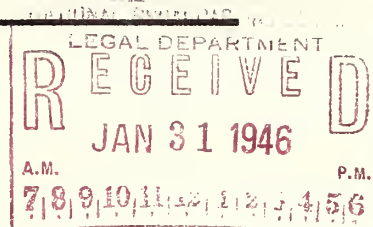


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2400 CALIFORNIA STREET

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No. 1715

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January 30, 1946

CBS TO STAGE NEXT ROUND IN COLOR TELEVISION BATTLE FRIDAY

With the installation on the 71st floor of the Chrysler Building in New York City of a brand new ultra high frequency color television transmitter, completed after months of intensive research development and engineering in the laboratories of the Federal Telephone and Radio Corporation, the Columbia Broadcasting will bang back at RCA-NBC next Friday, February 1st, with a demonstration of the progress CBS has made with television in color.

The show was to have been held earlier in the month following RCA-NBC's demonstration at which color was damned with faint praise, but had to be postponed because of a widespread epidemic of influenza in New York. In a way, however, this was a lucky break because it gave CBS time to complete the installation of the new transmitter which is now to be used instead of a small experimental transmitter as originally planned.

Thus Columbia again takes the offensive for color television of which it has been the leading advocate. At the RCA-NBC showing at the RCA Laboratories in Princeton, emphasis was placed upon the progress which had been made in black and white television since Pearl Harbor, but with regard to color, Brig. Gen. David Sarnoff declared no real advance had been made since the war began. Furthermore, he predicted that no outstanding development would be made until the present mechanical methods could be supplanted by an electronic system and that it would be at least five years before anything could be expected along this line. Paul Kesten, Executive Vice-President of CBS quickly countered with the assertion that General Sarnoff's prediction was a safe one since it was about three or four more years than Columbia thought it would take.

Details of the new CBS transmitter designed to transmit high-definition, full-color television with exceptional clarity, were disclosed by Federal Telephone and Radio in connection with addresses before the Institute of Radio Engineers last Friday by Dr. Peter C. Goldmark, Television Director of CBS, and Norman H. Young, television engineer of Federal's laboratories, on the successful invasion of the ultra-high frequencies in the television broadcasting field.

Preliminary demonstration broadcasts of color television have been held by the Columbia Broadcasting System at its headquarters in New York, with satisfactory results, according to officials of the radio network. One of the important features is that the sound program is sent simultaneously with the visual program over the same transmitter.

The new transmitter is housed in ten standard cabinets, grouped to present a uniform appearance and operated from a central control desk. Power supply for all the units is contained in these cabinets. All of the high power tubes are of a new water cooled design. These tubes were designed and built in the Laboratories of Federal Telephone and Radio in the International Telephone Building in New York City and at the FTR tube factory at Clifton, N.J. The superior characteristics of these tubes, which are a result of accelerated wartime development and application, according to Federal Telephone officials, are responsible to a large degree for the high quality performance of the transmitter.

The demonstration Friday will be under the general supervision of Col. Lawrence W. Lohman, Vice-President in charge of CBS Television. The occasion is also expected to mark one of the first public appearances of Dr. Frank Stanton as the new President of CBS, Dr. Stanton made his debut in that capacity at the dinner given to President Truman by the Radio Correspondents' Association in Washington last Saturday night.

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COWLES PLANS TO DAZZLE CAPITAL WITH FIRST COLOR TELEVISION

The Cowles Broadcasting Company, of Des Moines, owners of WOL, Washington and stations in New York, Boston and other cities, will undertake two important experiments in the National Capital - the first color television station in Washington and the first facsimile (radio newspaper) broadcasting station in the Capital. Applications have been filed by T. A. M. Craven, Cowles Washington Vice-President with the Federal Communications Commission for construction permits to carry on both of these experiments.

The new television station will utilize the color system developed by the Columbia Broadcasting System. The transmitting equipment is being manufactured by the Westinghouse Electric Corporation and receivers for this experimental demonstration are being produced by the General Electric Company.

