

HEINL RADIO BUSINESS LETTER

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September 19, 1945

THE WAR OVER, WESTINGHOUSE RUSHES STRATOVISION TESTS

Termination of war contracts in the Westinghouse Industrial Electronics Division in Baltimore has brought immediate expansion of the Engineering Section which is building first Stratovision units for flight tests of this newly announced system of airborne television and FM radio transmission, according to Walter Evans, Vice-President in charge of all Westinghouse radio activities.

Headed by Charles E. Nobles, 27-year-old radar expert who devised the plan, the enlarged section will devote full time to development and production of transmitting and receiving equipment for airborne field tests to be made in cooperation with The Glenn L. Martin Company, co-developers of the system, Mr. Evans said.

"Early work on Stratovision was seriously hampered by our heavy volume of military radio and radar production", he explained. "This top-priority work forced us to delay active development, although technical data compiled in radar research and production forms the backbone of Stratovision.

"Easement of restrictions on manpower and materials now enables us to assign a full-time engineering section to rush equipment for flight tests and all indications are that they will be well under way before snow flies. Detailed field strength measurements will be made to verify and expand data already at hand.

"Negotiations already are under way seeking to secure a suitable high-altitude plane from surplus war stocks so that tests may be begun at once. Tentative designs for the final Stratovision plane, now on the Martin boards, will be revised if necessary to incorporate any changes recommended by these tests."

"We are making good progress with Stratovision", Mr. Evans continued, "but even this pace will not enable us to employ the many war fliers -- veterans of service on fighting fronts all over the world -- who already are flooding us with applications for positions as Stratovision pilots. All early tests will be with pilots of the Martin Company."

Announced only last month, Stratovision would employ transmitters flying six miles in the air to "push back" the horizon and thus extend the coverage of television and FM radio waves which travel only to the horizon. Eight airplanes, each carrying four television and five FM transmitters, would form a coast-to-coast network. Six additional planes, strategically located would extend coverage to 51% of the nation's area and 78% of the population; and 100% coverage could be attained by adding still more planes.

Says Westinghouse:

"The plan has been widely acclaimed as the only system yet advanced which will bring television and FM to quick maturity by making programs available at once to vast small-town and rural audiences now denied these services because of basic economic handicaps."

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COL. ALBERT L. WARNER TO HEAD NEW WOL NEWS BUREAU

With WOL, Cowles' Washington outlet, recognizing the importance of Washington as a news center, plans have been made for a new news bureau.

Selected to head the bureau is Col. Albert L. Warner, who up to now has headed the Army's War Intelligence Division of the Bureau of Public Relations since July of 1942, and who has formerly been both President of the White House Correspondents and Radio Correspondents. During a period of two years Colonel Warner, in his official capacity with the Bureau of Public Relations, reported to the Nation on the War Department every Sunday through the Army Hour.

Colonel Warner has been associated with the news of the Nation's Capital since 1930 and is considered one of the capital's best-informed newsmen. He formerly headed the Columbia Broadcasting System's Washington Bureau.

WOL's News Bureau aims to have the most complete radio news setup in the Washington area. Among those joining the staff will be Russell Turner, and Loren Pope. Mr. Turner has served as Assistant Editor for the past thirteen years of the United Press Washington Bureau. Mr. Pope comes to the WOL News Bureau after eight years on the Washington Star.

The WOL News Bureau's foreign coverage will be furnished in the European Theater by Kathryn Cravens, said to be the only woman correspondent ever accredited to an individual radio station, who will report on war criminal trials; and George Grim, Cowles' correspondent, who reports weekly on all phases of rehabilitation. In the Pacific Theater, William Winter is the WOL correspondent and news commentator.

Complete alterations are being made in the Washington studios of WOL to accommodate not only the WOL News Bureau but to give added studio space.

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ADJUSTABLE PRICING ORDER ISSUED FOR ALL RADIO PARTS

Manufacturers of all radio and radio phonograph parts except radio tubes, metal stampings, screw machine products and cabinets were authorized by the Office of Price Administration Tuesday to make delivery of original equipment parts to radio set manufacturers at prices that may be adjusted upward later when final reconversion pricing factors, now under study, are determined.

