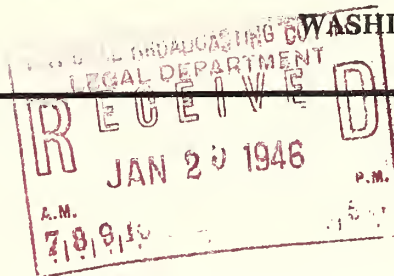


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WASHINGTON, D. C.



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No. 1714

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January 23, 1946.

FCC CONSIDERS PROPOSAL TO ADD FM BAND FOR RURAL SERVICE

After discussing for two days the desirability of additional FM channels to supplement those already designated in the 88-108 mc. band to include the 42-50 mc. band, as petitioned by the Zenith Radio Corporation of Chicago, the Federal Communications Commission turned its attention to a suggestion made by Dr. C. B. Jolliffe, Vice-President in Charge of RCA Laboratories, that if it is necessary to make a change in order to provide FM stations with greater rural service areas that the Commission adopt the first alternate it proposed last May. This would mean the assignment of FM to the band 48 to 68 megacycles.

Commander E. F. McDonald, Jr., President of Zenith, was agreeable to this compromise, saying:

"It is my hope that the Commission will either grant the request in our amended petition that the additional band of 44-50 mc. be allocated to FM or that it will adopt RCA's suggestion of putting all FM broadcasting in the 48-68 mc. band. One or the other of these alternatives should be adopted in the public interest."

Dr. Jolliffe said his suggestion was made in the belief that if the reallocation problem is to be reopened, it would be more constructive to place all FM on a single band. He said RCA estimated that the additional cost to the consumer of a "two band" FM receiver over a single band receiver would be from \$3 to \$5 per unit.

Not since the FM frequency reallocation has been under discussion has Major Edwin H. Armstrong been given such a free hand in testifying. Although he is the inventor of FM, the charge has been made that Major Armstrong on previous appearances had been hurried by FCC officials and "pushed around generally". This was so noticeable on the concluding day of the oral arguments that one writer commented that Major Armstrong "was almost given the bum's rush".

The reason for the alleged shabby treatment in that instance was believed to have been the charge made by Major Armstrong (which, by the way, has never been denied) that the public report which the FCC had made on FM had been "doctored". Major Armstrong said that in a confidential report made previously, the Commission engineers had admitted they were wrong on their FM figures. He further charged that in the subsequent public report this sentence was deleted and the assertion was made that they were right.

However, that incident seemed to have been forgotten last Friday and Major Armstrong was apparently welcomed with open arms.

He backed up the Zenith tests saying that the phenomena recorded were in line with those observed by him. When asked by Chairman Porter if there was a full channel occupancy based upon that allocation in the New England area if the needs of rural listeners would be met in the band from 88 to 108 megacycles, Major Armstrong replied:

"No, I think you will always be able to give a better service on the lower bands and by better service I mean better signal-to-noise ratio, and also more programs."

"As I understand what you are advocating is that as many channels be added at this time; and if you waited a year you couldn't add those channels for 50 cents or for a dollar, as three manufacturers testified. Is that right?" FCC Commissioner Denny asked.

"I think you have got to put the band in now if you are going to do anything", Major Armstrong replied.

Occupying a front seat at the opening hearing was Senator Charles W. Tobey (R), of New Hampshire, a fighting member of the Interstate Commerce Committee of which Senator Burton K. Wheeler is Chairman, and which handles radio legislation in the Senate. Senator Robey was quoted as saying he was there to make sure that FM was not held back by "undue influence" and that he wanted to see it serve rural as well as urban population. Senator Wheeler is also known to be very much interested in the final FM allocations but he was in Montana at the time of the hearing last Friday.

Numerous witnesses testified. C. Wesley Carnahan, of Zenith's research staff gave the details of the Zenith tests on 45.5 and 91 mc. over a transmission path of 76 miles between Deerfield, Ill., and Richfield, Wis. J. E. Brown, Assistant Vice-President and Chief Engineer of Zenith commented at length upon the findings reported by Mr. Carnahan and answered numerous questions which the Commissioners asked about the Zenith tests. C. R. Miner, in charge of household receiver development of General Electric said that GE agreed with the Zenith findings.

John D. Reid, Manager of Research, of the Crosley Corporation, Cincinnati, endorsed the Commission's allocation of the 88-108 mc. FM band. Mr. Reid said that the operation in the 42 to 50 mc. region, as proposed by Zenith, would be subject to long distance interference from sporadic E and F-2 layer transmission; that the addition of another FM band would complicate the antenna of the receiver and that the 44-50 mc. band is needed for the nation-wide development of television.