It is expected that the experimental station, the construction of which has been delayed by strikes, will be placed in operation during the Fall of this year, at which time, color television in actual operation will be demonstrated to the public in Washington.

Sets will be placed in hotels, the Board of Trade, the National Press Club, possibly the department stores, and other places where people gather so that they may see exactly what color television is like. The reliable service range of the color television station which will be located on the WOL site on the northern tip of the District of Columbia in Montgomery County, Md., will be about 21 miles. No attempt will be made to cover Baltimore or Richmond but rather to serve the Washington area thoroughly and satisfactorily.

"This new color television station will operate on frequencies much higher than those being proposed for monochrome (black and white) television stations", the Cowles company explains. "It is believed that this will be the first color television station slated for Washington.

"Realizing the obsolescence of the low definition monochrome television based upon prewar technical developments, the Cowles Broadcasting Company has decided to demonstrate to the public of the metropolitan area of Washington the greater advantages of high definition television utilizing both better monochrome and color. In so doing, it is expected that advantage can be taken of the marvelous radio technical advances made during World War II.

"The Cowles Broadcasting Company's first step in the experiment will be to establish a sound engineering base for the service. When this has been achieved they plan to establish a regular broadcast television service utilizing these new advances."

With regard to the proposed Washington experimental facsimile station, the Cowles company states:

"This new station will be erected for the purpose of demonstrating the feasibility of utilizing radio electronic methods for the distribution and delivery of printed news. The first step in the experiment will be to establish the engineering standards which are necessary for the maintenance and operation of such a station in the service of the public. During the course of the experiment, the delivery of a newspaper by radio will be demonstrated. It is hoped that the results to be achieved by the experiment will make possible the inauguration of a news service to the Washington public utilizing electronics for the delivery of newspapers to the home."

The cost of an attachment to the radio set for receiving facsimile will be from \$25 to \$100 depending upon whether it is simply reproduced on a roll or in the shape of a newspaper. The Cowles Washington facsimile station expects to experiment with a sheet about the size of a tabloid newspaper. Two newspapers would be broadcast each day plus bulletins of the importance of extra newspapers.

Cowles Brothers are also the publishers of the Des Moines Register and Tribune but the paper to be broadcast in Washington will be one specially made up for these experiments.

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A large order has been placed by the U.S. Army for the purchase of copies of "Television Programming and Production", the newest book by Richard Hubbell, television executive of The Crosley Corporation; the publishers are Murray Hill Books of New York.

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FIGHT OVER FM RURAL COVERAGE TO GO ON DESPITE FCC EDICT

It appears the proponents of a lower FM band which they claim would give more adequate rural coverage instead of accepting the whack the recent Federal Communications Commission adverse ruling gave them have cast aside the kid gloves with which they have been sparring and are now going in for slugging.

The Commission last week denied petitions by the Zenith Radio Corporation of Chicago, and the General Electric Company to retain the 44 to 50 megacycle band to supplement the new FM assignment of 88 to 108 megacycles ordered last year. Leading the forces favoring the 40 to 50 megacycle band were Commander E. F. McDonald, Jr. President of the Zenith Radio Corporation, and Major Edwin H. Armstrong, inventor of FM.

When he received the adverse decision, Commander McDonald declared:

"The Federal Communications Commission has crippled frequency modulation by shackling it to the 100 mc. band. This means that the farmer and small town dweller will be deprived of the static-free FM service they need so badly and to which they are entitled."

FCC Commissioner E. K. Jett countered by saying that the data obtained in recent FM tests was inconclusive and therefore could not be accepted as final and that furthermore the higher frequencies at present assigned to FM would cover the rural area of the entire portion of the U.S. east of the Mississippi and a very large proportion of the western area.