The adjustable pricing may be used only for parts sold for installation as original equipment in radio sets.

In addition, no manufacturer may use adjustable pricing unless he has filed with OPA a list of the prices he actually used in March, 1942, in sales of original equipment parts for radio receivers, electric phonographs, and radio phonograph combinations, and modifications of such parts.

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

The adjustable pricing order is being issued to facilitate production and delivery of parts to radio set makers, and permit set manufacturers to go ahead with output of new sets.

"As soon as sufficient parts manufacturers file with us requested cost data on original equipment parts, we plan to issue final increase factors to replace the interim factors announced August 31, 1945, (See press release OPA - 5877)", OPA said. "Members of the Radio Parts Industry Advisory Committee have told us cost data will be filed with us promptly."

The adjustable pricing does not apply to radio tubes because a final reconversion pricing increase factor of 10.4 percent was announced for tubes on August 31, 1945. Final increase factors of eight percent have been announced for metal stampings and screw machine products.

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CHATTERTON PROMOTED TO MACKAY RADIO ASST. V-P

James T. Chatterton, Commercial Manager of the Mackay Radio and Telegraph Company, has been elected an Assistant Vice-President. Mr. Chatterton, a native of Chicago, joined Mackay Radio in Chicago in 1933 as an operator and after being advanced to District Manager there, was transferred to the Washington office of the company in the same capacity. A native of Chicago, he was graduated from the Law School of Loyola University in that city and is a member of the Illinois Bar Association.

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CAPITAL TV PERMITS HELD UP PENDING 500 FT. TOWER ORDER

The fact that the Federal Communications Commission has under consideration a requirement calling for all television towers to be 500 feet above the average terrain in a 10 mile radius has caused the Board of Zoning Adjustment in Washington, D. C. to defer final action until September 27th on the applications of the National Broadcasting Company and Bamberger Broadcasting Services, Inc. for television towers.

Paul Porter, FCC Chairman, said the minimum height regulation is to insure that the relatively few television stations which can be authorized will provide adequate service to their communities. If the FCC adopts the new regulation public hearings of the Zoning Committee to consider plans for local stations are expected.

The original applications, heard last month by the Board, called for a 350-foot tower on a 200-foot site behind the Wardman Park Hotel for NBC and a 300-foot tower on a 406-foot site for Bamberger at Fortieth and Brandywine Streets, N.W., about a half a mile north of the Washington Cathedral. Since this would give Bamberger approximately 150-foot greater height than NBC, the Board called the companies in to justify their requests.

NBC spokesmen said they did not wish to withdraw the present application. It was testified by Raymond Guy, NBC engineer, that the 500-foot requirement would call for a 475-foot tower, with a 50-foot pole. Construction of the tower to the additional height would require a new public hearing, it was said.

The Bamberger application would not be affected by the 500-foot rule, if adopted, representatives of the company said.

After the hearing last month, the Board of Zoning Adjustment announced it was prepared to approve the sites but that additional evidence should be submitted on the tower heights. Both companies have submitted engineering data, attempting to show the so-called "shadow areas" where reception would be poor.

Meanwhile, construction has started on a 75-foot antennae tower atop the Harrington Hotel, 11th and E Streets, N.W., where a television studio will be opened on the 10th floor by the Allen B. DuMont Laboratories, New York. The tower is being constructed in anticipation soon of an FCC permit to operate a commercial television station. Construction is expected to be finished within 30 days.

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RMA PROTESTS TO CONGRESS THAT OPA DELAYS RECONVERSION

Reconversion of the radio industry to civilian production is stalled, with wide unemployment, because of the OPA pricing policy, with a delay of several weeks, at least, in prospect. Tube, parts and cabinet manufacturers generally are refusing orders from set manufacturers, and the industry is unable to proceed with civilian production because of the OPA pricing policy, based on Oct. 1941 levels, which precludes recovery of all actual production costs.

The radio manufacturing industry appealed to Congress for relief after its leaders had held a series of conferences with OPA officials. RMA, through President R. C. Cosgrove and Executive Vice-President Bond Geddes, detailed the industry's general suspension of civilian radio production to Senator Mead, of New York, Chairman of the Special Senate War and Reconversion Investigating Committee. Senator Mead promised immediate action with OPA and also a committee investigation, preliminary to formal committee hearings which the Senator said may be held. RMA members also are making direct appeals to their Senators and Representatives, supplemented by similar action of labor union leaders.

