

HEINL RADIO BUSINESS LETTER

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November 14, 1945

FCC-FM ROW BREAKS OUT ANEW; ARMSTRONG BACKS ZENITH TESTS

As a result of test figures submitted to the Federal Communications Commission by Commander E. F. McDonald, Jr., President of the Zenith Radio Corporation of Chicago, there has been a tremendous blow-up with regard to the FM reallocations at a time when the Commission thought the radio manufacturing industry had become reconciled to the Commission's moving all FM stations to a new band. The Zenith tests showed, among other things, that a station of 10,000 watts in the old FM band would have to have 500,000 watts or 50 times the power in the new allocation.

The Communications Commission vigorously hit back at the Zenith figures supplying some of their own as a result of a test made at Laurel, Md., but in so doing aroused the ire of Major Edwin H. Armstrong, inventor of FM, who not only championed the Zenith results but challenged the FCC engineers to appear at Rochester last Monday at the beginning of a joint meeting of the Institute of Radio Engineers and the Radio Manufacturers' Association and point out anything that was wrong with them.

"I'll be there", Major Armstrong declared. Furthermore, he invited the FCC to take that occasion to present the result of its own tests. However, no one spoke up for the Commission though W. K. Roberts of the FCC Engineering Division was said to have been present but "only to observe and not to be heard". Mr. Roberts was also said to have been the same man who was sent to Chicago at the beginning of the Zenith tests.

"We will have our people in Rochester", an official of the FCC said in Washington previous to the meeting, "but not in answer to any challenge. We haven't got enough men to be running around the country answering challenges. We don't say the Zenith tests are not right, we don't say that the set-up is not proper, but we do say they are not conclusive.

"We have asked twice for a technical report from Zenith but have never received one. We asked them to supply us with a separate set of recordings so we might study the results obtained on an hour-by-hour basis. All they ever sent us was a copy of a letter G. E. Gustafson, Vice-President in Charge of Engineering of Zenith, sent to the chief engineers of the radio set manufacturing companies of the country.

"Also I read somewhere that the FCC participated in the Zenith tests. Actually one of our men was present when the instruments were calibrated but took no part in the later tests."

Someone remarked "Sounds like the story the man told who made certain claims as to his skill as a hunter and said: 'If you don't believe it, I'll show you the gun I used.'"

"That is exactly our position with regard to having taken part in the Zenith tests", the FCC official said laughingly.

Because of the intense interest created by the Zenith tests which amounted almost to a sensation among the several hundred engineers present, it was reported that Wesley C. Carnahan, who presented the Zenith findings at Rochester, would be invited to appear at the Institute of Radio Engineers' Winter meeting to be held in Washington next January and thus carry the fight directly to the doorstep of the FCC. So it looks as if the Commission is in for a long fight.

Commenting on the Federal Communications Commission's statement in answer to the Zenith tests, Major Armstrong stated it was definitely misleading.

"A great to-do has been made about comparative tests between stations located in Washington, one on the old and one in the new band, as received at the Commission's engineering laboratory at Laurel, Maryland, 20 miles away", he said. "The report on these tests is meaningless. No one has ever said that the differences in transmissions occurred at distances as short as 20 miles. Everyone knows that they do not. The whole point of this discussion is that at distances over 50 miles where the service is really needed, the lower band is the best. These are the distances over which the Zenith tests were made, namely, 75 miles. The Commission's Engineering Department knows that this is so, for it has been recording signals from New York stations operating in the higher frequency band at its monitoring station at Andalusia, Pa., also over a distance of 75 miles. The measurements obtained at this distance confirm the Zenith measurements.

"I challenge the Engineering Department of the Commission to appear at Rochester on Monday afternoon at the joint meeting of the Institute of Radio Engineers and the Radio Manufacturers' Association, when full details of the Zenith tests will be presented, and to point out anything that is wrong with them.

"This is a matter of vital importance to the radio industry and to the radio listener and I know that the Commissioners of the FCC, who have been sorely puzzled by the disagreement between their own engineering staff and FM's pioneer engineers are as anxious as anyone to get at the truth of the matter. I will be there."

Addressing the radio engineers gathered at Rochester last Monday afternoon, Major Armstrong said that the tests reported by Zenith proved conclusively that 25 per cent better performance was to be had on the present band than on the new band, and that service to rural FM listeners would be seriously hampered by the change.

