio broadcasters. It makes it a misdemeanor for anyone wilfully to give a newspaper false information on a fact with the intention of having it published.

George Morrill, of Ilion, N.Y. was recently convicted under this section for giving the Utica Press a false report that his mother was dead. The mother called up to correct the report. No reason was given for Morrill's act.



## FCC ACTION

KBST, the Big Spring Herald Broadcasting Co., Big Spring, Texas, today granted construction permit to increase power from 100 to 250 watts and make changes in transmitting equipment. WINK, Fort Meyers Broadcasting Co., Fort Meyers, Fla., granted renewal of license until August 1, 1946. WBT, Columbia Broadcasting System, Inc., Charlotte, N.C., granted construction permit (Chairman Porter not participating, Commissioner Durr voting "no"), to install directional antenna for night use, and modified action of August 21, 1945, approving transfer of ownership of WBT from Columbia Broadcasting System, Inc. to Southwestern Broadcasting Co., upon condition that transferee will forthwith take steps to construct a directional antenna which will afford appropriate protection to station KFAB. Sarkes Tarzian, Bloomington, Indiana, granted construction permit for new developmental broadcast station to operate on frequencies that may be assigned by the Commission's Chief Engineer from time to time; Emission: A0 and A3; transmitter: Composite; Power 500 watts.

Applications received by the Commission include: WSPR, Inc., Springfield, Mass., for construction permit to increase power from 1 kilowatt day and 500 watts night to 1 kilowatt day and night. Central Florida Broadcasting Co., Orlando, Fla., construction permit for a new standard broadcast station to be operated on 740 kilocycles, power of 1 kilowatt and unlimited hours of operation. Curtis P. Ritchie, Pueblo, Colo., for construction permit for a new high frequency (FM) Broadcast Station and Frank C. Carman, David G. Smith, Jack L. Powers and Grant R. Wrathall, d/b as Utah Broadcasting and Television Co., area of Salt Lake City, Utah, for construction permit for a new relay broadcast station to be operated on 1622, 2058, 2150, 2790 kilocycles, 250 watts power.

Application for renewal of standard broadcast station license received: E. L. Allen, Alamosa, Colo, KGIW.

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## WANAMAKER TO HAVE TELE STUDIOS; OTHER N.Y. STORES MAYBE

John Wanamaker Department Store in New York in connection with DuMont is to install three television studios. It is reported that Lord & Taylor and other stores may follow suit. Wanamaker's announced their installation as follows:

"The world's largest Television Studios will be built in the John Wanamaker store at Broadway and Ninth Street. Construction will start immediately and these studios will be ready for regular Television broadcasts about December 1, 1945. Maintaining a position of leadership, we announce the completion of arrangements with Allen B. DuMont Laboratories, Inc., to transform the historic auditorium with its famous concert organ to bring you education, culture, entertainment and news by this greatest of the arts -- TELEVISION. Three large studios -- more than 500,000 cubic feet of space -- in the John Wanamaker store will become Television's natural home.

"In this first presentation of Television programming by a department store, thousands of our customers will be able to look in on daytime rehearsals during store hours. Evening broadcasts will require tickets obtainable free from John Wanamaker and from DuMont's Television Station WABD, by mail or in person."

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#### CEILING INCREASE FOR RADIO EQUIPMENT, TUBES AND PARTS

Price Administrator Chester Bowles last Friday announced that ceiling prices for radio receiving tubes and parts sold for installation as original equipment in radio sets are being increased five to 11 per cent.

The higher prices are provided through increase factors that tube and parts manufacturers may use in computing their ceiling prices under the OPA reconversion pricing program.

This program provides for adjustment in ceiling prices for manufactured goods and products that have been out of production during the war.

The increase factors for radio tubes and parts sold for use as original equipment in radio sets will be formalized shortly in pricing orders to be issued by OPA.