That OPA continues firm in its price program, which is a major administration policy backed by Director John W. Snyder of the Office of War Mobilization and Reconversion and also by President Truman, was indicated at industry conferences. This OPA policy also is being applied generally to other industries. These also are appealing to OPA and to Congress. Dealers and distributors also are vigorously protesting the OPA policy requiring absorption of OPA price increases.

Radio industry leaders held extended meetings in Washington last week with OPA officials and urged relief action, especially higher component "increase factors", ranging from 5 to 11%, announced September 1 by OPA.

A barrage of telegram, telephone and mail protests to OPA and RMA headquarters followed the announcement of the proposed component "increase factors". Manufacturers also unanimously declared that they would have to continue refusal of orders and shipments because of inability to meet production costs under the OPA decisions.

Numerous conferences were held in Washington last week by industry leaders with OPA officials and are continuing. Participating were R. C. Cosgrove; Chairman A. S. Wells of the RMA Reconversion Committee; Leslie F. Muter heading a large group from the Chicago Radar-Radio Association; Chairman M. F. Balcom of the tube manufacturers; Chairman R. C. Sprague and Director J. J. Kahn of the parts manufacturers; Chairman Thomas A. White and James P. Quam of the amplifier and speaker group, and many others.

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PETRILLO DEMAND FOR EXTRA STUDIO MUSICIANS PUT UP TO NWLB

Broadcasting stations all over the country will follow with interest the Regional War Labor Board at Atlanta referring back to the National War Labor Board, the dispute at WDOD at Chattanooga, Tennessee, involving the demand of James C. Petrillo to employ local musicians to compensate for encroachments on the musicians' field of employment

M. T. Van Hecke, Chairman of the Regional Board at Atlanta said the dispute between WDOD and the American Federation of Musicians, AFL, presents an issue which should be determined on a nationwide basis.

Joseph Padway, general counsel for the musicians' union, told the Board that many other local radio stations were watching the outcome of the present dispute.

Phil B. Whitaker, counsel for the radio station, said that when the 1944-45 contract with the union expired in March of this year the Chattanooga station's owners determined that they no longer needed the services of seven staff musicians.

The Union had asked that the WLB order the prior contract extended pending further negotiations.

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AMERICAN BROADCASTING CO. REALIGNS SALES-SERVICE UNIT

Robert Saudek, Sales-Service Manager for the American Broadcasting Company, has relinquished his post to devote all his time, temporarily, to special sales problems, working directly with Mark Woods, President, and Chester J. LaRoche, Vice-Chairman. Upon completion of his sales assignment, Mr. Saudek will take over a permanent post with the network's Public Relations Department, reporting to Robert E. Kintner, Vice-President.

Succeeding Mr. Saudek is Alfred R. Beckman, who has been transferred from the ABC Traffic Department. Gordon G. Vanderwarker, from the General Sales Department will become account supervisor in the Sales-Service Department, and Miss Gladys A. York will become an account supervisor in the department. These three will operate on a national basis and will be available for consultation and cooperation with the sales staffs in Chicago, Detroit, Los Angeles and San Francisco as well as in New York.

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ELECTRONIC MFRS. FREED FROM MILITARY PRIORITIES

Manufacturers of electronic equipment need no longer fill military orders in accordance with the Precedence List issued by the Joint Communications Board of the Army-Navy unless otherwise directed by the Army or the Navy or other Government agency, the War Production Board announced Tuesday, September 18th.

This action, taken by revocation of General Limitation Order L-183-a, results from sufficient supplies of electronic equipment now being available to fill current military needs. The order is revoked because no longer needed, WPB said.

Order L-183-a was issued by WPB in October 1942 at the request of the Army and Navy to legalize and implement the Precedence List which operated as the Army-Navy's own priorities system. This was used in conjunction with WPB's priorities system for the purpose of establishing relative importance of high rated electronic equipment and the sequence of its delivery. In effect, it became the daily work guide of Army-Navy procurement and expediting offices in following up deliveries of urgently needed military electronic equipment such as radio, radar, sound detection and signaling devices during the war.