M. L. Levy, Chief Engineer of the Special Products Division of Emerson Radio & Phonograph Corporation in New York, said Emerson "Welcomes this opportunity to register its disapproval of the inclusion of a second band for FM broadcasting."

K. A. Norton, FCC radio consultant, whose findings have been a storm center, defended his original calculations. Mr. Norton said he didn't question the accuracy of the measurements made at Deerfield.

W. P. Hilliard, General Manager of the Radio Division of Bendix Aviation, declared his company had come to the conclusion that the proposed 88-108 mc. band is well suited for the purpose intended. Norman Wunderlich, Executive Sales Director of the Federal Telephone and Radio Corporation, said the 42-50 mc. band would require Federal's starting from scratch on transmitter design, preparation for manufacture, and the procurement of materials and he doubted whether they could deliver any such FM transmitters before Fall. Cyrus T. Read of Hallicrafters likewise predicted delay if the 42-50 band were included and said that "it would be several months before an already impatient public could purchase new receivers."

David B. Smith, Vice-President in charge of engineering of Philco Corporation, said that Philco would have to shut down all lines with the FM band for a period of four or five months while they changed over and worked out new designs for two-band receivers.

H. B. Donley, Manager of the Home Radio Division of Westinghouse, testified that should the Commission now decide on two bands, it will be necessary to increase the cost of receiving sets because it will be necessary to incorporate additional parts.

An early decision in the case is expected.

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MAYBE PAUL PORTER IS GOING TO THE WHITE HOUSE AFTER ALL

Reports still persist that President Truman may draft Paul A. Porter, Chairman of the Federal Communications Commission, for duty as a White House aide. A new angle is that if Chairman Porter joins the presidential secretariat, pressure may be exerted from Capitol Hill to have the President replace Mr. Porter as Chairman with FCC Commissioner E. K. Jett, who though probably better qualified for the chairmanship than any man on the Commission has never wanted it. He was also President Roosevelt's choice for the position but at Mr. Jett's own request, Mr. Jett was specifically exempted by Mr. Roosevelt in November 1944 when Mr. Jett was temporarily appointed to succeed Chairman James L. Fly and to serve until Mr. Porter could take over. It is certain that Mr. Jett would try just as hard to dodge the chairmanship now as he did then.

As far as seniority is concerned, Mr. Porter's successor would be Paul A. Walker, now serving as Vice-Chairman. Mr. Walker, however, is up for reappointment in June. He has specialized more on public utilities than radio.

Clifford J. Durr, brother-in-law of Supreme Court Justice Black, who is supposed to want to get his hand on radio programs and who has been very critical of broadcast station offerings, might also come into the picture but there probably would be no sneers for him from the broadcasters.

It was pointed out to this writer sometime ago that a likely dark horse for the FCC chairmanship might be the newest and youngest Commissioner, Charles R. Denny, 33 years old, former General Counsel of the Commission.

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50 MC. BETTER FOR RURAL FM, McDONALD SAYS EVIDENCE SHOWS

Summarizing his impressions of the FM hearings just concluded by the Federal Communications Commission, Commander E. F. McDonald, Jr., President of the Zenith Radio Corporation, stated:

"The record is clear and I believe the Federal Communications Commission, now that it has the newly developed evidence before it, will see that the 100 mc. band for FM is inadequate and far inferior to the 50 mc. band and that the 50 mc. band can do a far more satisfactory job in serving the farmers and the ruralites than can ever be hoped for from the 100 mc. band."

Commander McDonald continued:

"Other than our own engineers, the only witnesses who testified that they had studied our findings and measurements and were, therefore, qualified to analyze our findings were Major Armstrong, Commander DeMars, Mr. Bailey, Mr. Allen and Mr. Norton, the latter two appearing as witnesses for the Federal Communications Commission. Four of these qualified men supported our findings and only Norton, whose theory FCC originally followed and whose theory was not supported by any of the other propagation experts in earlier hearings, materially disagreed. It is significant and perhaps only natural that Mr. Norton should disagree with the results indicated by the Deerfield (Zenith) and Andalusia (FCC) tests, because they confirmed the opinions of all the other propagation experts who testified in the earlier hearings and disapproved Mr. Norton's theories. It should be noted that to the degree that Norton disagreed with the Zenith findings, he also disagreed with FCC's own Andalusia findings, and he had no real factual data upon which to base his disagreement but was still talking about theories.

The broadcasting networks who originally urged moving FM to the 100 mc. band, and whose representatives testified at the earlier hearings, were conspicuous by their absence. Why they did not appear I do not know."