"The reconversion pricing factors will permit radio tube and parts manufacturers to determine quickly their new ceiling prices for post-war production, and, at the same time, permit manufacturers of completed domestic radio sets to calculate quickly what their costs will be for sets returning to market," Mr. Bowles said.

The Price Administrator emphasized that the increase factors are for use only in computing ceilings for radio tubes and parts sold for use as original equipment in the manufacture of radio sets.

Radio tubes and parts for replacement in the repair of sets are not affected by the action and continue to be the highest prices sellers charged during March 1942.

"We were required to do a fast job in setting these increase factors because we did not want price to be any impediment in the quick return of radio set production," Mr. Bowles declared.

"It was less than three weeks ago that Japan decided to surrender in the Pacific war, and right up to that time the radio tube and parts industries were 100 per cent engaged in war production. The end of the war, as you know, came very suddenly, and up to that time few manufacturers had supplied us with cost data.

"Full and complete financial data were quickly supplied by the radio tube industry when OPA requested cost data for use in determining reconversion price increase factors. The increase factor



we are providing for original equipment radio receiving tubes is 10.4 per cent, and was calculated on the basis of cost figures submitted by more than 86 per cent of the radio tube industry.

"In other words, original equipment tube reconversion ceiling prices are the individual manufacturer's October 1-15, 1941 ceiling prices plus 10.4 per cent.

"Less complete financial data, however, were supplied by manufacturers of parts other than tubes when requested by OPA. As a result, we are being forced to provide factors for parts other than tubes that are 'interim' increase factors. If for any items, they should prove too low, we will be ready to adjust the parts increase factors upward later. However, we will adjust them upward only if additional cost data are supplied us by parts manufacturers, and such cost data demonstrate a need for higher prices."

The increase factors for original equipment radio tubes and parts are as follows:

Radio receiving set tubes - 10.4 percent; coils for radio equipment - 11 percent; radio transformers and chokes - 11 percent; variable capacitors - 9 percent; speakers and speaker parts - 9 percent, and fixed capacitors - 7 percent.

Parts for electric phonographs and radio phonograph combinations - 7 percent; resistors, all types - 5 percent, and all other radio parts, as covered by Maximum Price Regulation 136 - Machines, Parts and Machinery Services - and not explicitly covered above - 5 percent.

To calculate his ceiling price for a radio tube or part sold for use as original equipment in a radio set, the manufacturer takes his October 1-15, 1941, price for the part and multiplies it by the increase factor. The sum of the resulting figure and the October 1-15, 1941, price is the manufacturer's reconversion ceiling price.

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#### STAMFORD HEARING AGAIN RAISES NEWSPAPER OWNER QUESTION

The FCC Monday designating for a hearing the application for consent to voluntary assignment of the license of Station WSRR in Stamford, Conn. from Stephen R. Rintoul to the Western Connecticut Broadcasting Company, once more brings up the question as to whether all of the stations in a city shall be newspaper owned. Commissioners Jett and Walker voted in favor of the grant.

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The new duties of Byron Price, former director of censorship, who will go to Germany to advise in public relations, will likewise include radio and press in his studies.



"IS HE IS? OR IS HE AIN'T?"

"Porter Declares Radio Programs Left up to Stations".  
(Headline in Broadcasting Magazine, September 3.)

On the same date the following advertisement for an article in the October issue of the American Magazine appeared in the Washington Star: "Radio Must Grow Up, by Paul A. Porter, Chairman, Federal Communications Commission -- You own the airwaves. It is yours to decide what the broadcasters will give you. Offensive announcements and silly chatter must go, says the Government's chief radio monitor. In this article, our new Chairman of the Federal Communications Commission points out the bad taste that spoils otherwise enjoyable programs. He calls for discussion of ways to improve broadcasting as a service to the nation."

Pay your money and take your choice!

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BIG CHIEF GARDNER COWLES; SIOUX ALSO ADOPT ADMIRALS

Admiral William D. Leahy, whose agile step masks his 70 years, joined today in a dance by Sioux Indians, who gave him a Sioux name meaning "Leading Eagle." The ceremony was held at the Midwest Farmer Day celebration put on by WNAX, Cowles' station in Yankton, S.D., the Associated Press reports.