At the moment the proponents of the 44 to 50 megacycle band are waiting for the Commission to issue its formal opinion setting forth the reasons for the adverse ruling. It is believed that they will bring this to the attention of the farm organizations of the country. In one quarter there was talk of a Congressional investigation. This may have arisen from the declaration of Senator Charles W. Tobey (R), of New Hampshire, a member of the Interstate Commerce Committee, which handles radio in the Senate, who said: "This is not the end by any means. We will go further with this before we are through. The FCC's decision is full of holes and does not serve the public interest."

Senator Tobey was present at the opening day of the FCC hearings. Senator Burton K. Wheeler (D), Chairman of the Senate Interstate Commerce Committee but who was in Montana at the time the case came up, is also known to be very much interested in the FM allocations. Commander McDonald said: "Denial of FM to the farmer and obsolescence of four hundred to five hundred thousand FM sets owned by the public has made it a public problem which should be considered by Congress."

Commissioner Jett's statement in connection with the Commission's decision was as follows:

"The main reason given by Commander McDonald for proposing a low FM band in addition to the high one was to provide extended rural coverage. This was based on the newly discovered evidence which would prove that lower frequencies give greater range than higher frequencies for a given amount of power and antenna height. Undoubtedly the information presented on the basis of the Deerfield and Andalusia tests will prove of value as time goes on.

"However it was generally conceded by experts at the hearings last week that the data recently collected was inconclusive and therefore could not be accepted as final proof that lower frequencies should be made a part of the FM allocation. At any rate, the FCC has made public a list of metropolitan frequencies between 88 and 108 mc. to be assigned at specific locations. Therefore it is possible to determine on the basis of our existing standards of good engineering practice the approximate coverage of stations operating in the higher band.

"Major Armstrong indicated during the hearing that it would be possible to provide service on the high band out to a distance of about 60 miles. Accordingly, if the proposed assignments to cities as released by the Commission are plotted on a map, it will be possible to determine the amount of rural coverage throughout the U.S. on the metropolitan class of frequencies. Even on this basis, omitting for the moment the coverage of 'community' and 'rural' stations, the entire portion of the U.S. east of the Mississippi and a very large portion of the western area will receive FM service."

Commander McDonald said:

"The new factual evidence presented at the recent FCC hearings held recently was not denied or refuted. Nevertheless, FCC has again gone against the evidence and denied FM the frequencies that would make possible good rural coverage. Not only does this penalize the farmer, who needs the static-free, interference-free service of FM much more than does the city dweller; it also makes obsolete the four to five hundred thousand FM sets now owned by the public. These sets were purchased in good faith after FM was assigned to the 50 mc. band in 1940.

"It is interesting to note that before Chairman Paul Porter was appointed to the FCC, and as far back as 1940 when he appeared before the Commission as attorney for the Columbia Broadcasting System, he recommended to the Commission, in the interest of Columbia, that television should be given preference over FM. It is universally conceded that the farmer cannot have television - why deprive him of FM also?

"Nobody can profit by this decision except radio networks, who originally suggested that FM be moved from the 50 mc. waveband, and some radio manufacturers who, although they last Summer urged that FM remain in the 50 mc. region, are now tooled up for the production of 100 mc. sets and fear that they might lose the profits from the few weeks it would take them to retool for two-band operation."

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FEDERAL RADIO CORP. ALL SET TO TURN OUT FM TRANSMITTERS

That the Federal Telephone and Radio Corporation, domestic manufacturing affiliate of the International Telephone and Telegraph Corporation, was entering the field of Frequency Modulation (FM) Broadcasting was disclosed by E. N. Wendell, Vice President in Charge of Radio Engineering and Sales of the company, who said that Federal is building FM broadcast transmitting equipment for 170 installations. Deliveries will be made starting the end of March, 1946. A number of stations have already been contracted for including one 10 KW transmitter for the New York Post.

For the past several months Federal Telephone engineers have been working on the development of a new and improved type of modulator-oscillator unit for application to its complete line of FM broadcast transmitters. It has now been perfected and brought out of the laboratory into production. Mr. Wendell stated that this revolutionary modulator development makes possible a very low noise reception level, surpassing the engineering requirements of the Federal Communications Commission by a substantial margin. Representatives of the stations contracted for by Federal Telephone are awaiting approval of final construction permits from the FCC.

