

# HEINL RADIO BUSINESS LETTER

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FRANK E. MULLEN

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November 7, 1945

## WORK STARTS SOON ON NEW \$1,250,000 DON LEE STUDIOS

Ground breaking ceremonies for the Don Lee Broadcasting System's new \$1,250,000 Hollywood studios to be located on Vine Street between Homewood and Fountain will be held shortly after the first of the year. Thomas S. Lee, president; Lewis Allen Weiss, vice-president and general manager, and Willet H. Brown, vice-president and assistant general manager, in jointly making the announcement, stated that the structure should be completed by the end of September, 1946.

The three-story building will feature a 150 foot tower, equipped with an elevator, which will house antennas for television sight and sound and for FM. The antennas will beam to the transmitters which will be located on both Mt. Lee and Mt. Wilson by the time the Vine Street building is completed. Currently, both Don Lee's FM and television activities are transmitted from Mt. Lee.

An additional strip of land 55' by 300' was purchased only last week to bring the company's property holdings at the new site to 350 x 300 feet. Of this, 90,000 square feet will house the building itself; the balance to be used for a parking lot at the rear.

Main entrance to the new studios will be centered on Vine Street, with employee and talent entrances in the rear of the building. Ground floor will be devoted to studios, with four theater studios seating 350 persons, four medium sized studios, and three smaller studios. Each of the studios is actually a separate structure, not physically connected with the rest of the building. In other words, each studio is surrounded by an air space which serves to isolate it from the building as a whole and from all outside vibration.

On the second floor, general offices will be located with executive offices on the top floor. The entire building will be air-conditioned and temperature controlled, with liberal use of modern plastics and glass throughout.

Plans for the building were drawn by Paul Williams, leading industrial architect, from specifications outlined by Mr. Brown of Don Lee. He not only made negotiations for the purchase of the land, but also has been responsible for acoustical and engineering innovations incorporated in the building. He has incorporated a modified poly-cylindrical array type of construction in the studio acoustical treatment. This new treatment uses curved surfaces to diffuse the sound and provide natural reverberation, or liveness, for all studio broadcast pickups.

In charge of all radio equipment installations in the new building is Frank M. Kennedy, chief engineer for the network, who has assisted Mr. Brown materially in preparing plans for the studios. Mr. Kennedy started the plans for the speech amplifier equipment, and the



associated master control, over a year ago. Cost will be \$250,000. Latest scientific features available have been incorporated in the equipment to provide highest quality of sound pickup in the new studios.

Mr. Brown is blending the new scientific development, the polycylindrical array, into the architectural design. According to Mr. Kennedy, this will provide a pleasing and modern effect and at the same time achieve a new fidelity in sound reproduction. When the studios are completed, they will be at least five years ahead of any network's plant now in existence.

The studio will serve as headquarters for the Don Lee Broadcasting System, for Station KHJ, KHJ-FM, and KTSI, and in addition will be the origination point for all Mutual Broadcasting System programs from Hollywood. Current Don Lee Studios are located at 5515 Melrose Avenue.

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#### BENDIX FACES 21 MILLION STATIC ELIMINATOR PATENT SUIT

A suit for \$21,000,000 damages against Bendix Aviation, Inc., charging conspiracy to use illegally an invention which eliminates short-wave radio static, has been filed in Federal Court at Wilmington, Del. The plaintiffs are Dr. Louis H. Crook, head of the aeronautical school at Catholic University, and a group of lawyers and their associates in Washington, D. C. who have an interest in the professor's invention.

Filed by Attorney Prentice E. Edrington of Washington, the suit contends Bendix utilized the Crook invention after rejecting it when it was submitted to the firm in confidence. It charges a conspiracy running over about 17 years, says the firm has impaired the utility or commercial worth of the invention and asks the court to declare the plaintiffs the owners of the patent. The device, used in various types of vehicles, shields the ignition system of engines, thus eliminating interference with radio reception, the plaintiffs said.

Plaintiffs, with Dr. Crook, are Gustav Herman Jakobson, patent attorney here; Attorney Samuel B. Pack and his wife, Leah; his daughter, Mrs. Ruth P. Wolf, and his son, Horace F. Pack. All are Washingtonians. Bendix Aviation, Inc., is a Delaware corporation.

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A "police force" was established last week to prevent dishonesty in the disposal of surplus property.

Organized to work closely with the Federal Bureau of Investigation, enforcement divisions of the various surplus property disposal agencies and other Federal law enforcement units, the Surplus Property Compliance Enforcement Division is headed by Joseph F. Carroll, former agent of the FBI.