In commenting on the revocation of the WPB order, the top procurement officers of the Army-Navy Joint Communications Board expressed their thanks to the electronics industry, its contractors and sub-contractors for their whole-hearted cooperation in arranging deliveries in accordance with the Precedence List during the war which resulted in getting critical electronic equipment to the fighting forces when and where needed.

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APPLEBY PASSES UP BROADCASTING FOR OLD GOVERNMENT JOB

President Truman Monday appointed Paul H. Appleby to be Assistant Director of the Budget Bureau, a post from which he resigned December 1, 1944.

Mr. Appleby, Vice President and General Manager of the Queen City Broadcasting Co., Seattle, Wash., took the oath in the office of Director Harold D. Smith.

Previous to his service as Assistant Director of the Budget Mr. Appleby had been a Government official for 12 years. He came to Washington in 1933 as Executive Assistant to Secretary of Agriculture Henry Wallace, becoming Undersecretary in 1940.

Before his Government service, Mr. Appleby was a newspaper writer, editor and publisher in Iowa and Virginia.

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THE NAME IS VERSLUIS; BLOSSOMS OUT WITH A NATIONAL NET

One of the first questions asked when Leonard A. Versluis, of Grand Rapids, Mich., came to Washington last Sunday to dedicate the new coast-to-coast network of the Associated Broadcasting Corporation, of which he is President, was, who was Mr. Versluis? Also, how did he make enough money to launch a national network, of what nationality was he and last, but not least, how did he pronounce his name?

Here are the answers according to information to date. Mr. Versluis, better known to the broadcasters in the Middle West than in the East, started in the radio business four years ago when he bought WLAV, a 250-watt station in Grand Rapids, Mich. As to the capital necessary for a coast-to-coast network (initial wire facilities alone are put at \$480,000 a year), Mr. Versluis was said to have made a fortune in the photography business and to be the operator of a countrywide chain of photographic studios.

Born in Michigan, his ancestry is Dutch and take it from Mr. Versluis himself, who is very dynamic, pleasant and friendly man, only 47 years old, the way to pronounce his name is "Verse-loose".

The opening two-hour program last Sunday couldn't have been more auspicious, leading off as it did with a message from President Truman, an address by Chairman Paul A. Porter of the Federal Communications Commission, and with music provided by the U. S. Army, Spars and Navy School Bands, and Navy School of Music chorus. Incidentally, the number of musicians being far too many to be accommodated in the WWDC studios, the local outlet, the School of Music auditorium at the Naval Receiving Station was secured for the occasion.

On the program were also heard Rear Admiral William M. Thomas, Chief of Navy Chaplains, Maj. Gen. Robert N. Young, Commanding General, Military District of Washington; Rear Admiral William Fichteler, U. S. Navy, Assistant Chief of Naval Personnel, and Brig. Gen. Luther D. Miller, Chief of Chaplains, U. S. Army.

Other distinguished guests were Mary Norton (D), of New Jersey, Dean of Congresswomen; Bess Furman, President of the National Women's Press Club, and Lieut. Col. Mary Agnes Brown, representative of women in military services in the Veterans Administration.

Thus the opening program was official from the top to the bottom, causing a representative of one of the major networks to remark dourly:

"If Mr. Versluis is as good a financier with the rest of his network as he was in lining up all that star talent, including the President of the United States and the skipper of the FCC, to say nothing of the hall from which the broadcast was made, without

it costing him a cent, he is going to do all right."

Stations affiliated with the Associated Broadcasting network, according to Frank Browne, Director of Publicity, are WNHC, New Haven, Conn.; WCKY, Cincinnati, Ohio, as a cooperating outlet; WWSW, Pittsburgh, Penna.; WWDC, Washington, D. C.; WITH, Baltimore, Md.; WMCA, New York, N.Y., as a cooperating outlet; WMEX, Boston, Mass.; WBNY, Buffalo, N. Y.; WJBK, Detroit, Mich.; WMIN, Minneapolis-St. Paul, Minn.; WJJD, Chicago, Ill., a cooperating outlet; WTMV, East St. Louis, Mo.; KMYR, Denver, Colo.; KNAK, Salt Lake City, Utah; KFAX, Los Angeles, Calif.; KSAN, San Francisco, Calif.; KWBR, Oakland, Calif.; KWJP, Portland, Oregon, and KRSC, Seattle, Wash.