"The only radio receiving set manufacturers who urged at this hearing that FM be left in the 100 mc. band only and who indicated that they did not want the more efficient 50 mc. band at this time added were: Bendix, Crosley, Emerson, Federal, Halli-crafters, Philco and Westinghouse. Each of the above manufacturers, who were represented at the two meetings of the Radio Technical Planning Board Panel on FM Receivers of the Radio Industry, voted on the two occasions in 1944 and 1945, when the Commission was first considering moving FM from the 50 mc. band, in favor of leaving FM in the 50 mc. band and not moving it to the 100 mc. band, but now that they are tooled up for the 100 mc. band, they vote against the inclusion of the 50 mc. band which they originally indicated they preferred. The only two of the above manufacturers who were not represented by their engineers at either one of these RTPB meetings were Bendix and Halli-crafters.

"In summarizing, our General Counsel, Mr. Herriott, stated that in order to eliminate the possible question of competitive advantage, it would perhaps be advisable to place FM in the RCA suggested band of frequencies so that all manufacturers would start on an even basis from scratch with no one being subject to the charge of having been tooled up and designed for such frequency band. Incidentally, we advised the Commission that Zenith is not now tooled up even for the two bands (42-50 and 88-108) which we suggested in our petition, and also that General Electric, which joined with us in our petition, is not tooled up for two bands in any area of the spectrum.

Commissioner Jett raised the question, 'Should the Commission delay action on this for another year?' I feel that the evidence before the Commission is so conclusive that the 100 mc. band is inadequate, that the public is entitled to immediate action. Philco themselves stated that they intended to sell \$75,000,000 worth of FM receivers in the next six months. These sets would be rendered obsolete by the addition of the 50 mc. band a year from now, and the figure of \$75,000,000 is only the estimate of what one manufacturer hopes to do."

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GEN. SARNOFF HEADS NEW U.S. LABOR ADVISORY COMMITTEE

Secretary of Labor Lewis B. Schwellenbach Monday appointed Brig. Gen. David Sarnoff, President of the Radio Corporation of America, to head a new Labor-Management Advisory Committee. The other members of the Committee are: Vincent P. Ahearn, Executive Secretary of the National Sand and Gravel Association; Clarence O. Skinner of Automobile and Aviation Parts Manufacturers, Inc.; H. W. Steinkrauss, President of the Bridgeport Brass Co.; Frank P. Fenton, American Federation of Labor Director of Organization; Boris Shiskin, AFL economist; Richard T. Frankenstein, Vice President of the United Automobile Workers (CIO), and Clinton S. Golden, Assistant to the President of the United Steel Workers (CIO).

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MIDWEST FARMER, RADIO PRIZE WINNER, TALKS TURKEY TO TRUMAN

The "Typical Midwest Farmer" sent to Washington this year by the Cowles Broadcasting Company, scored a bull's-eye in an unusual session with President Truman. Perhaps the story was best told by Col. Albert L. Warner, head newsman of WOL, Cowles' Capital outlet, in a broadcast over that station when he said:

"The representatives of almost every kind of special interest are knocking every day at the White House door. Today there entered an unfamiliar figure with no axe to grind. He was a dirt farmer from the village of Westside, Iowa. He raises corn, hogs, cats and also eight children, works hard and minds his own business. President Truman welcomed him and his wife as he would a fresh breeze from the prairies.

"The farmer was Mr. John Oeser and he was making his first trip East because he had been surprised by being selected as the typical farmer of five Midwestern States. It was a contest conducted through county agents and newspapers by Station WNAX, a Cowles station in Yankton, S. D. Mr. Oeser, who modestly speaks his mind to his neighbors, spoke likewise to the President. He said to Mr. Truman, 'Do you think we farmers are out of line because we are not striking like the rest of the people are?' And Mr. Truman replied, 'I think that is the only thing left to happen to make the country go all to pieces.'

"The President suggested that if the farmers were to organize one group they could be the most powerful organization in the country. The Iowa farmer said, 'Mr. Truman, that's a hard thing to do and some of the leaders you get do things only for their own selfish good.' The President gave heartfelt agreement. He said that's the trouble with so many organizations today - their leaders."

Mr. Oeser was chosen out of some 8500 nominees from Iowa, Minnesota, Nebraska and North and South Dakota, as the "Typical Midwest Farmer". As a part of the award, Mr. and Mrs. Oeser spent a full week in Washington as the guests of WOL. The climax of the visit was a reception and dinner held in their honor at the Statler.

Hosts at this party were Commander T.A.M. Craven, Washington Vice-President of the Cowles Broadcasting Company, and Merle Jones, General Manager of WOL. Assisting were Arthur Casey, in charge of WOL Public Relations, and Mrs. Jack Paige, in the absence of her husband due to illness. Choosing a "Typical Midwest Farmer" was suggested by Mr. Paige, then on the staff of WNAX and now Publicity and Special Events Director of WOL.