Federal will produce a single FM broadcast system complete from microphone to antenna which combines the new modulator-oscillator with advanced FTR power tubes. It is designed to conform to the high standards set up for FM high quality, noise-free radio broadcasting.

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GUIDED TV BOMB TO BE APPLIED TO HOME TELEVISION

Peacetime home television will benefit from the wartime development of a television-guided bomb, the Farnsworth Television & Radio Corporation stated in describing some details of equipment used in this type of "seeing eye" projectile.

Spot visual pickups of newsworthy occurrences - such as parades, sports events, fires and disasters - are made possible by a portable camera-transmitter unit built originally to help bombardiers steer their missiles directly to the target.

As a part of the bomb, the apparatus was designed to fit into an 18-inch cylinder having a depth of 15 inches. The unit necessarily had to be rugged as well as compact. It is light enough to be carried in an ordinary large-sized suitcase and can be operated by battery if a power line is not available.

These factors make the equipment especially adaptable to mobile television coverage of news events as they happen, according to B. R. Cummings, Farnsworth Vice President in Charge of Engineering.

For its operation, a main transmitter beams out synchronizing signals to lock in the signals of the portable camera-transmitter, which then sends its composite signal back to the main transmitter for broadcasting. No wire connections are needed. The present range from which this signal can reach the main transmitter is about 15 miles, Mr. Cummings said.

The unit is also of value to department stores using television as a display medium, since it can be moved easily from floor to floor to transmit a showing of the merchandise on any desired counter.

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JETT TO PRESIDE OVER NORTH AMERICAN RADIO CONFERENCE

Everything is in readiness for the North American Regional Broadcast Engineering Conference which will meet in Washington next Monday morning, February 4.

The Delegation of the United States will consist of the following: Commissioner Ewell K. Jett of the Federal Communications Commission, Chairman; Harvey B. Otterman of the State Department, Vice Chairman; George Adair, Chief Engineer, and Rosel Hyde, General Counsel of the Federal Communications Commission; and Donald R. MacQuivey of the Telecommunications Division of the State Department. T.A.M. Craven, Vice-President of the Cowles Broadcasting Corporation, will represent the National Association of Broadcasters.

The opening plenary session Monday will be held in the Department of Commerce Auditorium but the other meetings will take place at the FCC offices.

The conference will consider problems related to standard band broadcasting in the North American Region particularly as they are affected by the North American Regional Broadcasting Agreement which expires March 29, 1946. The countries which are parties to the Agreement are as follows: Canada, Bahamas, Cuba, Dominican Republic, Haiti, Mexico, Newfoundland, and the United States. The British Government has indicated its intention of sending observers in behalf of the other British possessions in the North American Region and it is possible that observers may be present from the Central American Republics and Panama.

Representatives of the United States broadcast industry are invited to participate as observers throughout the conference. It is expected that industry representatives will also be present from other countries.

The agenda of the conference will consist of proposals on behalf of each of the countries which are parties to the NARBA Agreement and various subjects of a technical character designed to improve service in each country as well as to minimize interference between countries.

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HOUSE COMMITTEE APPROVES BILL TO CURB PETRILLO

The House Interstate Commerce Committee has recommended that the House pass the bill introduced by Rep. Lea (D), of California to curb the demands of J. C. Petrillo, President of the American Federation of Musicians. In doing so it said that the demands of Petrillo "were a great disservice to legitimate labor organizations as well as to the public."

The Lea bill makes it a penal offense for any labor leader to compel a radio broadcaster to:

1. Hire more employees than needed.
2. Refrain from using recordings or presenting foreign musical broadcasts without a union orchestra "standing by".
3. Refrain from broadcasting education programs, unless musicians involved are compensated for their services.

The Committee's report said that unless Mr. Petrillo's union is curbed by Congress, it would force the radio industry to pay "tribute in excess of \$20,000,000 a year."