## RADIO REACHES 100,000,000 SAYS NICHOLAS OF FARNSWORTH

Among the numerous addresses in connection with National Radio Week now in full swing all over the country was one by E. A. Nicholas, President of the Farnsworth Television and Radio Corporation over WGL at Fort Wayne which is owned and operated by Farnsworth. Mr. Nicholas, who is also chairman of the Set Committee of the Radio Manufacturers Association, said in part:

"This is National Radio Week and the nation celebrates the 25th Anniversary of Radio Broadcasting. In this short span of years gigantic strides have been made in all phases of this great art. 25 years ago home radio receivers were small, unsightly boxes with 'cat whiskers' crystal detectors instead of the efficient vacuum tubes of today, and uncomfortable head telephones provided the only means of reception. A family was forced to take turns at listening in, or else had to purchase numerous 'head sets'.

"Even so, the miracle of bringing music out of the air into the home was at once startling, fascinating and enthusiastically accepted by everybody. Everyone wanted a receiver. Then the magic of the vacuum tube came into the home and radio reception improved rapidly. Manufacturers could not keep up with the demand. Tinkerers everywhere throughout the country built their own. Out of all this embryonic beginning we have built a great national medium for disseminating information and entertainment to every city, town and hamlet of America, reaching more than a hundred million people.

"Now we are entering a new era, the era of television. And yet the television set of today is far more efficient, does more, brings more into the home than the crystal head set receiver of the early 1920's or even of the advanced radios that were in use 10 years later. I foresee television playing a leading role not only in the home but it will also be a boon to travellers on railroad trains, on overland busses, on the great fleets of our commercial airlines and even at sea on coastwise and other vessels.

"I venture to say that 25 years from now not only will sound radio broadcasting, both AM and FM, have reached a point of even greater perfection and coverage but complemented by the newer art of television, these two instruments of science will undoubtedly be the most powerful force at our command for the advancement and betterment of civilization.

"Radio broadcasting, as we have it today, after 25 years of substantial progress, is truly the art that gives so much for so little. There is no service in the world today comparable to it. One can rightly say that the purchaser of a radio set, whether it be a small table model or a de luxe radio instrument, becomes the immediate possessor of a perpetual, life-time pass to the world's theatre and receives thereafter, day in and day out - year in and year out - the best offerings of the nation in point of news, information and entertainment. Has there ever been a more potent and generous service immediately available to every man, woman and child in the world?

"President Truman has said, 'Radio is in good hands'. One may add that the American way of broadcasting has been highly successful



under its present management. In the United States it has not been necessary, as in other countries, for the Government to dominate, control and actually operate broadcasting and to charge the set owner an annual fee for doing this! I feel sure the same American system of honest and free enterprise will be in operation 25 years from now when television will then again be celebrating another similar milestone in its progress."

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GOODBYE XMAS SETS; 500,000 (MAYBE) INSTEAD OF 3,500,000

As a result of the parts manufacturers holding out for more money and the OPA stalling along in prices, radio set manufacturing reconversion is in a mess. Instead of 3,500,000 sets by Christmas, so gaily predicted by the WPB last August, it is another New Deal snafu and the dear listening public will be lucky if it gets 500,000 sets. Here is what the Radio Manufacturers Association has to say about the situation:

"Reconversion of the radio manufacturing industry, which was expected to be one of the speediest immediately after V-J Day, has been retarded from six weeks to two months. Delays in the issuance of OPA reconversion pricing orders for both components and sets, below production costs in many cases, are held responsible for most of the delay by manufacturers, but now new bottlenecks threaten to retard volume production for several more weeks or months.

"Shortages of certain materials, especially steel, electric wire and aluminum containers, are holding up production of some radio parts, and growing labor and wage disputes threaten further obstacles to large scale production.

"With the issuance this week of a new regulation establishing prices for radio sets modelled after those produced in late 1941, OPA has cleared away its major reconversion pricing orders for the radio industry. However, a large volume of applications for individual prices, especially covering 'new models', is expected to further slow up reconversion although OPA is prepared to handle them expeditiously. Some 'hardship' appeals also are being filed with OPA.

"Radio parts, particularly variable condensers and speakers, were reported still in short supply as manufacturers of these components sought additional price relief from OPA. A new increase factor for variable condensers, possibly higher than the 13.5 per cent announced in mid-October, was under consideration by OPA officials. Higher prices for 'new model' speakers also were being approved, indicating that this bottleneck may shortly be broken.

"A backlog of military orders for 'morale' radio sets and radio components also was blocking civilian production in some plants. WPB officials told RMA that more than 300,000 of these sets for the Signal Corps, the Navy and the Army Air Forces are still on order and carry a priority which gives them the right-of-way over civilian radio receivers."