The FM inventor said that previously engineers could "choose their own path" and that the insistence of the FCC on the move to the higher frequencies showed "a lack of engineering integrity."

"I don't know where it will lead us", he said, "but it must be corrected."

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MONTGOMERY WARD ANSWERS FTC TUBE CHARGES

Montgomery Ward & Company, Inc., Chicago, has filed answer to a complaint issued by the Federal Trade Commission which charged it with misrepresenting the number of tubes contained in radio receiving sets sold by it and the capacity of the sets for television. The complaint alleged that in its advertising the respondent had represented radio sets as being equipped with from six to twelve active, fully-functioning tubes and as being wired or equipped for television. The complaint charged that certain of the tubes were non-functioning or did not perform any recognized customary function in the detection, amplification and reception of radio signals and that the sets were not capable of receiving and reproducing picture signals in visual form.

The answer declares the respondent has not sold or distributed radio receiving sets since the Spring of 1943. The answer admits that tuning beacon and rectifier tubes do not perform any function in the detection, amplification and reception of radio signals but nevertheless perform important and necessary functions in the operation of radio receiving sets. The answer further admits that its receiving sets were not capable of receiving and reproducing picture signals in visual form, but asserts that any radio receiving sets represented by the respondent as rendering any service in connection with television were so wired and equipped that they could be plugged in and used in connection with television sets for the purpose of amplifying and strengthening the sound produced and broadcast in connection with picture signals produced in visual form. The respondent denies that any representations describing its receiving sets were false or misleading or had a tendency to mislead and deceive a substantial portion of the purchasing public, as alleged in the complaint.

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Reports from London stated that the British and French Governments were discussing proposals to arrange for broadcasting programs on the Luxembourg radio under their joint sponsorship. This would permit the later use of the station by the United Nations as a whole if desired.

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WASHINGTON RADIO WEEK EVENT IS RECEPTION TO SARNOFF

On the assumption that if anyone deserved to be honored during National Radio Week and on the 25th Anniversary of Radio, it was Brig. Gen. David Sarnoff, pioneer wireless operator, his colleagues in Washington decided to give a cocktail party in his honor at the Hotel Statler last Thursday. General Sarnoff home from the war safe and sound happened to be in the Capital where he is serving as Employer Delegate at President Truman's National Labor-Management Conference.

Frank M. Russell, Vice-President of the National Broadcasting Company, acted as host. There was a distinguished guest list. Among those who attended from the White House were Mathew J. Connelly and William D. Hassett, Secretaries to President Truman; from the Senate came Senator Burton K. Wheeler, of Montana, Senator Wallace White of Maine, Senator Francis J. Myers, of Pennsylvania, Senator Warren G. Magnuson of Washington, Leslie L. Biffle, Secretary of the Senate, and Lieut. Ed. Cooper, of the Senate Interstate Commerce Committee.

From the House of Representatives Minority Leader Joseph W. Martin, Jr., of Massachusetts, and Representatives Alfred W. Bulwinkle of North Carolina, Clarence Lea, of California; J. Percy Priest of Tennessee; Charles A. Halleck, of Indiana; Carl Hinshaw of California; and Evan Howell, of Illinois.

From the Federal Communications Commission, Chairman Paul Porter, and Commissioners E. K. Jett, Charles R. Denny, Jr., Ray C. Wakefield, and William H. Wills.

From the Republican National Committee, Herbert Brownell, Jr., John MacCormick, in charge of Radio, William C. Murphy, Jr., in charge of Press Relations; Democratic National Committee - Samuel O'Neal, in charge of Press Relations.

Also present were Eugene Meyer, publisher of the Washington Post, and owner of Station WINX; Col. John Callan O'Laughlin, publisher of the Army and Navy Journal, and David Lawrence, columnist, old friends of Mr. Sarnoff; Maj. Gen. Alexander D. Surles, War Department Public Relations; Rear Admiral H. B. Miller, Navy Department Office of Public Relations; Maj. Gen. Frank E. Stoner, Army Signal Corps, and Maj. Gen. James A. Code, Jr., Army Signal Corps.

Charter Heslep, Washington representative of the Mutual Broadcasting System; Commander T. A. M. Craven, Vice-President of the Cowles Broadcasting Company; Earl Gammons, Director of the Washington office of the Columbia Broadcasting System; Kenneth Berkeley, Blue Network; Merle Jones, Manager of Station WOL; A. D. "Jess" Willard, Assistant to the President of the National Association of Broadcasters; C. E. Arney, Jr., Secretary, National Association of Broadcasters.