It said that the bill would impose no restriction upon the right of labor to strike for higher wages or better working conditions. The Committee added:

"We have the right of free speech but that is not a justification for slander. We have the right to bear arms but that is not justification for murder. Any persons may properly organize for lawful purposes but criminal purposes are beyond their legitimate functions."

The Washington Post recently carried the following editorial:

"We have never been able to understand why special legislation should be introduced for the single purpose of curbing Mr. James Caesar Petrillo. It is true that he has ruled with a high hand, resorting to outrageously coercive practices that interfere with the broadcasting of musical programs in his mistaken zeal to create more jobs for members of his union. But, as we have said before, the head of the musicians' union is only following a common pattern of conduct in issuing his dictatorial decrees and enforcing obedience on the broadcasting companies by pressure tactics. Such abuses of power call for general labor legislation, not measures like the Lea bill, aimed at a particular labor leader and intended for the relief of a particular industry.

"Justice would not be served by passing this type of legislation that would leave other labor czars free to indulge in the coercive tactics that Mr. Petrillo would be forbidden under penalty of fines and imprisonment from continuing to practice. What is

needed is a comprehensive banning of antisocial labor union policies, applicable without fear or favor to all labor organizations. We don't try to suppress crime by passing laws aimed at individual criminals. Why, then, should be adopt particularistic labor measures? Special cases make bad law.

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500 FT. TV TOWERS URGED; ADVERTISERS HEAR TV PRAISED

Television came in for its share of attention in Washington this week first with a recommendation fo C. B. Plummer, planning engineer of the Federal Communications Commission that television antenna towers should rise 500 feet above the average terrain, and second with a meeting of the Advertising and Merchandising Panel of the Television Institute under the joint auspices of the Advertising clubs of Washington and Baltimore and Televisor Magazine.

The question of television antenna height came up during a discussion by the National Capital Park and Planning Commission which was asked to consider the matter by the District of Columbia Commissioners who have the problem of determing how high television towers shall be in Washington, D. C. The Bamberger Broadcasting Company and the National Broadcasting Company have been granted heights of 300 feet at Fort Reno and 350 feet at Wardman Park Hotel respectively tentatively. If Mr. Plummer's suggestion prevails, it would mean that television towers of 500 feet would loom to almost the height of the Washington Monument which is 555 feet high.

At the Television Institute meeting, Paul Mowrey, television supervisor of the American Broadcasting Company said that "while tele costs will be greater than those of either radio or display advertising, they will not be higher than both combined."

Mr. Mowrey painted a bright picture for progressive advertisers who avail themselves of television during the next two or three years. "These advertisers", said Mr. Mowrey, "should compute their advertising costs in terms of experience gained and research which they will be in a position to complete before the time comes to invest in video advertising on an elaborate scale. The important factor is not how much merchandise they will sell today via television, but how much money they will be able to save in the future by virtue of their understanding of what this new medium can and cannot accomplish for their sales."

Richard Hubbell of The Crosley Radio Corporation, of Cincinnati, author of the new book "Television Programming and Production", presided.

J. R. Poppele, President of the Television Broadcasters' Association; Paul Knight, General Manager of Television Station WPTZ of Philadelphia; Carleton Smith, General Manager of Station WRC, and Carl Burkland, General Manager of Station WTOP, were guests of honor at the luncheon session.

The meeting closed with a television program broadcast from the Dumont experimental station atop the Harrington Hotel to the Statler, about nine city blocks away.

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RADIO CORRESPONDENTS ENTERTAIN PRESIDENT TRUMAN IN STYLE

Again one of the very best dinners of the season was that given to President Truman by the Radio Correspondents' Association at the Hotel Statler in Washington last Saturday night. Each year this organization of Washington correspondents for the networks and independent stations grows in size and importance. About 500 persons attended the dinner and President Truman himself, a distinguished radio speaker, was presented with an active membership card in the Association. President Richard Harkness of the National Broadcasting Company, told Mr. Truman he had the No. 1 Hooperating of the country.