James H. Allen, Promotion Manager of WNAX acted as toastmaster at the dinner at which there were no speeches, an announcement which was greeted with applause. Arthur J. Smith, Public Relations Director of WNAX, however, explained briefly that in 1943 the idea of naming a "Typical Midwestern Farmer" was conceived to bring attention to the kind of a job the farmer was doing in the war.

Among those present at the dinner were: Senator and Mrs. Bourke B. Hickenlooper, of Iowa; Senator and Mrs. Harlan J. Bushfield of Iowa; Representative and Mrs. James I. Dolliver, of Iowa; Senator and Mrs. Chan Gurney, South Dakota; Senator and Mrs. William Langer, North Dakota; Senator Hugh Butler, Nebraska; Senator and Mrs. Kenneth S. Wherry, Nebraska; Congressman and Mrs. Harold Hagen, Minnesota; Federal Communications Commissioner and Mrs. Paul A. Walker; Federal Communications Commissioner and Mrs. William Henry Wills; Rear Admiral Harold B. Miller, Director, Public Relations, Navy Department; Willard Egolf of the National Association of Broadcasters and Mrs. Egolf; Mr. and Mrs. Winfield Preston; Richard F. Wilson, Des Moines Register and Tribune, and Mrs. Wilson; and Nat. S. Finney, Minneapolis Star-Journal and Tribune, and Mrs. Finney.

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COURT VOIDS POWER OF FCC TO PUNISH BY LICENSE DENIAL

The United States Court of Appeals in Washington Monday held that the Communications Act does not confer upon the Federal Communications Commission any punitive jurisdiction, "and a license or its renewal may not be withheld in order to punish an applicant for violating the act or a rule or regulation of the Commission."

The opinion, written by Justice Wilbur K. Miller, reversed a ruling of the FCC refusing to renew a license for radio station WOKO, Inc., of Albany, N. Y.

The court said the Commission's reason for the denial, which was based on the applicant's failure to show beneficial ownership of 24 per cent of its capital, "cannot be justified as a penalty for making false statements." Punishment, the opinion said, can come only after conviction under provisions of the act, which provides for heavy fines.

The "guiding star" of the Commission in the issuance or renewal of a radio license, according to the opinion, "is fixed by the statute as to the interest, convenience or necessity of the public."

Chief Justice D. Lawrence Groner wrote a dissenting opinion, expressing the view that the Commission's act in terminating the life of the station, "punishes the innocent equally with the guilty", but holding, however, that the Commission had acted within its discretion. Justice E. Barrett Prettyman sided with the majority.

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A booklet has been compiled "RCA Television Policies and Plans" of statements made at the television demonstration to the press at RCA Laboratories at Princeton, N.J., last month by Brig. Gen. David Sarnoff, President, RCA; Frank M. Folsom, Executive Vice-President in Charge of RCA Victor Division; Niles Trammell, President, NBC, and Dr. C.B. Jolliffe, Executive V-P in Charge of RCA Laboratories.

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OPA LEVELS OFF ON RADIO SET PRICES

The radio price regulation has been changed in several minor respects, without any significant change in the consumer price level, the Office of Price Administration said yesterday (Tuesday).

In an action effective January 26, 1946, the price agency did the following:

1. Raised by one dollar the cut-off point defining the upper limit of the medium price range.

The low, medium and high ranges are based on manufacturers' pre-war prices to wholesalers, and the medium range has been from \$11 to \$30 at the manufacturing level. Each price range has its separate resale mark-up, to be applied by the manufacturer for purposes of preticketing with the retail price, as required by the regulation. The mark-up is substantially higher on high priced sets than on medium priced sets, and as a result, consumer ceilings broke off at about \$58, with the next higher price about \$65, OPA said.

The familiar price of \$59.95, frequently used before the war for sets in one popular quality class, was therefore eliminated, and it has seemed desirable to restore the \$60 radio to the retail market, OPA said.

In order to do so, OPA has raised the upper limit of the medium price range by one dollar, so that manufacturers are now free to apply the lower mark-up to slightly more expensive sets and obtain a retail price in the neighborhood of \$60.

2. Stated specifically that manufacturers of sets for export or for sale by a mail order house need not preticket these sets with the retail price. It was never intended that they should be, OPA said, but specific authorization to omit the tag was not heretofore included.

3. Set specific mark-ups over manufacturer prices for sales by mail order houses distributing under their own brand names. Heretofore mail order house owners of brand names were required to apply individually to OPA for ceiling prices on sales of the sets specially manufactured for them.

The mark-ups are slightly lower than those applicable to sales by other types of retail outlets, OPA said, to reflect prewar differentials between mail order house and other retail prices for special brand radios.

(Amendment No. 1 to Maximum Price Regulation No. 599 - Radio Receivers and Phonographs - and Order No. 1 under Section 21 of Maximum Price Regulation 599 - both effective January 26, 1946.)