WARNS FCC EDICT IS BLOW TO FARMERS WHO NEED FM RADIO MOST

It is charged that the farmer and the suburban listeners are to be sacrificed as a result of the new Federal Communications Commission 100 mc. FM ruling. A letter said to be startling in some of its revelations has just been sent to the chief engineers of every radio set manufacturer in the United States by G. E. Gustafson, Vice President in charge of Engineering of the Zenith Radio Corporation of Chicago. Mr. Gustafson gives for the first time the results of important practical FM tests in the new band designated by the FCC. It was disclosed that up to this time few if any of the engineers themselves were cognizant of what the new ruling means to FM.

Stripped of technical references and boiled down, the reports of the tests are explained as revealing that the new FM band amounts to city service exclusively and little or no service to the suburban or rural areas which need static free FM the most. Mr. Gustafson's letter reads as follows:

"An Industry Meeting was called by Mr. George Adair, Chief Engineer of the Federal Communications Commission on May 24, 1945, to discuss plans for monitoring operations of transmitters in the frequency range of 40-100 megacycles. During this meeting the Milwaukee Journal volunteered to operate simultaneously on 45.5 megacycles and 91 megacycles, and the Zenith Radio Corporation volunteered to establish a receiver location to monitor these transmissions. Since the result of this operation is quite startling, and since as far as we know we are the only company who has conducted tests of this kind, we felt that they should be brought to your attention.

"The transmitters at Milwaukee were at the same site and the antennas were on the same tower. The receiving location at Deerfield, Illinois, an airline distance of 76 miles, was set up with conventional receivers and recording gear and with two dipole antennas at a height of 30 feet. The tests were run for the period of July 20 to September 21, 1945, at which time the Milwaukee Journal was forced to cease operations to allow reconversion of their equipment for program operation. The calibration of the receiver equipment and the results obtained were checked not only by our own technical people but in addition by a representative of the Federal Communications Commission, by Stuart L. Baily of Jansky & Bailey, and by Major Edwin H. Armstrong.

"Briefly, an analysis of the recordings indicates the following:

"1. The signal obtained on 91 megacycles is less than theoretical predictions, and the signal on 45.5 megacycles is above theoretical predictions.

"2. Using the Federal Communications Commission suggested method of analyzation, we find that the 45.5 megacycle signal averages three and one-half times the average signal on 91 megacycles.

"3. Since these recordings are in microvolts per meter, and since the antenna length on 91 megacycles is one-half the antenna

length on 45.5 megacycles, the actual signal in microvolts introduced at the receiver terminals is approximately seven times greater on 45.5 megacycles than on 91 megacycles.

"4. This would mean that there is a power ratio difference of 49 to 1. In other words, if there were a transmitter operating on 10,000 watts on 45.5 megacycles, a transmitter on 91 megacycles to give the same input signal to the receiver would have to have a power of 500,000 watts.

"5. We recognize that there is a noise factor which would influence these results to some extent, and that it is impractical to establish exactly what this factor may be. However, it has been estimated by our theoretical group and others that to provide equivalent service the transmitter on 91 megacycles would still have to have a power between 100,000 and 200,000 watts as compared with 10,000 watts on 45.5 megacycles.

"6. This situation is made worse by the decision of the Federal Communications Commission to reduce the power of transmitters when the change is made from the existing 42-50 megacycles to 88-108 megacycle band. As an example, the transmitters in Chicago which at the present time are either operating or were scheduled to operate on a power of 50 kilowatts have been assigned  $12\frac{1}{2}$  kilowatts for the new band. These figures are based on an antenna height of 600 feet.

"7. An analysis of the recordings shows that on 91 megacycles the signal drops below a useable value sometime during three out of every four hours. In making the move to 100 megacycles the Federal Communications Commission gave as their reason long distance interference which they hoped to eliminate by this move. Industry testimony was that this interference existed for small fractions of 1% of the time. Technical witnesses for the Federal Communications Commission indicated that it might exist for 3% or 4% of the time. It is our opinion that the signal on 91 megacycles is entirely absent for a much greater percentage of the time than interference on 45.5 megacycles is present, either on the industry testimony or on the Federal Communications Commission technical testimony.

"It is our opinion, after observing these results that a frequency of 91 megacycles will not give satisfactory rural service, and that the frequency modulation system as planned for 100 megacycles would be satisfactory only for local service.