Entertainment was furnished by the four networks and the music by the famous U. S. Marine Band under Capt. William F. Santelmann and the NBC Orchestra conducted by Dr. Frank Black. A highlight of the evening was the performance of pianist Sergt. Eugene List, who reported the numbers he had played for Stalin, Churchill, Atlee and President Truman at Pottsdam. Lowell Thomas was master of ceremonies.

Preceding the dinner there were cocktail parties by CBS, NBC and NIBS.

Among those seated at the head table at the dinner were Admiral Nimitz, the Secretary of the Treasury, the Secretary of Labor, the Secretary of Agriculture, the Attorney General, Chairman Paul Porter of the Federal Communications Commission, Admiral Leahy, and Senator Wallace White, of Maine.

Also, Brig. Gen. David Sarnoff, President of the Radio Corporation of America; Leonard Reinsch, radio advisor to President Truman; Dr. Frank Stanton, new President of the Columbia Broadcasting System; Niles Trammell, President of the National Broadcasting Company; Edgar Kobak, President of Mutual Broadcasting System; Edward J. Noble, Chairman of the American Broadcasting Company; Mark Woods, President of American Broadcasting Company; Col. Albert Warner, of Cowles Station WOL in Washington, and Hans V. Kaltenborn.

Among the guests were:

William Ackerman, CBS, New York; Bill Bailey, Broadcasting Magazine; Charles Barry, ABC, New York; William G. Benton, Assistant Secretary of State; K. H. Berkeley, WMAL, Washington; Carl J. Burkland, WTOP, Washington; Louis Caldwell, radio counsel WGN; Senator Homer E. Capehart; Arthur J. Casey, Station WOL, Washington; Martin Codel, Codel News Letter; Wayne Coy, Station WINX, Washington; George Crandall, CBS, New York; T. A. M. Craven, Vice-President, Cowles Broadcasting Co.; Francis C. de Wolf, Chief, Telecommunications Division, State Department; FCC Commissioner Charles R. Denny; Sid Eiges, NBC, New York; Earl H. Gammons, Director, WTOP, Washington; Fred Guthrie, Assistant V-P, R.C.A. Communications, Inc., Washington; William D. Hassett, Secretary to President Truman and Charter Heslep, Washington Representative, WBS in Washington.

Also, Hugh Higgins, National Association of Broadcasters, Washington; J. Edgar Hoover; Rosel Hyde, FCC General Counsel; FCC Commissioner E. K. Jett; Merle Jones, Manager, Station WOL; Robert Kintner, Vice-President, ABC; Thomas Knode, NBC, New York; Edward McGrady, Vice-President, RCA, Washington; Claude Mahoney, commentator, WTOP, Washington; Clarence Menser, Vice-President, NBC; Eugene Meyer, owner Station WINX Washington; Harvey B. Otterman, State Department; Bryson Rash, Station WMAL; Joseph Ream, Vice-President, CBS, New York; Charles G. Ross, Press Secretary to President Truman; Frank M. Russell, Vice-President, NBC, Washington.

Also, Fred Shawn, NBC; Carleton D. Smith, Manager, Station WRC, Washington; Robert S. Swezey, Vice-President, MBS; Sol Taishoff, Broadcasting Magazine; Senator Glenn Taylor; Sen. Charles W. Tobey; Senator Millard Tydings; FCC Commissioner Ray C. Wakefield; A. D. Willard, Jr., National Association of Broadcasters, Washington, and FCC Commissioner W. H. Wilss.

The Committees in charge of the dinner included Rex Goad, of Trans-Radio, Charter Heslep, of MBS, Earl Godwin, NBC, Jack Paige, WOL, Robert Menaugh, Supt. House Radio Gallery, and Harold McGrath, Supt. of Senate Radio Gallery.