Among those from General Sarnoff's own organizations were: Edward F. McGrady, Washington Vice-President of RCA; Col. T. H. Mitchell, of New York, Vice-President and General Manager of R.C.A. Communications, Inc.; F. P. Guthrie, Assistant Vice-President of R.C.A. Communications; Carleton D. Smith, General Manager of NBC, Washington office; H. R. Butt, of Radiomarine; Mead Brunett, of RCA-Brunett, and O. F. Schuette.

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ELLISON SPEAKS HIS MIND ON OBJECTIONABLE COMMERCIALS

"Two of the more serious complaints of people about advertising concern certain types of radio commercials and boastful, braggadocio advertisements", Paul S. Ellison, Vice-Chairman of the Association of National Advertisers and Director of Advertising and Sales Promotion of Sylvania Electric Products, Inc., New York, told the annual meeting of Association of Canadian Advertisers at a meeting at Toronto, Canada, last Wednesday.

"The largest single area of criticism has to do with radio commercials", he said. "It is interesting to note that although just about every member of the public is a radio listener, four out of five say they prefer commercially-sponsored radio to Government-controlled broadcasting."

"But there is a consistent minority of 15% who would rather pay a tax on their receivers and have the Government take over. Nearly all these people indicate that the reason they have developed this attitude is because of the obnoxious nature of some radio commercials.

"One result of these findings has been a large volume of private research in the past several months on radio commercials so that sponsors and broadcasters can determine how to harmonize such messages with the public's desires."

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ELMER DAVIS TO JOIN ABC AS COMMENTATOR

Elmer Davis, who directed the domestic and world-wide functioning of the Office of War Information, will resume his prewar role of news commentator, according to a United Press dispatch, which states that Mr. Davis has signed with the American Broadcasting Company for triweekly broadcasts on Tuesday, Wednesday and Sunday.

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CBS REALIGNS ITS RADIO SALES PERSONNEL

The Columbia Broadcasting System has announced the following realignment of its station management and radio sales personnel:

J. L. Van Volkenburg - Assistant to CBS Vice-President Leslie H. Atlass, in charge of the network's Western Division office in Chicago, becomes General Sales Manager of Radio Sales with headquarters in New York; and Frank B. Falknor, General Manager of KMOX, St. Louis, replaces Van Volkenburg as Mr. Atlass' Assistant.

Wendell B. Campbell, Sales Manager and Assistant General Manager of KMOX, becomes General Manager of that station; David Sutton - Special Account Executive in Radio Sales, New York, when he entered military service from which he was recently honorably discharged, succeeds to Mr. Campbell's activities at KMOX.

Herbert A. Carlborg, Assistant Eastern Sales Manager of Radio Sales, becomes its Eastern Sales Manager; and Wilbur Edwards, Account Executive in Radio Sales, New York, becomes Western Sales Manager of Radio Sales in Chicago.

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ALLEN REPORTS TO TRUMAN ON CLOSING WAR AGENCIES

George E. Allen, insurance executive and White House aide, has placed before President Truman a blueprint for liquidation of Federal War Agencies by June 30th. The plan drafted by Mr. Allen, who is a director of the Aviation Corporation which recently bought out Crosley, also a Director in I. T. & T. and understood to be very much interested in radio and communications, involves a job loss for approximately 100,000 war workers and an estimated savings to the Government of more than 265 million dollars a year.

Mr. Allen recommended appointment of a Director of Liquidation to supervise the big job, and creation of an Advisory Committee of key Government officials to aid him.

Rumor has it that Allen himself may be appointed Director of Liquidation. According to Drew Pearson, however, Mr. Allen, whom he describes as one of the closest men to President Truman, is now retiring from the White House.

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President Harding figures prominently in radio's early history. The first broadcast recorded his election; his was the first inaugural speech read on the air and he was the first president whose death was reported by radio. Westinghouse KDKA made all three presentations.

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CROSS, OF BBC, IN NEW BOOK, TELLS OF U.S. ARMY CHAPLAINS

In collaboration with Maj. Gen. William R. Arnold, Former Chief, U. S. Army Chaplains, Christopher Cross, Public Relations Director of the British Broadcasting Corporation, has just written a new book "Soldiers of God", which tells the first hand story of Army Chaplains in World War II. Mr. Cross is also the author of "My Fighting Congregation", the first book about an Army Chaplain in combat in World War II. Although his writings cover a wide range, he has probably written more about chaplains than any other lay man.