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CLEMENT, CROSLEY V-P, COMPLETES BRITISH RADIO MFG. SURVEY

Lewis M. Clement, Vice-President in Charge of Research and Engineering, Manufacturing Division, The Crosley Corporation, has been making a survey of the British radio manufacturing industry for the past two weeks, arriving in New York last Sunday by Pan American plane from England.

Mr. Clement discussed and compared British and American radio manufacturing methods and facilities with heads of the radio industry in England. He made his headquarters at Grosvenor House.

Upon arrival in New York, Mr. Clement left at once for Cincinnati. He will return to New York on Friday, January 25th, when he will preside as master of ceremonies at the "President's Luncheon" at the Winter technical meeting of the Institute of Radio Engineers at the Hotel Astor. Paul Porter, Chairman, Federal Communications Commission, will be the luncheon speaker. Dr. Frederick B. Llewellyn, the incoming President of the I.R.E., will be honored at this luncheon.

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NAB HEAD GIVES FAVORABLE PETRILLO REPORT; MADDY FIRED

Judge Justin Miller, President of the National Association of Broadcasters, met in Washington Monday with the Special Industry-wide Committee which has been studying relationships of the radio industry and the A. F. of M. Judge Miller reported fully to the Committee concerning his meeting with James C. Petrillo and the A. F. of M. Board in Chicago on Friday, Jan. 18. Judge Miller's report was regarded by the members of the Committee as being encouraging and as providing a basis for future negotiations with the A. F. of M., leading to a peaceful adjustment of the differences which have existed between them.

At the same time word came from Chicago that Dr. Joseph E. Maddy, founder and Director of the National Music Camp at Interlochen, Michigan, was expelled from the Musicians Union by an unanimous vote of the Executive Board. Mr. Petrillo did not participate in the decision.

Dr. Maddy had a four-hour "trial" in Chicago a week ago last Tuesday, on charges that he violated the union's constitution by teaching music at the camp after it had been put on the Federation's "unfair" list a year ago in a controversy over radio broadcasting by its amateur musicians.

The Industry-wide Committee of the NAB in Washington Monday authorized the appointment of a smaller negotiating committee to meet with a negotiating committee which will represent the A. F. of M. The composition of this negotiating committee and its membership were discussed and President Miller was authorized to name it. This he will do in the very near future.

Those present at the meeting were: Frank White, Frank Mullen, Wayne Coy, T. A. M. Craven, Robert Swezey, G. Richard Shafte, Theodore Streibert, John Elmer, Clair McCollough, E. E. Hill, Keith Kiggins, Joseph McDonald, Judge Justin Miller, A. D. Willard, Jr. and C. E. Arney, Jr.

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FCC BEGINS CHOOSING NATIONAL CAPITAL'S 4 TV STATIONS

Confronted with the task of determining who shall have the four valuable television licenses in the National Capital, the Federal Communications Commission began hearings last Monday. The applicants were the Bamberger Broadcasting Service of New York; Capital Broadcasting Co., now operating Station WWDC in Washington; the National Broadcasting Co., operating WRC in Washington; Allen B. DuMont Laboratories, Inc.; Philco Radio & Television Corp., Inc., and The Evening Star Broadcasting Co., operating WMAL in Washington.

Alfred J. McCosker, Chairman of the Board of the Bamberger Service, who holds the same position with WOR, New York, and the Mutual Broadcasting System, when asked by Frank Scott, counsel, to state to what extent under Mr. McCosker's supervision programs had been presented in his 23 years at WOR, the witness replied: "I should say well over 100,000 hours." Mr. McCosker stated that the plan was to have a local resident manage the Washington television station.

"We believe it is more desirable to have someone who is inherent in Washington and infiltrated with its population and program desirabilities."

Theodore C. Streibert, President of Bamberger Service, said public events in Washington would be transmitted to local television-set owners and fed to such other affiliates of the Mutual Broadcasting System throughout the country as may be granted television licenses.

Among the other witnesses for the Bamberger Service were J. R. Poppele, Chief Engineer of WOR, and Eugene S. Thomas, Sales Manager. Bamberger, which has already purchased a tower site in Washington for \$43,000, completed its case after declaring it would spend \$500,000 on the 300 foot tower and television transmitting station and another \$250,000 on a downtown studio.

Julian Armstrong, Assistant to the President of Allen B. Dumont Laboratories, stated that 15,000 television receiving sets would be in Washington by the middle of 1947. He estimated there would be more than 30,000 sets in the Washington area in 1948.

Samuel H. Kauffman, President of the Washington Evening Star company, said the transmitter and one studio would be installed on the American University campus, with a new building slated for construction at 12th and K Streets, N.W. for offices and studios of WMAL, the television station and a frequency modulation station under consideration.