The network is connected in its entirety by Class A instantaneous reversible lines. Besides the basic network, with a Class A rate of \$3,955 per hour, \$2,373 per half-hour and \$1,582 per quarter-hour, the rate card offers an Eastern Round Robin, Midwest Regional and Atlantic Regional.

The first sponsor on the Sunday schedule was Knox Chemical Company, Los Angeles, Calif., carrying a newscast for its Mendaco.

A sixteen-hour operation has been planned - 9 A.M. to 1 A.M. Five-minute newscasts are to be heard on the hour except when commentators are heard.

The new network has signed a contract with United Press for the use of their newspaper wire in the compilation of newscasts. One of the features of the network will be news on the hour, every hour.

Among offerings on the inaugural program schedule was a half-hour salute from the British Broadcasting Corporation. ABC plans to carry the BBC "Newsreel" six days a week 7:30-7:45 P.M.

Concluding the Sunday opening festivities was a reception given by Mr. Versluis in the Cabinet Room at the Willard Hotel in Washington attended by Chairman Paul Porter and other Capital notables.

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FCC COMMISSIONER WM. H. WILLS STRICKEN WITH HEART AILMENT

William H. Wills, the newest member of the Federal Communications Commission, has suffered a recurrence of a heart ailment. Although the attack was said not to be serious, it became known that Commissioner Wills would be required to take a complete rest under the care of a physician and to remain in bed for several weeks at least.

Former Governor of Vermont, Mr. Wills, 63 years old, a Republican, was appointed last July by President Truman for a term of seven years.

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CREDITS JIMMY ROOSEVELT WITH PUTTING THE HEAT ON A.T. & T.

Drew Pearson came out with a story in the Washington Post this (Wednesday) morning that the Republicans in the forthcoming Congressional campaign are going to assail Jimmy Roosevelt as being at the bottom of the American Telephone and Telegraph Company having been put on the grill by Congress and the Federal Communications Commission.

Enumerating charges which he says the Republicans are going to make campaign issues of, which includes Elliott as well as Mrs. Roosevelt, Mr. Pearson writes:

"The charges against Jimmy -- and they have been heard before -- are that he blackjacked numerous big firms into buying insurance through his Boston firm. The lengthy House investigation of the American Telephone and Telegraph Company a couple of years before the war resulted from the refusal of the company to insure with Jimmy, it will be charged.

"The charge against Mrs. Roosevelt will be that she became a member of the Board of Directors of the insurance firm -- Roosevelt & Sargent -- when her son went into the military service, in order to prevent disclosure of his deals."

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FEA LIFTS EXPORT CONTROLS ON RADIO TUBES

The Federal Economic Administration last week removed its export controls from a broad list of commodities and manufactured goods, including radio and electronic equipment and components, thus making possible the resumption of free export trade in these items with all but a handful of countries throughout the world.

As a consequence of this action, all radio material, including radio tubes, may be exported to all countries except Germany and Japan and twelve countries which have been placed on a restricted list known as Country Group E. No commercial shipments may be made to either Germany or Japan. Exports to the nations in Group E will require individual licenses from the FEA, but only four of them have been importers of U.S. radio products. They are Argentina, Italy, Rumania and Spain. The other nations which are included in Group E are Austria, Bulgaria, Caroline Islands, Hungary, Korea, Marcus Islands, Marianas Islands and Marshall Islands.

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The National Association of Broadcasters is supplying its members with reprints of FCC Chairman Paul Porter's article in the October American Magazine, "Radio Must Grow Up".

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For Release On or After
September 20, 1945

RADAR REFINEMENTS WILL MEAN BETTER TV, EXPERTS AGREE

Recent published accounts of radar's contribution to the winning of the war have excited discussion far and wide on the relationship between radar and television. Vague references to the similarity between the "propagation characteristics" of television with those of radar have only tended to provoke questions on how the two electronic wonders compare.