Rear Admiral Joseph James Clark, one of three naval dignitaries to be made an honorary Sioux Chief, was the first to join the dance. Admiral Leahy carefully watched Admiral Clark who is part Cherokee, and then joined in himself.

To Admiral Clark the Indians gave the tribal name of "Thunderbird," while Rear Admiral Harold B. Miller was dubbed "Flying Charger." Also made an honorary Sioux Chief was Gardner Cowles of Des Moines, president of the Cowles Broadcasting Company, which sponsored the Midwest Farmer Day celebration.

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The Navy's newest fleet auxiliary vessel, a barracks, radar repair and supply ship, was commissioned at the Eureka Shipyards at Newburgh, N.Y. Saturday.

The ceremonies were held a few hundred feet from George Washington's Newburgh Revolutionary War headquarters.

The new ship, the USS Cuttyhunk Island, sailed for active duty in Pacific waters within an hour after being commissioned.

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::: SCISSORS AND PASTE :::  
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Avers Mrs. R's Radio Pay was \$35,000 to \$119,000 a Year  
(Willard Edwards in "Washington Times-Herald")

A report was received here that Mrs. Eleanor Roosevelt, widow of the President, is considering the acceptance of a radio-speaking contract calling for a weekly salary larger than she ever received during her 12 years' occupancy of the White House.

The report came as Treasury agents continued their inspection of the income tax returns of Mrs. Roosevelt in connection with the investigation by the House Ways and Means Committee into the large-scale borrowing of her son, Elliott. The earnings of another son, James, are also under scrutiny.

The inquiry thus far has disclosed that the former First Lady amassed approximately \$900,000 in the 1933-1945 period from her daily column, radio, speaking engagements, a monthly magazine article, approximately 75 other magazine articles, and three books.

From 1934 to 1938, Mrs. Roosevelt was permitted to deduct 100 per cent of her charitable bequests from her taxable income by virtue of a 1934 ruling from Robert H. Jackson, then Assistant Attorney General, who was promoted by President Roosevelt to be Solicitor General in 1938, to be Attorney General in 1940, and to the Supreme Court in 1941.

There was a storm in Congress in 1937 over this special ruling which exempted Mrs. Roosevelt from the legal specification that only 15 per cent of one's income may be deducted for donations to charity. In 1938 she announced that she would thereafter abide by the income tax law as it applied to the rest of the nation's taxpayers.

Mrs. Roosevelt brought to the White House in 1933 what her close friends conceded was an unusually poor speaking voice and no unusual literary talents. But in her first year as First Lady she collected \$36,000 for radio talks. The following year her radio income leaped to \$119,000, a shoe company acting as sponsor for her broadcast comments. Subsequent sponsors included a soap company and a coffee bureau, and her radio income never fell below \$35,000 annually, according to reports.

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Airborne Broadcasting Proposed at 1/13 of Present Cost  
( "New York Times" )

Growing out of cooperative research on the part of the Westinghouse Electric Company and the Glenn L. Martin Company, the project for broadcasting television and frequency modulation radio programs from airplanes cruising 30,000 or more feet aloft opens many interesting possibilities. The plan stems from the limitations which restrict such programs emanating from transmitters on the



ground to the distance of the horizon. The high-frequency waves which carry television and FM do not follow the curvature of the earth. For this reason the problem of securing wide coverage for broadcasts in these fields has seemed to entail heretofore extremely costly systems of relay from station to station, with each transmitting point able to reach only a diameter of about fifty miles.

Scientists of the Westinghouse company, notably a young radar expert from Texas, Charles E. Nobles, based experimentation on the fact that the higher the transmitting source the greater would be the radius. They found also that much less distortion might be expected from a system in which the program originating on the ground was beamed to the cruising plane and thence transmitted. At 30,000 feet the radius of each flying transmitter would be 211 miles. Fourteen airplanes could cover adequately 78 per cent of the area of the United States. William K. Ebel, vice president in charge of engineering for the Martin company, has developed the necessary features for the transmitting plane.