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J. R. POPPELE, RADIO PIONEER, ELECTED V-P OF WOR

J. R. Poppele, WOR's Chief Engineer, was elected Vice-President of WOR Monday, January 28th. Mr. Poppele still will retain the titles and duties of Secretary and Director of the Corporation.

Mr. Poppele was born in Newark, N. J. on February 4, 1898. He attended school there and studied electrical engineering. He served as a radio operator during the first World War. Joining WOR in 1922, he has been a guiding figure in the growth of the station.

Originally WOR's only engineer, Mr. Poppele now heads a staff of more than 80 technical experts. During his association with WOR he has instituted and maintained a research laboratory in which many devices now in common use have been developed to help the advance of broadcasting. Much of the equipment of the 50,000 watt transmitter in New Jersey was specially designed under his direction.

Mr. Poppele began television experiments in 1926 and is now President of the television Broadcasters' Association.

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Austria plans to manufacture 100,000 radio sets this year but not for the Austrians who are too poor to buy them. Almost all of the sets will be exported to get foreign exchange to buy food and essential raw materials.

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FCC ADDS NEW ASSISTANT INFORMATION DIRECTOR

Lee Farran, who assumed the position of Assistant Director of Information for the Federal Communications Commission on Monday, is a former Ohio newspaper and publicity man and was recently discharged from the Army as Master Sergeant, having served since 1941, mostly in the South Pacific area.

He served in the Public Relations Section of the 37th Infantry Division, the Third Army Headquarters and the South Pacific Base Command, specializing in radio. After returning from the South Pacific area, Mr. Farran served in the Public Relations Section of the Selective Service headquarters in Mississippi.

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TRUMAN TO EXPRESS "MARCH OF DIMES" THANKS TO RADIO MEN

To thank industry leaders for what broadcasting has done in promoting the "March of Dimes", President Truman is scheduled to greet these gentlemen at the White House today (Wednesday). The list given out of those expected to attend includes:

A. D. Willard, Jr., NAB Executive Vice President; J. Leonard Reinsch, radio adviser to President Truman; Edgar Kobak, President, MBS; Davidson Taylor, CBS Vice-President; Clarence Menser, NBC Vice-President; James D. Shouse, WLW, Cincinnati; John Elmer, WCBM, Baltimore; Joseph O. Maland, WHO, Des Moines; Clair R. McCollough, WGAL, Lancaster; T. A. M. Craven, Cowles Broadcasting Co.; and Campbell Arnoux, WTAR, Norfolk.

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APPLICATIONS FOR BROADCAST SERVICES ACCEPTED BY FCC FOR FILING

Puerto Rico Communications Authority, Municipality of Rio Piedras, Puerto Rico, construction permit for a new standard broadcast station to be operated on 904 kc., power of 10 KW, directional antenna and unlimited hours of operation; Rahal Broadcasting Co., Beckley, West Virginia, construction permit for a new standard broadcast station to be operated on 1450 kc., power of 250 watts and unlimited hours of operation; Central Broadcasting Corp., Flint, Mich., (Detroit, Mich.), construction permit for a new standard broadcast station to be operated on 600 kc., power of 1 KW, directional antenna and unlimited hours of operation; Methodist Radio Parish, Inc., Flint, Mich., construction permit for a new standard broadcast station amended to change frequency from 1500 to 1510 kc. (250 watts and daytime hours of operation).

Also, P. C. Wilson, Canton, Ohio, construction permit for a new standard broadcast station to be operated on 1300 kc., power of 1 KW and daytime hours of operation amended to change frequency from 1300 to 1540 kc.; Audrain Broadcasting Corp., Mexico, Mo., construction permit for a new standard broadcast station to be operated on 1340 kc., power of 250 watts and unlimited hours of operation (facilities to be relinquished by KHMO); Monona Broadcasting Company, Madison, Wisconsin, construction permit for a new standard broadcast station to be operated on 1070 kc., power of 10 KW, directional antenna night and unlimited hours of operation; Amphlett Printing Co., San Mateo, California, construction permit for a new standard broadcast station to be operated on 250 watts and unlimited hours of operation to change frequency from 1490 to 1550 kc. and make changes in antenna system.