"We feel that the Federal Communications Commission has been misled on this matter, because during its hearings data was presented to them predicting theoretical field strengths approximately the same on the high frequencies as on low frequencies. Practical tests we have been running indicate that this theoretical data is not correct.

"We felt that this information is of such importance that it should be given to industry at the earliest possible moment."

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TRUMAN NAMES SARNOFF EMPLOYER DELEGATE AT LABOR PARLEY

The White House announced Friday that Brig. Gen. David Sarnoff, president of the Radio Corporation would replace C. E. Wilson, president of the General Electric Company as an employer delegate at the national labor-management conference which started Monday.

Frank M. Russell, Washington Vice President of the National Broadcasting Company will give a cocktail party at the Statler Hotel in Washington tomorrow (Thursday) afternoon.

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SENATOR CAPEHART EXPECTED BACK IN WASHINGTON IN TWO WEEKS

Senator Homer Capehart (R) of Indiana is reported well on the road to recovery by his office in Washington, that he is expected to return to the Capitol in about two weeks. He has left the hospital and is now convalescing in his apartment in Indianapolis.

In an automobile accident Senator Capehart suffered a broken ankle and his tongue was almost cut in two, requiring six stitches. He speaks only with the greatest difficulty. There has been considerable joshing on Capitol Hill about a Senator who can't talk, but it has proved far from a laughing matter with Senator Capehart.

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WATSON AND DODD, OF FCC, FIRED BY CONGRESS, WIN BACK PAY

Dr. Goodwin Watson, former Columbia University professor, William Dodd, son of the former Ambassador to Germany, formerly employed by the Federal Communications Commission, and Robert Lovett, former secretary of the Virgin Islands had the last laugh when they were awarded back salaries earned after Congress barred payment of appropriated funds to them because they were alleged to be "subversive".

The United States Court of Claims awarded \$1,996.40 to Lovett, and \$101.78 to Watson and \$59.83 to William E. Dodd.

The trio continued to work for the Government after Congress sought to force them out of Federal employment. Congress must now decide whether to seek review of the unanimous decision in the United States Supreme Court or accept the decision, which included the separate opinions of three judges that such action by Congress was unconstitutional.

The three judges, who sustained the earlier contentions of the late President Roosevelt and Interior Secretary Harold L. Ickes and J. L. Fly, former FCC Chairman, who had denounced the congressional action, were Judges Warren M. Madden, Samuel E. Whitaker and Marvin Jones.



Chief Justice Richard W. Whaley and Judge Benjamin H. Littleton, in another opinion, ruled that it was immaterial whether the act was unconstitutional or not. They held that the three men were entitled to pay for work performed and that the congressional action was merely a direction to the disbursing officer and not binding on the courts.

Congress, through a rider tacked on to an appropriations bill in June, 1943, barred the three men, all of whom had been listed by the Dies Committee as engaged in "un-American" activities, from Government employment after November 15, 1943, unless prior to that time they had been appointed by the President and confirmed by the Senate.

Ickes immediately issued a statement declaring that "witch hunters" had sent the American Constitution and standards of fair play into "eclipse". President Roosevelt called the action "unconstitutional" but failed to veto the appropriations bill.

Lovett, a former professor of English at Chicago University who now occupies a similar post at Puerto Rico University, continued as a Virgin Islands official until March, 1944, despite the withdrawal of his pay. Dodd, son of the late Ambassador to Germany and Watson, chief analyst of radio broadcasts to foreign countries, resigned from the FCC a short time after the congressional deadline.

After the three men filed suit in December, 1943, for back pay, Congress appropriated \$15,000 to fight the issue in the courts.

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#### CARL BUTMAN FORMERLY OF WPB IS BACK IN RADIO

Carl H. Butman, who has the distinction of having been the first secretary of the old Radio Commission, having done an "A" No. 1 job in the information division of the War Production Board, has now resumed his former business of public relations consultant. He will have offices in the National Press Building, Washington, D. C. Mr. Butman covered the activities of the radio and radar division and the paper division for WPB.

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#### SYLVANIA SHOWS \$ 2,125,291 EARNINGS

The report of Sylvania Electric Products, Inc., for the first nine months of 1945 disclosed a consolidated net income of \$2,125,291 after all charges, equal to \$2.11 a share on the 1,005,000 shares of common stock. The net income for the first three quarters of 1944 amounted to \$1,379,431, or \$1.37 a share.

Figures for this year include those of the Colonial Radio Corporation, while 1944 includes it for four months, Colonial having been acquired on May 31, 1944.

Sales for this year's period totaled \$100,254,788, an increase of more than 46 percent over the \$68,569,095 volume for the corresponding period a year ago.