Expert opinion on the subject was solicited by the Television Broadcasters' Association, Inc. in a survey among electronic engineers.

E. W. Engstrom, Research Director of the RCA Laboratories in Princeton, points out that "basic to all radar, television and other new radio services are the pioneering in the very short radio waves, the exploration of propagation conditions and the testing of fundamental characteristics which were done over a period of many years." He adds that "television needed the use of short radio waves for broadcasting and relaying. Television needed cathode ray tubes for timing-synchronizing circuits for use with cathode ray tubes. Television created a new set of technical needs which required many fundamental advances.

"As television was growing up, so also was radar", Mr. Engstrom avers. "Radio engineers and scientists borrowed heavily from television experience to meet heavy demands of the war for a wide variety of radar equipments. Radar needed the techniques developed through experiences with shorter and shorter radio waves.

"Radar also needed cathode ray tubes and the associated timing-synchronizing circuits for presentation of its information, and for this drew much of the techniques, circuits, tubes and systems developed for television", he continues.

"Radar needed the wide frequency band circuits and transmission channels developed for television. Radar required the manufacturing of many units of apparatus and the making of large quantities of cathode ray tubes. Radar required the training of large forces of people to make, install, service and use complicated electronic equipment, many of the components of which have a counterpart in television", Mr. Engstrom states.

He observes that "before the war, television was ready to render service to the public. Now, as the development and design of television apparatus and systems may again move forward, we find that progress during the war will add refinements which will benefit television.

"For one thing", he explains, "we have added to our knowledge of radio wave propagation. Cathode ray tubes have been manufactured in large quantities and this experience will certainly be of help in producing television tubes.

"Just as television experience and techniques were of inestimable value before and during the war in radar research and

development, so now the wartime advances will assist in a rapid expansion of television service", he predicts. "Without doubt, television is the most important new product of radio and electronics which will serve the public in the post war period", Mr. Engstrom concludes.

Sharing his views on the subject are D. K. de Neuf, Assistant Manager of the Communications Division of the Raytheon Manufacturing Company. "Development of television brought about electronic circuits and tubes, such as the cathode ray screen which provided a means of presenting visual information derived from electronic operations involving extremely high speeds", Mr. de Neuf points out.

"Radar research has, and will benefit television in a number of ways", Mr. de Neuf finds. "Cathode ray tube definition has been improved. Video circuits have been developed to handle much faster speeds in scanning and sweeping. A vast store of knowledge has been accumulated concerning the generation and reception of very high frequencies and microwaves, making possible the use of the higher portions of the radio frequency spectrum."

"Advent of the war took engineers off television development and brought them into contact immediately with an analogous problem - radar", Mr. Emile Labin, Assistant Director of the Federal Telecommunications Laboratories, a Unit of I. T. & T., explains.

"The reason for this is very simple. Radar, like television, is a wide frequency band system and like television uses cathode ray tubes as indicators. All the techniques which had been developed previously for cathode ray tubes, scanning circuits, synchronization circuits, etc., were used immediately for radar.

"During the war", he continues, "the development of radar has been even more intensified than was the development of television prior to the start of hostilities. The possibilities of microwaves were known before the war and their importance to television was fully appreciated, but without the development of radar during the war, microwaves would probably still be a possibility rather than an achievement. In this way, radar repays television the debt it had contracted at the beginning of the war."

J. R. Poppele, President of the Television Broadcasters' Association, Inc., and Chief Engineer of the Bamberger Broadcasting Service, states:

"Television research served as the key that unlocked the doors leading to radar. Research in microwave radar, which tremendously accelerated the winning of the war, will revert in peacetime to the advancement of television. The new techniques and improvements resulting from radar research will contribute mightily to the rapid expansion and phenomenal growth of a gigantic television industry."

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::: SCISSORS AND PASTE :::
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Radio Editor Backs Porter in Program Discussion Article
(Stanley Anderson in "Cleveland Press")

Let us quit kidding ourselves, dialers. Until some supreme judge decrees otherwise, the air belongs to us and we should have some say about what it is used for.

Yesterday an advertising agency man said to me: "It is about time that we advertising people quit being modest and told the public what we are giving them for nothing."

His theory was that "we" (meaning the agencies and the networks) are giving free lollypops to all set owners.