An announcement states:

"'Soldiers of God' is the story of America's clergymen who were ready when the United States was attacked. Almost 8,000 gallant ministers, priests and rabbis have voluntarily left peacetime congregations to take their places beside soldiers fighting for freedom throughout the world. Armed only with the strength of their religion and love of country, these chaplains experienced all the fury of battle.

"Here is the U. S. Army Chaplains Corps' story of faith under fire - a story that belongs to every American. 'Soldiers of God' is a monument to the heroic sacrifices of clergymen of all faiths. It is a monument, also, to the many chaplains who have been wounded and killed as they served far beyond the call of duty.

"To prepare 'Soldiers of God', Mr. Cross has drawn upon the experiences of almost 8,000 clergymen in khaki and that of Major General William R. Arnold, a Roman Catholic chaplain for 32 years."

"Soldiers of God" is illustrated by 34 official U. S. Signal Corps photographs, is published by E. F. Dutton & Co., New York, and the price is \$2.75.

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CROSLEY NETS \$1,380,920 IN PAST NINE MONTHS

The Crosley Corporation of Cincinnati, on November 1st reported net profits of \$1,380,902 or \$2.53 per share for nine months ending September 30th after providing \$756,000 for contingencies to cover any liability in war contract renegotiations.

Net sales were \$66,494,348, compared to \$72,667,120 in first nine months of 1944, which was the company's record year. Balance sheet as of September 30th listed current assets of \$27,710-464 and current liabilities of \$16,178,823. A year ago these items were \$31,050,766 and \$23,627,591. Control of Crosley Corporation was acquired several months ago by Aviation Corporation.

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JEROME KERN MEMORIAL BROADCASTS; DEEMS TAYLOR TRIBUTE

The National Broadcasting Company will feature a musical program tomorrow (Thursday) evening in memory of Jerome Kern, who died Sunday afternoon. There were similar broadcasts over WQXR and WOR, the speaker at the latter station being Deems Taylor, President of the American Society of Composers.

Mr. Taylor said when he was informed of Mr. Kern's death:

"I know that my own sorrow at his passing must be shared by the millions who for many years have derived so much pleasure from his lovely tunes. I think that no composer in his field since Victor Herbert has inspired so much real affection from countless hearers who never saw him face to face."

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WNAX 1945 FALL ALBUM SELLS LIKE HOT CAKES - 25,000 AT 25¢

The Cowles Brothers have another best seller in the 1945 Fall Album of their Sioux City-Yankton, S. D. Station WNAX, which was offered over the air to listeners at twenty-five cents each. In two weeks James H. Allen, Manager of the Promotion Department advises, 25,000 listeners wrote for this album.

A feature of the 1945 Album, which consists almost entirely of photographs, is a lively depiction of Midwest Farm Day September 3, 1945, made memorable by the presence of such notables as Fleet Admiral William D. Leahy, U.S.N., Rear Admiral J. J. Clark, Rear Admiral H.B. Miller, Gov. M. Q. Sharpe of South Dakota, Gov. Ed. Thye of Minnesota, Gov. Dwight Griswold of Nebraska, Johnny Oleson, "Aunt Jemima", and Mr. and Mrs. John Oeser, of Waterside, Iowa, 1945 Typical Midwest Farmers.

WNAX is 22 years of age this year. The Cowles brothers purchased it from the Gurney Company in 1938. In 1943 WNAX completed the construction of the world's tallest radio tower - 927 feet. On the first Midwest Farmer Day held on September 4, 1943, WNAX dedicated the world's tallest radio tower as an everlasting tribute to the Midwest Farmer.

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As of November 1, 1945, WOR, the Bamberger Broadcasting Service, Inc., joined the Cooperative Analysis of Broadcasting, Inc. becoming the first radio station in CAB history to become a member. Heretofore only radio networks have belonged to the CAB.