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#### NEW SURPLUS SET-UP; JESSE JONES MENTIONED; NO RADIO YET

The manner in which governmental surplus property amounting to \$106,000,000,000 is to be disposed of is being completely reorganized. It will eventually all be under the Reconstruction Finance Corporation. There was a report that Jesse Jones might be called back to tackle the problem. As yet no radio surplus is in sight.

An important step insofar as radio surplus is concerned was taken this week when the Commerce Department's surplus consumer goods division, which will dispose of radio sets and certain other radio equipment, was transferred to the RFC. This caused the resignation of Wm. S. Bradley, in charge of the Commerce Department surplus property division, who took the occasion to sharply blast the Government's surplus pricing policies and veterans preference regulations. Mr. Bradley, a Texas banker before assuming the post last June made his views known before the national conference of business paper editors, having taken the precaution of resigning a half an hour earlier so that he could express himself fully and freely. Mr. Bradley described sales of surplus autos and other goods to veterans as a "hopeless and impossible task".

W. Stuart Symington, Surplus Property administrator and until recently Bradley's boss, described Bradley's statements as a "confession of the incompetency of his own agency".

Symington, who set policies for the agencies which do the actual selling, added that he had recently shifted these surplus sales from the Commerce Department to the Reconstruction Finance Corporation because "over in Commerce they had a lot of theories but they got very little selling done".

Up to now, though the Commerce Department has had the disposal of the radio receiving sets, as yet there has been practically none of this. RFC has had the radio parts, but in the new set-up every thing will be under the Surplus Property Administrator.

As to redrafting Jesse Jones, Doris Fleeson writes in the Washington Star:

"The possibility that Mr. Jones may be brought back into the administration to master-mind the surplus property mess is being voiced in informed quarters.

"A threatening House investigation has stirred administration apprehensions regarding the surplus muddle.

"Cast out of his department by Secretary of Commerce Wallace, who refused to touch so much as a surplus ax handle, actual surplus disposal is being funneled into an RFC subsidiary called War Assets.

This is the first step toward putting the unwanted brat into a respectable home, as the RFC enjoy public and Congressional confidence.

"It has been suggested that War Assets also take over the policy functions of Mr. Symington's outfit and handle every aspect, including the actual merchandising.

"This is where Mr. Jones may come in. The ex-lending, ex-Commerce head, national symbol of the careful businessman, is being mentioned to do the job. Another possibility is Donald Nelson, ex-Sears, Roebuck executive and former WPB head, now with the independent motion picture producers. One legislator who has looked into the situation asserts they bought enough machine tools to satisfy peacetime demands for 35 years.

"President Truman admits to callers that surplus property is a mess. He has to -- his committee had some unkind things to say about it months ago.

"Now Mr. Truman says the law is to blame. Congress agrees it's a bad law. On one hand, if we get the true value out of all this property it may wreck our economy; on the other hand if we don't get it we have thrown billions down a rathole."

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#### FEDERAL TO ENTER HOME RADIO FIELD

Plans for entrance into the home radio field have been formulated by the Federal Telephone and Radio Corporation, domestic manufacturing subsidiary of the International Telephone and Telegraph Corporation, it was learned according to the New York Times. Initially, the corporation will turn out a line of four or five table models and later plans to produce floor and console models, including combination radio-phonograph sets.

In the radio broadcasting field Federal will manufacture a complete line of transmitters, both AM and FM, transmitting tubes and associated equipment. It is also turning out mobile radio equipment, both transmitting and receiving, for use in the railroad, trucking, fire, police and emergency services. New transmitters and receivers for use by the aviation industry are also being produced. First installation of the FTR mobile radio equipment will be for the U-Dryvit Auto Rental Corporation, Cambridge, Mass., comprising 900 two-way units. H. C. Roemer, executive vice president, and F. N. Wendell, vice president in charge of radio sales, have reorganized the sales staff of the radio division and now have sales engineers representing the company throughout the United States.

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Niles Trammel, president of NBC, in an address before the Milwaukee Advertising Club, declared that television will be "the biggest and most fascinating of America's new industries". He pointed out the increased employment and broad public service which it will offer.



## WRITER CATCHES FRANK MULLEN ON THE BOUNCE - SMILE AND ALL

Just how the Railroad Workers Journal ever got on his trail is not known but it unquestionably has the most interesting account of the career of Frank E. Mullen, vice-president and general manager of the National Broadcasting Company, that has yet been written. Woodrow Wilson once said of his biographer, William Bayard Hale, "he found out more about me than I knew myself". This seems to have been true in the way George Peck has tracked down the man who came into broadcasting fame as the originator of the famous Farm and Home Hour.