Now let's get this straight. When did the ad agencies become philanthropic organizations? Who buys the products they advertise? On the surface, radio entertainment is inexpensive. But when you dig down underneath, who is paying for it? Who can tack a percentage on the cost of an item to cover advertising outlay? Who can enter deductions for advertising in their tax returns?

The advertising agency man spoke to me only a few minutes after I read an article by Paul A. Porter, Chairman of the Federal Communications Commission, in the current issue of the American magazine.

Porter writes, "that the time is approaching, if it has not already arrived, when two questions of highest public importance must be answered.

"First: What kind of limitations, if any, should be placed, and by whom, on radio commercials which seem to a large section of the listening public to be too long and repetitious, or offensive, silly, and in bad taste?

"Second, a kindred and larger question: Is broadcasting to become an almost exclusive medium for advertising and entertainment or will it, in addition, continue to perform public service function in increasing measure?"

Here is the hottest fact in the whole article. Porter calls upon the dialers to answer these questions and points out that "such discussions among you listeners is especially needed at the present moment, because radio has come to a turning point in its history." There is the big fact - radio has come to a turning point in its history. And there should be more men in positions of power - men like Porter - to hammer at this fact constantly.

The FCC chief also writes: "The air waves do not belong to the Government, or to the FCC, or to the broadcasting stations. They belong, by law, to you - the public. It is right and necessary for you to debate and seriously consider the nature of this guest who comes into your home."

Do you want to discuss the stranglehold the advertising agencies have upon the networks and independent stations? The FCC invites your discussion and the time is ripe for it.

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Continuation of Foreign Broadcast Intelligence Urged
("Washington Post")

We discovered during the war that the radio broadcasts of foreign countries, those designed for domestic consumption as well as those aimed at spreading propaganda abroad, afforded one of the richest sources of intelligence about their affairs and intentions. We began late in 1940 systematically to monitor these broadcasts through the Foreign Broadcast Intelligence Service which established listening posts at strategic points around the world, translated the babel of tongues which it overheard and sifted the significant from the insignificant. Policy-making officials found the material assembled by this agency of great value in assessing situations abroad. American news services to whom the material was made available found it of great help in collecting news about faraway places.

It does seem to us that the usefulness of the FBIS has by any means ended with the end of the war. However, the agency is due to go out of existence 60 days after VJ-Day, unless Congress should extend its life. Its passing would create a real gap in our knowledge of events abroad. There are parts of the world today - some of the most explosive parts, indeed, such as the Far East and the Balkans - from which news simply cannot be obtained through ordinary channels. Monitoring their radios is the most effective means available to us for finding out what their governments are thinking and saying. It affords a virtually indispensable background for policy decisions.

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Took Gen. Robert E. Lee 36 Years; Took Elliott Only Four
("Washington Times-Herald")

Chairman Elbert D. Thomas (D), Utah, of the Senate Military Affairs Committee, in response to questions about Elliott Roosevelt a captain becoming a brigadier general in so short a time, said he knew of only six previous cases. Senator Harlan J. Bushfield (R), of South Dakota recalled that Robert E. Lee was in the army 36 years before becoming a brigadier general; Chief of Staff George C. Marshall 35, and General of the Army Dwight D. Eisenhower 30.

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Fly's Nickel-A-Day "Pig Squeal Plan" Gets FCC Brush
("Variety")

It's anybody's guess now what will happen to ex-FCC Chairman James L. Fly's FM "pig squeal" operation. For the FCC in releasing its regulations for the operation and development of FM turned its back on the Muzak-Subscription Radio, Inc., nickel-apday plan by giving away its 20 frequencies.

As a result of the revised regulations, and the manner in which the band allocations shape up, the "pig squeal" plan is taken out of broadcasting. Now it would require a special set to derive benefits of the Fly operation, whereas had the allocation come through it would have simply meant the insertion of a special tube.

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TRADE NOTES

A new high-speed radiotelegraph circuit between New York and Ciudad Trujillo, Santo Domingo, has been opened by the Mackay Radio and Telegraph Company it was announced last week. The distant end of the circuit will be operated by the Government of Santo Domingo.