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RADIO REPRESENTED AT PRESS CLUB DINNER TO PRES. TRUMAN

There was quite a sprinkling of folks connected in one way or another with radio at the dinner given to President Truman by the National Press Club in Washington. The biggest surprise of the evening, however, aside from the Press Club being affluent enough to present the President with a Steinway piano, was the ovation accorded to Gen. Dwight Eisenhower, who appeared as an unexpected guest and came embarrassingly near stealing the show from President Truman. After prolonged and continued applause, General Eisenhower was obliged to say a few words before the tumult subsided. Seldom in the history of the Press Club has anyone received such a spontaneous tribute.

Just as at previous dinners the comment had frequently been "how badly the President looks", at this one the main topic was "how well" President Truman appeared to be, the very picture of health. President Truman seemed to bounce into the room and was at his place almost before the bandsmen had a chance to begin the usual "Hail to the Chief". Likewise President Truman was not surrounded by the swarm of secret service men and police that Washington had become so accustomed to in the presidential entourage. The Roosevelt police display itself attracted a crowd. Last night was the third time the writer has been in the Statler when President Truman was there and at no time was there evidence that the President was expected except to the sophisticated eye a secret service man standing here or there.

An added guest along with General Eisenhower was Canadian Prime Minister MacKenzie King. Addressing the President, Edward Jamieson, of the Houston Chronicle, President of the Press Club said, upon presentation of the Steinway piano by the Club to the President:

"The National Press Club is a nonpartisan organization and it cannot claim credit for your elevation to the presidency.

"But the members of this club can take the credit for making you known nationally as a pinao player."

Master of ceremonies was Eddie Cantor. He introduced an array of entertainers including Joe E. Lewis, Metropolitan Opera tenor Nino Martini, New York Singer Dorothy Shaw, the Murphy Sisters and Joy Hodges, a soloist.

The Chairman of the Dinner Committee was Paul Wooton of the New Orleans Times-Picayune, and the Vice-Chairman Howard Acton, the Press Club's famous impressario, who to this writer's knowledge was on the job long before World War I, and seems to grow younger as time marches on.

The guests having to do with radio included: Brig. Gen. David Sarnoff, President of the Radio Corporation of America, who is in Washington as a Delegate to President Truman's National Labor

Conference; K. H. Berkeley, WMAL and Blue Network; Harvey R. Butt, Radio Marine; Louis G. Caldwell, counsel for WGN, Chicago; Arthur Capper, Senator, owner of WIBW, Topeka, Kansas; R. J. Coar, U. S. Senate Recording Room; Martin Codel, Codel Weekly Letter; Commander T. A. M. Craven, Vice-President, Cowles Broadcasting Co.; Roland C. Davies, Davies Communications Letter; Marshall Field, Field Stations, Chicago; E. H. Gammons, Director, Washington Office, Columbia Broadcasting System; Earl Godwin, commentator; Theo. Granik, American Forum of the Air; F. P. Guthrie, Assistant Vice-President, R.C.A. Communications, Inc.; Charter Heslop, Mutual Broadcasting System Washington representative; Senator William F. Knowland, owner of Station KLX, Oakland; Ernest K. Lindley, Commentator; Philip G. Loucks, radio counsel.

Also, Claude A. Mahoney, commentator; John W. McCormack, Radio Director, Republican National Committee; Alfred J. McCosker, Chairman, Mutual Broadcasting System; Edward F. McGrady, Washington Vice-President of R.C.A.; Eugene Meyer, owner of Washington Post and Station WINX; Edgar Morris, Washington Zenith representative; Frank M. Russell, Washington Vice-President, National Broadcasting Company; Oswald F. Schuette, Radio Corporation of America; Carleton D. Smith, General Manager of NBC Washington office; Eugene S. Thomas, Sales Manager, WOR, New York; Paul D. Speerman, radio counsel; Sol Taishoff, publisher of Broadcasting; Frank W. Wozen-craft, Radio counsel.

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JETT COULDN'T GET TICKETS; WILL SEE ARMY-NAVY GAME BY TV

FCC Commissioner E. K. Jett isn't going to let the fact that he was unable to secure tickets for the Army-Navy football game at Philadelphia December 1st keep him from seeing the game. On that day Commissioner Jett plans to be in New York and see it by television.

"I think it is worth making the trip", Mr. Jett said, "if only to see how television has progressed in such matters."

Televising the Army-Navy football game will be the fore-runner of regularly scheduled intercity pickups beginning in January when the American Telephone and Telegraph Company will make its coaxial circuits available on a "no-charge" experimental basis for regular nightly pickups between New York, Philadelphia and Washington.