"That was in 1927", Mr. Peck writes. "The NBC office in Chicago was intended originally to be merely an outlet for commercial programs originating in New York, and for some sustaining shows, including the National Farm and Home Hour, produced locally. Mullen, however, was quick to see the enormous possibilities of the mid-west market for a radio advertiser. Soon after his office was opened he had succeeded in selling several commercial accounts, the most important of which was Montgomery Ward, which for a time sponsored his own Farm and Home Hour."

"In 1923 there were approximately one million radio homes in the United States, compared with 32,000,000 in 1945. Mullen's career has paralleled the growth of broadcasting, and few men have played so influential a part in its development.

"In 1923, Mullen, who was one year out of college and conducting a farm news page in the Sioux City, Iowa, Journal, received a wire from the editor of 'Stockman and Farmer', a well-known agricultural weekly published in Pittsburgh, offering him a job as its radio editor. Mullen admits that he didn't know exactly what radio was, but the job paid \$7.50 a week more than he was getting; so he took it.

"On arrival in Pittsburgh, he found that, instead of running a column in the paper, he was supposed to produce a radio program over Station KDKA. Radio was then just a gadget, but one which was sweeping the country like a prairie fire. Mullen sensed the significance of this new art, and proceeded to inaugurate the first radio program ever directed to farmers. He found willing cooperation in the Department of Agriculture in Washington, and in the United States Weather Bureau, and his program included market reports on grains, poultry, produce, citrus fruits and livestock, as well as weather reports for all sections of the country.

"Within a few months, Mullen was receiving 'fan' letters from farmers in thirty-three States, and in Canada, Cuba and Puerto Rico. A survey taken toward the end of 1923 showed that between 100,000 and 150,000 radio sets on farms were being tuned daily to his program."

"Mullen first met Niles Trammell, now NBC President, in 1928, and the two men began a business relationship which has grown continually closer during the ensuing years. Trammell was sent by NBC to manage the company's Central Division, of which Mullen's agricultural programs and contacts were an integral part. Trammell and

Mullen worked in closest harmony in expanding this important NBC service. Many entertainment, news and cultural features were added to the Farm and Home Hour, making it a medium second to none for the dissemination of views, opinions and information from government agricultural scientists, practical farm experts, and leaders of farmer and young people's organizations.

"It was Mullen's consistent record of progressive thinking and energetic action which caused David Sarnoff, President of the Radio Corporation of America, to invite him to New York to organize a new Department of Information for the company. The new manager of the department soon made himself an important factor in the public relations, publicity and advertising activities of the company. He became known throughout the entire radio industry as a man who knew his radio, had a broad vision of its services, and possessed the ability and force of a top-ranking executive. In 1939 he was elected a Vice-President of RCA. On August 2, 1940, he was elected to his present office of General Manager of the NBC Board of Directors, and subsequently became a member of the Board."

Mr. Peck concludes: "Frank Mullen is one of the best-liked personalities in radio. He numbers his friends by the hundreds, from those in the highest positions in business and government, to scores of radio workers and artists who 'knew him when' and who have remained his staunch boosters through the years."

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#### STROMBERG SUSPENDS RADIO SHIPMENTS BLAMING OPA

Stromberg Carlson Company announced in Rochester, N. Y. it has halted all shipments of radios to dealers pending Office of Price Administration action on adjustment of ceiling prices.

Production is continuing "so far as our materials permit, but we are unable to ship because of the lack of prices", Lee McCanne, company vice president and general manager, declared.

He did not estimate how long shipments would be suspended, but said it would require two or three weeks to compile data requested by the OPA. Additional time would be needed for the OPA to study the information and set new prices, he said.

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#### MAGUIRE INDUSTRIES BUY RADIART OF CLEVELAND

Purchase of the Radiart Corporation of Cleveland, a manufacturer of radio parts and accessories, by Maguire Industries, Inc., was announced today by Russell Maguire, president of the latter.

All Radiart common and preferred stock has been purchased by the Maguire organization from Leslie K. Wildberg and William H. Lamar, and the corporation will be operated as a wholly owned subsidiary of Maguire Industries, Inc. The Radiart Corporation was organized in 1928 and is an important maker of vibrators for automobile radio receivers and other radio receivers operated by batteries, and also of automobile antennas and power packs.