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FRAGRANCE OF ALFALFA CLUB AGAIN LOST ON DESERT AIR

Another big Washington dinner which has never been broadcast but which would prove highly entertaining if it could be, was that of the Alfalfa Club held last Saturday night and attended by 600 guests including top flight Washington notables headed by Gen. Dwight D. Eisenhower.

Secretary of State James F. Byrnes, retiring president of the club, passed the gavel along by radio from London, where he is now attending the UNO conference, to Clarence A. Aspenwall, a Capital business man.

It was the first Alfalfa Dinner since Pearl Harbor. Also the first since the famous clash there between fellow-members, fellow publishers and fellow radio station operators, - Jesse H. Jones, then head of the RFC and publisher of the Houston Chronicle, and Eugene Meyer, publisher of the Washington Post and owner of Station WINX in this city.

Gene Buck, former ASCAP President, who always brings over a carload of New York stars to entertain the Alfalfa guests, had no such competition as the Jones-Meyer bout last Saturday night. Even if he had, it probably wouldn't have worried him as Mr. Buck is used to such things having had the late Senator Huey Long as his guest at the Long Island Country Club the night somebody socked Huey. In fact, Gene Buck is probably the only person living who knows what really occurred upon that memorable occasion but up to now has never divulged the secret.

With Mr. Buck at the Alfalfa Saturday night was Lieut. Gene Buck, Jr., who was awarded the Army Air Medal for meritorious achievement as a fighter pilot with the noted "Thunderbolt Squadron", and who subsequently received the Presidential citation and won a special commendation from General Patton. Among the other guests known to or of interest to the radio world were:

George Allen, newly appointed Director of RFC, Director of American Cable & Radio Corporation; Walter J. Brown, Station WSPA, Spartanburg, S. C.; D. Worth Clark, former United States Senator from Idaho; Wayne Coy, Manager, Station WINX, Washington; Earl Godwin, Secretary, Radio Correspondents' Association; Jesse H. Jones, owner Station KTRH, Houston, Texas; Ray Henle, radio commentator; John M. Littlepage, radio counsel; Thomas P. Littlepage, radio counsel; Eugene Meyer, owner Station WINX, Washington; Admiral H. B. Miller, Chief of Public Relations, Navy Department; Edgar Morris, Zenith Washington representative; Frank C. Page, Vice-President, International Telephone & Telegraph Co., New York City; and Senator Wallace H. White, Jr., Senate Minority Leader.

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WGN IN CHICAGO NEWS BLDG. UNTIL NEW QUARTERS COMPLETED

WGN, Inc., and the Chicago Daily News Printing Company have announced rental of two floors of the Daily News building, to the radio station for use in broadcasting operations.

The lease, which begins March 1, will run for two years. It involves the 25th and 26th floors, once occupied by Station WMAQ, but which have been vacant for several years.

The move was made necessary because of work on the new addition to Tribune Tower and the WGN building on Michigan Avenue, which in a few weeks will render the present WGN quarters inoperative. Construction of the new WGN building is already well under way.

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TRUMAN PHONES EISENHOWER TO PRAISE RADIO TALK

There was considerable excitement at CBS-WTOP in Washington last Friday night when someone who said he was President Truman wanted to congratulate Gen. Dwight D. Eisenhower on his radio talk.

The engineer answered the phone. With cynical disbelief he relayed the message to a lieutenant colonel who took the phone in exasperation. "Hello. Who is this?" he said. Pause. "Oh, just a minute, sir." He ran to get the General.

The General took the phone, "Yes, sir. Thank you, sir... It was nice of you to call, sir... Good-night, sir."

It was the President himself, phoning from the White House.

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APPLICATIONS(BROADCAST) ACCEPTED FOR FILING BY FCC

Chillicothe Broadcasting Co., Chillicothe, Ohio, construction permit for a new standard broadcast station to be operated on 1490 kc., power of 100 watts and unlimited hours of operation; Samuel R. Sague, Cleveland Heights, Ohio, construction permit for a new standard broadcast station to be operated on 1490 kc., power of 250 watts and unlimited hours of operation; Washita Valley Broadcasting Corp., Chickasha, Okla., construction for a new standard broadcast station to be operated on 1560 kc., power of 250 watts and unlimited hours of operation; Orlando Daily Newspapers, Inc., Orlando, Fla., construction permit for a new standard broadcast station to be operated on 1060 kc., power of 1 KW, 5 KW amended to change frequency from 1060 to 990 kc., increase power from 1 KW night and 5 KW day to 5 KW night and 10 KW day and change type of transmitter employing directional antenna for day and night use; Jack W. Hawkins & Barney H. Hubbs, Pecos, Texas (KIUN) construction permit to increase power from 100 watts to 250 watts and make changes in transmitting equipment. WAML, New Laurel Radio Station, Inc., Laurel, Miss.