The A. T. & T. coaxial cable is now installed and operating between New York and Philadelphia, but shortly after the first of the year it will be ready for use to Washington.

Plans for the experimental use of the cable, which carries telephone conversations when not employed for television, have been arranged with the Columbia Broadcasting System, Allen B. DuMont Laboratories and National Broadcasting Company. The cables will be

available for each concern two nights a week, and when not so employed will be available for other experimental operation by persons and concerns such as motion-picture producers, theatre owners, etc., during "an extended period".

Mr. Jett also came into the newspapers this week in an Associated Press dispatch regarding the "walkie-talkies".

In an interview Mr. Jett said 25,000 of the lightweight, two-way radio telephones likely will be in use by the Summer of 1946. A year later the figure probably will be 250,000, he said, in answer to when civilians may be able to get walkie-talkies.

The prices may range between \$50 and \$100 a set. The FCC will approve rules and a licensing procedure for walkie-talkie users within two or three months Mr. Jett said, adding:

"We think the rules should be very simple. No technical knowledge will be necessary to qualify. It should be easier for any citizen to get a walkie-talkie license than to renew his auto driver's permit. To procure a license the applicant need only show familiarity with the Communications Act and the regulations governing this service."

The rules will contain these two key points, Commissioner Jett said:

1. Any one can talk over a walkie-talkie but no charge can be made for using one or for transmitting messages.

2. The walkie-talkie cannot be used for commercial broadcasting.

Mr. Jett said several styles of walkie-talkies probably will be produced. Some will be small, lightweight affairs weighing 3 or 4 pounds. Others will be high-powered and heavier for use in autos and roof-tops. Their range will be from 1 to 15 miles, depending on terrain. Mountains, for example, sharply reduce range.

The walkie-talkie will bring back the party line in a big way, Mr. Jett said, because the two-way radio conversations "will be a party line in the sense that you will have to listen in on your frequency to find out if some one else is talking before starting your conversations." But as many as 100 conversations can take place simultaneously in a single area, he explained, by using different frequencies.

Commissioner Jett expects doctors, farmers, sportsmen and explorers to make early use of the war-developed gadget along with department stores, dairies, laundries and other business organizations that provide delivery service.

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SURPLUS STORAGE BATTERY CEILINGS, INCLUDING RADIO, SET

Eight types of storage batteries declared surplus by the Signal Corps will have dollar-and-cent price ceilings for all sales in civilian channels, the Office of Price Administration announced today (Wednesday).

The ceilings, effective November 15, 1945, range from \$3.39 to \$28.34 at retail, and from \$2.26 to \$18.89, f.o.b. shipping point, for sales to industrial users and retailers. Ceilings also are established for sales to wholesalers.

Approximately 85,000 of these batteries are now located in various parts of the country and will be sold for civilian use by regional offices of the Reconstruction Finance Corporation.

The batteries, which range from two volts to 12 volts, can be used in passenger cars, buses, trucks, motorcycles, radio sets and as an emergency source of power for lighting.

The retail ceilings are below acquisition cost to the Government. However, they are the prices determined as the best available after a test of the market. The batteries, although unused, cannot, because of their age, be guaranteed, as is the practice in the trade for new batteries, OPA has been informed.

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FRY HEADS BBC'S REORGANIZED U.S. PROGRAM DEPARTMENT

To improve coordination of eastbound and westbound programming between the United States and Britain, Charles Brewer, BBC's North American Director, has appointed Stephen Fry as Program Director.

Mr. Fry, who since 1942 has been in charge of all programming from Britain to the United States, now becomes responsible in addition for programs from the United States beamed to Britain for inclusion in the various BBC services.

Mr. Fry is now making a 4-week cross country tour. He will confer with station executives in San Francisco, Los Angeles, Denver, Fort Worth, San Antonio, Chicago, Des Moines and Cincinnati to learn first hand how the BBC can best serve the postwar needs of stations and how these stations can help the BBC to better present their communities to listeners in Britain.

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Reinsch Finds Government Radio Ownership Kills Incentive
(J. Leonard Reinsch, Managing Director of Cox Broadcasting
Stations and White House Radio Advisor in "Broadcasting")

An apparent fact about European radio which startles you at first is the utter complacency of their station personnel. No situation seems to cause concern or alarm. When you seek the reason you find it readily - atrophy caused by a lack of competition. The initiative, drive, resourcefulness and motivation which are an ever-present ingredient in the competition of free enterprise are missing. Incentive is gone, and you can sense it immediately.