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 ::: SCISSORS AND PASTE  
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P. K. of CBS  
 (Jack Gould in the "New York Times")

As a gentleman with his neck out, Paul W. Kesten is not necessarily peculiar to radio. His distinction lies in that he put it there purposely, in a rare case of a single man of a major concern publicly taking the offensive against virtually all the rest of his industry. In a word, he insists that television must achieve higher technical standards before it can be introduced successfully and with minimum expense to the public. Accordingly, he has summoned all the faithful to face east as far as Madison Avenue and give heed to CBS television in full color.

To be sure, many broadcasters still doubt that his prefabricated minaret is the mecca McCoy holding that it is not economically desirable to wait for perfection and that television is ready now and must go through a process of evolution. But in any event all agree that Mr. Kesten is easily video's most controversial figure of the hour and that they had better stick around to see whether it will be a case of yelling Allah or wolf.

That no one chooses to run the risk of selling Mr. Kesten short is hardly surprising. He is no Little Boy Blue blowing a borrowed horn nor is he lately come by. He has been in network radio for fifteen years and truly can be said to have helped make the medium instead of being made by it. He is the only chain kingpin not in "Who's Who in America," yet even by radio's own fast-moving standards his career has enjoyed rare acceleration.

In Milwaukee. Mr. Kesten was born forty-seven years ago in Milwaukee, the city that also gave radio Hildegarde. He is the son of George H. Kesten, a pharmacist and optometrist, and Mrs. Lucy D. Kesten, a school teacher. His brother is Dr. Homer Kesten, a pathologist associated with the Columbia-Presbyterian Medical Center.

Gadgeteer. In personal appearance he is slim, of medium height and intense in manner. He is a meticulous dresser. Mr. Kesten is a bachelor and lives at the Hotel Lombardy, a four-block taxi ride from his office. Though not addicted to the social life, he can be a formidable conversationalist, exhibiting a familiarity with such a variety of topics as would seem to confirm his friends' contention that his one hobby is thinking. He is singularly well versed in the supernatural and mystic, though he may just as readily dwell on Italian morphology, the toxic effect of a Manhattan as opposed to a Martini, and the merits of T. S. Elio. In radio programs he is apt to choose the more sophisticated, though his job precludes stated preferences.

Perhaps the one dark secret around CBS is Mr. Kesten's own future. It has been reported repeatedly that, if he would, he could be president of CBS, with Mr. Paley preferring to serve less actively in the role of chairman of the board. On that, however, both are mum.



Petrillo "Social Gain"; Washington is blamed  
("Indianapolis News")

One of the country's "social gains" brought by the new deal came in the person of James Caesar Petrillo. Until enactment of the new deal labor laws, Mr. Petrillo was head of the musicians' union. With the aid of Washington, however, Mr. Petrillo's sphere has been widened and he is now, to all intent and purpose, the czar of all American music.

He is a private taxing agent, rivaling the government. Every person who purchases a phonograph record pays a tax into Mr. Petrillo's union treasury. In addition, Mr. Petrillo tells the country's radio stations what they may or may not do, even to the point of saying what music shall be played.

The latest episode is Mr. Petrillo's edict on FM--frequency modulation. This new major radio development is in its toddling stage. In order to speed up FM's development, the large broadcasting units are presenting the same programs simultaneously over both FM and AM, which is the normal type of radio sending and receiving equipment now in use. This plan was adopted so that persons owning FM sets would not be favored or discriminated against in programming. It seems like an intelligent way of converting over to FM.

Mr. Petrillo has stepped in to say, however, that wherever this simultaneous broadcasting goes on, the number of musicians employed will have to be doubled. If a 70-piece orchestra is to go on a joint FM-AM hookup, the radio station must employ an additional 70-men, whether they work or not.

One of two things will happen. Mr. Petrillo will win his point, or the development of FM will be retarded. This sort of thing is going to continue until Congress gets around to the mood of the country and passes some sort of remedial legislation that will force the James Caesar Petrillos to remove their feet from the people's necks.

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"Walkie Talkie" Big Help to Firemen at Empire State  
("Fire Engineering")

The collision and fire involving the Empire State Building was unique in the annals of American fire-fighting.

Among other things, the tragedy demonstrated the need of effective liaison and communications between fire-fighting and other emergency units at the scene of the catastrophe.

In his report to the Mayor, Patrick Walsh, Commissioner and Chief of Department said:

"The blast occurring on the 78th and 79th floors disrupted the house telephone system, making inter-communication most difficult. The co-ordination of all the ...company operations covering three separated but related fires, was greatly facilitated by the use of the Fire Department's short wave radio pack-sets. Operated by Firemen Meyerson and Gertsen, the short wave radio proved itself of unmistakable value maintaining liaison between the officers in charge of the entire operations and those directing extinguishing activities at the particular spots involved. This was particularly valuable because of the confused and unreliable conditions of telephone communications at the time. The pack radio supplied a walking eye for the Chief in Charge."