(Continued on bottom of page 16)

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 ::: SCISSORS AND PASTE :::
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Paul Porter Talked Of For White House Steering Committee
 (Drew Pearson - Bell Syndicate)

The White House is talking about a Steering Committee consisting of FCC Chairman Paul Porter, Bob Nathan and Assistant Postmaster Gail Sullivan to function between Democratic headquarters and the White House.

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President Truman has begun a major shake-up of the White House staff. The first to go was George Allen, who becomes an RFC Director. Next was another Mississippian, the President's Naval Aide, Capt. James Vardaman, Jr., who was appointed a member of the Federal Reserve Board. Judge Sam Rosenman resigns this Friday.

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Archbishop Spellman Knows His Radio
 (From "Cardinal-Designate Spellman"
 by Roger Butterfield in "Life", Jan. 21)

Archbishop Spellman is an expert radio speaker and script writer and has substituted on the air for such diverse personalities as Major Edward Bowes and the former Pope Pius XI * * * * he attended faithfully the meetings of the Secchi Scientific Society whose members built themselves a wireless station. * * * *

Signor Guglielmo Marconi had built for the Pope a radio transmitting station on the Vatican grounds so that he could speak directly to the world. Arrangements were made for an initial broadcast on Feb. 12, 1931. Most Vatican functionaries knew little or nothing about this new scientific innovation, but Spellman's American background again stood him in good stead. He became the Pope's radio expert. On the day of the broadcast the first voice heard directly from the Vatican was that of Signor Marconi, who was followed by the Pope, who was followed by Spellman reading an English translation of the Pope's Latin message. A little later he engaged in a bit of dialog with the Most Rev. Stephen Donahue (later auxiliary bishop of New York) who was in a New York radio studio. Neither of the two prelates knew it, but millions of Americans were also listening in at the time. Here is what they heard:

Donahue: By the way, will you tell Monsignor Spellman that I was asking for him.

Spellman (from Rome): I'm HERE, Steve.

Donahue: We just telephoned to your mother, Frank, and she heard you fine.

The first broadcast from the Vatican made worldwide news and the Pope's words were heard by perhaps the largest radio audience up to that time. But what most U. S. listeners remembered longest was that cheerful, American-sounding greeting from Rome, "I'm HERE, STEVE."

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LaGuardia's Sponsored Column
("Editor and Publisher")

We have with us now the "sponsored column". The Sachs Quality Furniture Company in New York City has laid the matter squarely before the newspaper industry by buying the space in which former Mayor LaGuardia "sounds off" on any subject he chooses to discuss.

It's the radio technique applied to newspaper advertising. International Latex Corporation has done it in a modified form, re-printing statements by public men and some name writers. The Sachs format is clearcut "sponsorship" of a big name columnist. How far can the idea be carried?

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In Charge of War Dept. Radar, Radio But Didn't Know It
(Drew Pearson - Bell Syndicate)

When President Truman was head of the Truman Committee, he personally experienced an incident with Secretary of War Patterson, similar to the Secretary making the now famous mistake of saying he didn't know that overseas soldiers no longer were accumulating points. Then Undersecretary of War and in charge of the Army's production program, Patterson told the Truman Committee that production of radar, escort vessels, aircraft and radio was under the civilian War Production Board, not under his own office. The Committee, feeling certain that the Undersecretary of War's office had charge of all production, asked Patterson about this several times, but he insisted that he, as Undersecretary of War, could not overrule the War Production Board.

After Patterson went back to the War Department and conferred with his generals, however, he phoned the Truman Committee to admit that he hadn't known what his own powers were and that he did have complete final power over the production of radar, radio, escort vessels and aircraft.

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Department Stores Use Of Radio And TV
("Promotion Exchange", published by the
National Retail Dry Goods Association)

Television may prove revolutionary in the field of sales promotion, according to William H. McLeod, Vice President of Wm. Filene's Sons Co. of Boston.

"None of us is particularly proud of the way department stores have made use of the opportunities of radio", Mr. McLeod said. "The coming of television offers a new challenge, and many publicity people with whom I have talked voice the opinion that department stores should see to it this time that they do not fumble the ball."

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TRADE NOTES

Federal Communications Commission was cut \$500,000 by the House Appropriations Committee but it will still have that much more in excess of this year's appropriations.

"Radio As A Force in Advertising" will be the topic of Mark Woods, President of the American Broadcasting Co., Inc., when he addresses the Advertising Club of Cincinnati today (Wednesday, January 23) in Cincinnati.