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Watson and Dodd, FCC Officials, Case Up To Supreme Court
("Washington Post ")

Two long years have passed since the House of Representatives, in a gesture of petty vindictiveness, passed a law banning three individuals by name from employment in the Federal Government. The Court of Claims of the United States has now ruled that this congressional action was unconstitutional - as President Roosevelt, Secretary Ickes, Attorney General Biddle and others, including this newspaper, asserted it to be at the time. We characterized the action of the House, in which the Senate reluctantly concurred, as being in the nature of a bill of attainder and of a gross usurpation of executive authority." In retrospect, it seems no less ugly to us today.

Two years is a long time. Though the Court of Claims at this late date has found the action of Congress to be invalid, the Federal Government has long since lost the services of the three able men subjected to this un-American proscription. The men themselves - Prof. Robert Morss Lovett, Dr. Goodwin B. Watson and William E. Dodd - have had to endure an unwarranted smirch upon their reputations. And in the midst of war they were deprived of the right that belonged to every loyal citizen to serve their country. This was harsh punishment indeed for men who had done nothing more than to express opinions which were distasteful to certain members of Congress. We believe that they are entitled to honorable amends from the body guilty of inflicting upon them so grave an injustice.

Congress now has the privilege of appealing to the Supreme Court for a review of the unanimous decision by the Court of Claims. We hope that it will avail itself of this privilege. For it is of the very first importance that the issue lying behind the Watson, Dodd, Lovett cases be settled finally and definitively. The tactics pursued by Congress in proscribing these men were a travesty on the judicial processes which have enabled Americans to think of themselves as free men. They were an assault upon the tripartite character of the Federal Government established by the Constitution. They should never be pursued again.

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Petrillo Warned to Consider Others
 ("Washington Times-Herald")

Some of our labor leaders have too much power for their own good, for the good of their followers, and for the good of the public. A labor leader like John L. Lewis (coal miners) or James C. Petrillo (musicians) is the union, and can maneuver it en bloc as his single will decrees.

Lewis, Petrillo and some other labor czars have secured solid benefits for their union members - better wages, better working conditions, a tighter grip on their jobs - but such a czar tends to forget that others besides his followers have stakes in our system too.

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200 N.Y. NEIGHBORHOOD THEATRES WIRED FOR TELEVISION
 ("Variety")

Approximately 200 neighborhood film theatres in the New York metropolitan area have been wired on the QT for the news innovation introduced by the Telecast Corp. of America. All these theatres are receiving telecasts (newscasts in small doses) daily on an up-to-the-minute sustaining basis.

No concrete plans have been formulated as yet for inclusion of commercials.

All this is said to be a prelude to television in theatres, with or without commercial sponsorship.

It is reported that several million dollars are behind the venture, and offices and newscasting stations are being established throughout the country. TCA has signed up UP and AP wire services.

Babson Says

(From the syndicated column of Roger W. Babson, Financial writer)

Radio advertising is profitable for only big concerns. Where a newspaper can constantly increase its size, a broadcasting station is limited to one wave length and only 24 hours a day in which to use it. Many stations are already overloaded with advertising. Unless they correct the situation, this country will strive to cut out radio advertising altogether as has taken place in Great Britain. Furthermore, in the case of radio, the advertiser is using the spoken, rather than the written work - and people forget quickly.

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Newspaper Investment in FM May Reach \$10,000,000
 ("Editor & Publisher")

Assuming that most of the 150 applications filed by publishers for frequency modulation operations will qualify for approval under the rules and regulations being set up by the Federal Communications Commission, the newspapers' investment in radio is expected to be between \$5,000,000 and \$10,000,000. The FM equipment figures alone, derived from estimates of station costs which range from \$20,000 to \$150,000, provide an incomplete picture. In many cases, they represent an additional investment where a publishing firm already is engaged in AM broadcasting operations - several with "million dollar" stations.

TRADE NOTES

The Executive Board of the United Automobile Workers Saturday in Washington authorized its radio committee to expend \$400,000 in establishing FM radio stations in Detroit, Chicago, Cleveland, Los Angeles, Flint and Newark.

Justin Miller, former member of the Court of Appeals of the District and currently President of the National Association of Broadcasters, has been elected to the Administrative Law Section Council of the District of Columbia Bar Association.