TRADE NOTES

A remarkable story of how a cleverly hidden Philco radio brought the news from San Francisco and the BBC to the American internees in the infamous Santo Tomas prison near Manila throughout the Japanese occupation has just been told by Jack Speirs, former manager of Heacock & Company, distributor of Philco products in the Philippine Islands.

An announcement from Greenwich which is from Mr. and Mrs. Edward J. Noble, tells of the engagement of their daughter, Miss June Noble, to Lt. David Shiverick Smith, U.S.N.R., son of Mr. and Mrs. Floyd M. Smith of Omaha and Greenwich.

Miss Noble was graduated from Holton-Arms School in Washington and from Sarah Lawrence College. She made her debut in September, 1940, in New York, where she is a member of the Junior League.

Lt. Smith attended the Sorbonne, was graduated in 1939 from Dartmouth College and later from Columbia Law School.

Peacetime expansion of radio and electronic facilities in tropical regions of South America and elsewhere in the tropics will be greatly aided by the system of "tropicalization" which was developed in the equipment manufacturing industry during the war to protect military equipment from damage caused by fungus, corrosion, and other effects of high temperatures and excessive humidity.

The useful life of such equipment in the steaming jungles of Pacific islands, according to the RCA Victor was extended many times by the new methods of processing and packaging, designed primarily to shut out moisture and prevent the growth of fungus.

Plans for a counter offensive against widely publicized attacks on the U. S. Patent System are being made by a nation-wide group of smaller manufacturers, representing 28 classes of industries, according to an announcement today by John W. Anderson, President, The Anderson Company and President of American Fair Trade Council, Gary, Indiana, leader of the movement.

The new organization, incorporated as National Patent Council, will be controlled by smaller manufacturers. Headquarters will be at Gary, Indiana. Offices will be opened in New York and on the Pacific Coast.

Giant loudspeakers have been installed in three four-engined Privateer bombers to enable Gen. Douglas MacArthur to give occupation orders directly to the Japanese people.

The 500-pound public address systems are capable of producing sufficient volume to allow the human voice to be heard over an entire city from a great height, the Navy said. The loudspeakers were developed by naval aeronautical engineers and the Bell Telephone Company.

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Emperor Hirohito's sobs while reading the imperial rescript announcing Japan's surrender ruined two recordings, according to Japanese dispatches.

Most Japanese believed the Emperor's reading of the rescript was a "live" transmission, but a reliable informant said the Tokyo broadcast of the Emperor's voice was from a record made at the Imperial Palace. Two records were ruined when the Emperor burst into tears during the reading.

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The radio industry, including end equipment and components, had a wartime peak of more than 500,000 people last spring, according to tabulations of Harold Sharpe, assistant director of the WPB Radio & Radar Division, and was about 470,000 on July 1, six weeks before the end of the Japanese war.

WPB officials estimate that the "traditional" prewar radio industry was responsible for approximately 335,000 employes, while the remainder were credited to newcomers, many of whom are expected to drop out of radio production during peacetime.

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"Cris-cross" (Chris Cross) is the monicker of the accommodating and capable public relations manager of the British Broadcasting Corporation in New York. Mr. Cross was formerly with WOR.

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Paul Whiteman is trying out something new on his RADIO HALL OF FAME program, heard Sundays at 6 p.m., EST, over ABC.

Ordinarily when the string and brass both are playing, the former would be drowned out by their lustier brothers if the radio engineer failed to tune down the brass section's microphone. The effect, however, distorts the sound of the band. To avoid this, Whiteman had large glass screens, in folding sections with wooden frames, built. One of these is placed in front of the strings. The sound of the brass fails to penetrate the screen and the strings thereby retain their voice in the blending of the sound as it is broadcast.

Likewise a smaller screen encloses the microphone used by Martha Tilton. Her mike need not be tuned up unnaturally to keep her voice from being drowned out by the orchestra, the method employed in the past.

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What promises to become one of modern aviation's greatest aids and to more accurate daily weather forecasting for everybody, has just been released from the highly confidential classification by the U. S. Army.

While this was initially a wartime project, developed by the United States Army Signal Corps in conjunction with engineers of Farnsworth Television & Radio Corporation, the SCR-658 "Weather Sleuth" promises to be of great usefulness in daily pursuits.

This equipment will be of special value for transcontinental planes, and airplanes, for stratosphere flying. The forecasting of the "weather man" will now be more accurate because of the use of this unit and, as a result, will indirectly affect the lives of millions of people.

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