First intra-store television demonstration in the State of New York will begin at Gertz Department Store, Jamaica, L. I., Tuesday, January 29, Max Gertz, Vice-President of the company, announced Monday. Programs televised in a specially constructed studio on the fourth floor will be shown on receivers strategically distributed throughout the store. William B. Still, President of Jamaica Radio & Television Co., and operator of television station W2XJT, is designing and building equipment for the installation.

Invitations have been issued by the Mutual Broadcasting System for a cocktail party preceding the Radio Correspondents' Dinner at the Hotel Statler in Washington, Saturday, January 26th, to be attended by President Truman.

The annual report of the Emerson Radio and Phonograph Corp. and its subsidiary, Radio Speakers, Inc., describing operations for the fiscal year ended Oct. 31, 1945, showed a new high in net sales of \$32,490,805.69 as compared with \$23,043,363.01 for the fiscal year ended October 31, 1944.

George E. Allen, White House advisor, close personal associate of President Truman, was nominated to the Board of Directors of the Reconstruction Finance Corporation. Mr. Allen is also a Director in American Cable & Radio Corporation, an I. T. & T. subsidiary and the Aviation Corporation of which The Crosley Company is now a subsidiary.

British radio listening licenses will soon cost ten shillings (about \$2) a year more - doubling the fee - Minister of Information E. J. Williams announced in the House of Commons Tuesday. There are more than 10,000,000 license holders.

A new license will be introduced, covering television and sound reception, at a cost of £2 (about \$8) a year. It is hoped that the television service will be ready in a few months.

Direct radiotelegraph service between New York and Warsaw, Poland, was restored last Saturday by R.C.A. Communications, Inc., it was announced by Thompson H. Mitchell, Executive Vice President. This international circuit was one of the first to be suspended at the start of the war. The Warsaw terminal is under the control of the Polish Telegraph Administration.

Fort Industry Company executives from Ohio, West Virginia, Georgia and Florida, following their meeting in New York, visited Broadcast Measurement Bureau's New York headquarters January 17th. Those who inspected the headquarters and discussed BMB's forthcoming standardized measurement of station audiences with Research Director John K. Churchill included George B. Storer, President; J. Harold Ryan, Vice President and Treasurer; George W. Smith, Vice President and Managing Director of WWVA, Wheeling, W. Va.; John Koepf, Washington Manager; Glenn B. Boundy, Chief Engineer; Harry Steensen, Comptroller, and the following Managing Directors of Fort Industry stations: E. Y. Flanagan, WSPD, Toledo, O.; Ralph Elvin, WLOK, Lima, Ohio; Allen Haid, WHIZ, Zanesville, Ohio; Stanton P. Kettler, WWMN, Fairmont, W. Va.; Charles Smithgall, WAGA, Atlanta, Ga., and Robert Venn, WGBS, Miami, Fla.

Decca Records, Inc., has borrowed \$1,000,000 from the Chase National Bank and the Marine Midland Trust Company, it was announced. Interest on the loan is $1\frac{3}{4}$ per cent. Decca will use the proceeds as additional working capital to finance increased inventories and accounts receivable.

The Hallicrafters Company of Chicago, Ill., and the Pilot Radio Corporation of Long Island City, N.Y., have been admitted to affiliate membership in the Television Broadcasters Association, Inc.

A license to record and distribute sound motion pictures for use in television broadcasting has been granted by RCA to RKO-Patne, Inc. as part of a new ten-year recording agreement announced by Barton Kreuzer, Manager of RCA's Theatre Equipment Department.

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(Continued from page 12 - Applications Accepted For Filing By FCC)

construction permit to change frequency from 1340 to 1560 kc., increase power from 250 watts to 1 KW, install new transmitter, new vertical antenna and ground system, and change transmitter location; KVAL, Brownsville, Texas, modification of license to increase power from 100 watts night and 250 watts day to 250 watts day and night; KFVD, Standard Broadcasting Co., Los Angeles, California, modification of construction permit which authorized installation of new transmitter, increase in power and change transmitter location for changes in transmitting equipment and antenna.

Also, WSAR, Fall River Broadcasting Co., Inc., Fall River, Mass., construction permit to change frequency from 1480 kc. to 1470 kc., increase power from 1 KW to 5 KW, install new transmitter and directional antenna for day and night use and change transmitter location from South Somerset, Mass., to Portsmouth, R.I.; Lewis Windmuller, Allentown, Pa., construction permit for a new standard broadcast station to be operated on 1230 kc., power of 250 watts and unlimited hours of operation; Charles W. Balthrope, San Antonio Texas, construction permit for a new standard broadcast station to be operated on 1450 kc., power of 250 watts and unlimited hours of operation (facilities to be relinquished by KABC); Caprock Broadcasting Co., Lubbock, Texas., construction permit for new broadcast station amended to change frequency from 550 to 1590 kc., increase power from 500 watts to 1 KW, change transmitter location and make changes in directional antenna.

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