It is believed that aircraft in this new role would save the expense of hundreds of ground stations and assure more faithful reproduction of the types of broadcast affected. Moreover, one kilowatt of power at 30,000 feet would deliver a signal as strong as fifty kilowatts on the ground. Already tubes are available to furnish one kilowatt even for color television of high definition. The cost of operating a single plane has been estimated at \$1,000 an hour, as against \$13,000 for a sufficient number of ground stations to cover the same area.

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#### Radio Was on the Job at Empire State Building Disaster ( "Fire Engineering" )

Both short wave fire and police and commercial radio played important roles in the Empire State Building emergency. The Mayor received notification of the crash via short wave radio in his police car, as he was entering the City Hall. The fire department used its own radio - Station WNYF - to direct fire and rescue operations and summon ambulances. The Department's walkie-talkie, operated by members of Rescue 1, was reported to have given invaluable service in maintaining communications between fire fighting units, - communications which could only have been maintained by radiotelephone in view of the extent and nature of the fire area and department operations.

All of New York's commercial radio stations carried running and graphic stories of the disaster. WOR's air conditioning expert, Edwin P. Kenny, was taking his morning weather readings atop the twenty-five story building at Fortieth Street and Broadway when he saw the accident. Rushing to the studios below he informed the announcer, Ed Pearson, who put it on the air at 9:49 a.m. In a matter of minutes the news was being broadcast by the networks throughout the nation. Actually, one of the Fire Engineering editors heard the first announcement of the disaster in Toledo, O., over one of its local stations within ten minutes of the time of the crash and two minutes later was talking with New York observers over the long distance phone. Such is the efficiency of modern communications.

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Broadcast Measurement Bureau reports on the first anniversary of its founding that it has 540 subscribers representing a grand total of \$825,810.

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The reopening of direct radiotelegraph communications between the United States and Tokyo officially took place Tuesday, Aug. 28, when the facilities of the Mackay Radio and Telegraph Company were placed in operation for the first time since Pearl Harbor. Radiotelegraph services over the Mackay circuit initially will be limited to official military and government, press, and prisoners-of-war messages it was announced by Admiral Luke McNamee, president of Mackay Radio.

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The FCC granted the applications of Radio Corporation of America for construction permits and licenses for four new Experimental Class 2 portable radio stations to operate on an experimental basis only in connection with the development and testing of a system of wide-band, multi-channel radiocommunication, and to conduct other related experimental operations. In addition to observation on equipment performance, propagation on super-high frequencies will be studied under actual operating conditions and data taken to obtain evidence of horizon and beyond horizon transmission path capabilities, to ascertain diurnal, atmospheric and other influences on the communication ranges as well as characteristics during magnetic disturbances and lightning storms and to determine the seasonal variations in propagation with particular reference to the effects of refraction. The terminal stations are to be located in Philadelphia or in Camden, N. J.; and on the Continental Bank Building, New York City.

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The Commission granted the application of the University of Chicago (Cosmic Ray Laboratory) for a new Experimental portable mobile radio station, aboard a free balloon, within a 350 mile radius of Chicago, Illinois. The Composite type transmitter will be installed on a free balloon which is to be sent aloft for the purpose of obtaining scientific information regarding the nature of penetrating radiations in the stratosphere. The applicant believes that radio-equipped balloons would greatly facilitate investigations of cosmic rays, and proposes to develop radio sounding apparatus for the transmission of cosmic ray data from free balloons, thus eliminating the procedure of locating and recovering this apparatus after a balloon flight has been completed.

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Stuart MacHarrie, former account executive of the American Broadcasting Company, New York, has been named account executive of the general sales office of WLW at Cincinnati.

George Jeneson, commercial traffic manager of the WLW sales department, is being transferred to the New York sales office of WLW.