The article by Brig. Gen. David Sarnoff, President of the Radio Corporation of America, having to do with the amazing development of atomic energy in warfare, which attracted so much attention in the New York Times recently has been reprinted as a brochure entitled "Science for Life or Death."

The WPB Radio Industry Advisory Committee will be retained on an "on call" basis until the WPB is liquidated, probably at the end of this year, Director Melvin E. Karns, of the Radio and Radar Division advised the Radio Manufacturers' Association last week.

Don G. Mitchell, Vice-President of Sylvania Electric Products, Inc., and Vice-President of the Sales Executive Club of New York, was a member of a committee of three which discussed with President Truman the program for the forthcoming Forum on Marketing to be held in New York City beginning October 22 under the auspices of the Sales Executives Club of New York in collaboration with the Advertising Federation of America and the National Federation of Sales Executives.

The man who succeeds Justice Justin Miller, President-elect of the National Association of Broadcasters, in the District Court of Appeals, is Wilbur K. Miller, a lawyer of Owensboro, Ky., and the man Justin Miller indirectly succeeds at the NAB is Neville Miller, also from Kentucky.

Ernest A. Vogel of the Fransworth Television & Radio Corp. said first wholesale orders for home television receivers with FM sound were taken last week at a dealers' meeting in Chicago for delivery early next year. Mr. Vogel also said a million-dollar expansion program in the company's plants at Fort Wayne, Bluffton and Marion, Ind., will take place.

W. H. Autenreith has been appointed Bendix Radio District Manager for Metropolitan New York.

Sparks-Withington Company - Year to June 30: Net profit, \$789,254, equal to 85 cents a common share, against \$802,386, or 87 cents a share the year before.

Stanley Anderson, Radio Editor of the Cleveland Press, refers to the Federal Communications Commission as a "thoroughly democratic federal agency". Spell it with a capital "D", Stanley.

Preliminary returns from a cross-section survey being made by the WPB Radio & Radar Division indicate that only about 30 percent of the radio industry's pre-V-J Day employment of over 450,000 has been dropped. The employment level of the radio industry, despite cutbacks, is at a higher level than the industry's peak of 110,000 workers for 1941. This would seem to indicate, officials believe, that the radio industry's employment level will remain much higher than it was before the war.

The name of Simplex Radio Corporation, a wholly-owned subsidiary of Philco Corporation with extensive manufacturing facilities located in Sandusky, Ohio, for the production of automobile radio sets, has been changed to Philco Corporation of Ohio.

A night shift in its processing division to speed the production of parts so that other departments of the plant can resume work as soon as possible, was announced Tuesday by the General Instrument Corporation in Elizabeth, N.J., manufacturers of radio parts. About 200 employees have been called back, leaving 600 who were laid off after V-J Day still out.

Private trade may purchase Brazilian mica immediately under certain conditions and after November 30th the government will withdraw completely from mica procurement in Brazil leaving it entirely open to private trade, the Foreign Economic Administration announced Tuesday. Brazilian exporters are obligated at present to deliver all their mica to the U. S. Commercial Company, but under the new arrangement they will be permitted to make deliveries to private trade, provided that they report the quantities and qualities sold. This provision is designed to insure that the United States receives adequate supplies of mica. The U. S. Commercial Company will continue to buy mica through November 30th because of commitments made before the end of the war.

The country's first radio equipped bus is now in operation on lines of the Washington, Virginia & Maryland Coach Company, General Electric engineers who supplied the FM equipment, said in Schenectady Sunday. The radio was installed in an effort to improve service and will be used as a two-way communication medium between the bus operator and the company's offices in Arlington, Va.

The engineers explained how the radio installation might benefit public and company alike. The bus operator will be able to report immediately any emergency. If a person running to catch the bus suddenly suffers a heart attack, an ambulance can be called. In case of a big fire along a road dispatchers will be able to guide the driver along another route.

Full transcripts of the testimony of Paul W. Kesten, CBS Executive Vice-President, and Frank Stanton, CBS Vice-President and General Manager, as read into the record of FCC hearings on FM broadcasting last July, have been published in booklet form comprising 44 pages by the Columbia Broadcasting System, captioned "The Transition from AM to FM Broadcasting."

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