Louis G. Caldwell, counsel for WGN and the Clear Channel Broadcasters, was appointed Chairman of the Committee on Legislation.

Nearly 40% of the 665 applications for FM stations are from newspaper interests, the Economics Division of the Federal Communications Commission has determined in an analysis.

Seventy percent of all applicants for FM are present holders of AM licenses, 30% non-broadcasters.

The Television Broadcasters' Association, Inc. in cooperation with the New Jersey Education Association and its subsidiary, the New Jersey Visual Education Association, numbering over 12,000 members, will sponsor a symposium on "Education by Television" at the first postwar Convention of both educational groups in Atlantic City on Saturday, December 1st.

Decca Records, Inc. - Nine months: Net profit \$640,289 or \$1.65 a share, against \$743,832 or \$1.91 a share last year.

The first Executive Committee meeting of the FMBI since its incorporation with the NAB will be held in Chicago December 28th.

The War Labor Board has been asked by the CIO United Electrical, Radio and Machine Workers to conduct a strike vote among 270,000 employees of General Electric Co.'s Westinghouse Electric Co. and General Motors Corp.'s electrical division.

A \$2-a-day pay increase for all 270,000 workers, who are employed in the manufacture of radios, refrigerators, washing machines and other electrical equipment, is being sought by the union.

One of the last acts of the WPB was to exempt radio receiving sets, phonographs, and radio-phonograph combinations from inventory restrictions to enable producers, wholesalers and retailers better to distribute scarce consumers' goods.

Allan R. Ogilvie has been named a Vice-President of Maguire Industries, Inc., and placed in charge of its Bridgeport, Conn., plant. Mr. Ogilvie was earlier Chief Engineer of the company's Electronics Division, a post to which Carlton Wasmansdorff succeeds.

Put a ring around December 15 on your calendar - maybe a few days before - as that is the date the first instalment of the story Capt. Harry C. Butcher (former CBS V-P) is writing "My Three Years with General Eisenhower" appears in the Saturday Evening Post. The book with the same title is due to appear about Christmas.

Captain Butcher's story is based upon a diary faithfully kept, and for which the Saturday Evening Post paid \$175,000, a record price for publication rights.

A practice radio broadcasting studio is to be constructed at Washington Missionary College of the Seventh-Day Adventists in Takoma Park, Md., a suburb of Washington, D. C. A campaign to raise funds for the project was started by Evangelist Harold M. S. Richards of Los Angeles, known as "The Voice of Prophecy" and will be named after Evangelist Richards. During the campaign here, he broadcasts each Sunday at 9:30 A.M. through WOL, of Washington, for his regular network program aired over 512 radio stations.

Executives of the CBS-owned stations who attended the conference in New York recently were : Donald W. Thornburgh, Vice-President in Charge of the Western Division, and General Manager of KNX, Los Angeles; Carl Burkland, WTOP, Washington, D. C.; Frank Falknor, KMOX, St. Louis; Harold E. Fellows of WEEI, Boston, CBS Manager of New England Operations; Earl H. Gammons, Director, CBS Washington office; Arthur Hull Hayes, WABC, New York; A. E. Joscelyn, WCCO, Minneapolis-St. Paul, and J. L. Van Volkenburg, WBBM, Chicago.

Development of new rugged miniature radio tubes which can withstand an acceleration of 20,000 times that of gravity was a feature of the secret research program that produced the famous VT radio proximity fuze - "second only to the atomic bomb" - according to Dr. L. Grant Hector, Director of Engineering for National Union Radio Corporation.

Dr. Hector, who had charge of the electronic tube development branch of Section T, Office of Scientific Research and Development, headed the scientists who designed new "ruggedized" miniature tubes for the pint-size radio transmitter-receiver which is the electronic brain of the lethal VT fuze.

Heading into the final quarter of the year, normally the peak season, gross billings of the American Broadcasting Company, Inc. for the first nine months of 1945 amounted to \$29,251,786, according to Charles E. Rynd, Vice President of ABC. This compares with time sales of \$28,921,191 for the nine months ended September 30, 1944.

On November 1st, KOWH, Omaha, joined the Associated Broadcasting Company as a basic station, that company announced. KOWH, 500 watts power is affiliated with the World Publishing Company, owners of the Omaha World Herald. The addition of this station brings the total number of Associated affiliates to 21 in the major markets of the United States, the network states.

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