Applications for Standard Broadcast Facilities Tendered for Filing: Worth Broadcasting Co., Fort Worth, Texas, construction permit for a new standard broadcast station to be operated on 960 kc., power of 5 KW and daytime hours of operation; Stark Broadcasting Corp., Canton, O., construction permit for a new standard broadcast station to be operated on 1060 kc., power of 1 KW and daytime hours of operation.

Applications Accepted for Filing last week: KPOF, Pillar of Fire, near Denver, Colorado, construction permit to increase power from 1 KW day and night to 1 KW night and 5 KW day and install new transmitter (910 kc.); KTFI, Radio Broadcasting Corp., Twin Falls, Idaho, construction permit to increase power from 1 KW day and night to 5 KW day and 1 KW night, install new transmitter and change studio location (1270 kc.).

Applications for Standard Broadcast Facilities Tendered for Filing: Henry F. Fett, Dearborn, Mich., construction permit for a new standard broadcast station to be operated on 1540 kc., power of 1 KW and daytime hours of operation; KTSA, Sunshine Broadcasting Co., San Antonio, Texas, construction permit to increase power from 1 KW night, 5 KW daytime to 5 KW day and night and install directional antenna for night use (550 kc.); Abilene Broadcasting Company, Abilene, Texas, construction permit for a new standard broadcast station to be operated on 1340 kc., power of 250 watts and unlimited hours of operation; Dickinson Publishing Co., Inc., Dickinson, North Dakota, construction permit for a new standard broadcast station to be operated on 1230 kc., power of 250 watts and unlimited hours of operation.

Also Peach Bowl Broadcasters, Yuba City, California, construction permit for a new standard broadcast station to be operated on 1400 kc., power of 250 watts and unlimited hours of operation.

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 ::: SCISSORS AND PASTE :::
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Paul Porter Is Also From Missouri, Truman's State
 ("Washington Post")

The Senate isn't hiding its annoyance over President Truman's penchant for nominating Missourians for Government posts.

But it's also a good bet the Senate will go along with his nominations - just as it grumblingly went along with President Roosevelt's.

Rumors persist that Paul A. Porter, Chairman of the Federal Communications Commission, who was born in Joplin, Mo., may be called to the White House as a presidential adviser, but those close to Porter say such a move, if it occurs at all, may not take place for some time. Reason: Genial, story-telling Porter, former Publicity Director for the Democratic National Committee, is too busy. FCC, for example, has 271 hearings scheduled for the remainder of this month, February and March.

As for Porter : "No comment."

Appraising the Radio Editors
 ("Variety")

In an attempt to appraise the current state of radio writing in the country today, Variety interviewed many leading radio execs in New York, with them waded through hundreds of clippings of newspaper radio columns, and received the benefit of the unvarnished and considered opinions of those in radio who are most knowledgeable on the subject. * * * *

That radio writing can be influential has been shown in a number of instances. Outstanding, perhaps, is the case of Cleveland. That town is considered by many in the trade as the "strongest" in the country from the viewpoint of radio writing. Bob Stephen and Stanley Anderson do a good job, respectively on the Plain Dealer and Press. * * * *

St. Louis has Jim Spencer doing straight news on the Post Dispatch and Harry LaMertha adding criticism in the Globe-Democrat.

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Outstanding in the corn belt is Mary Little of the Des Moines Register and Tribune. * * * *

Chicago should be an important radio writing town, having been at one time the industry's No. 1 production center and being, even now, in an important third place. Larry Wolters, of the Tribune is an intelligent reporter, tied down by his paper's anti-Administration policy and its interest in (first) WGN and (second) the Mutual network. "Don Foster" of the Chi Times steers away from criticism; Betty Burns in Marshall Field's Sun has been cut in space (and Field is supposed to be pro-radio!), does mostly features and news, no criticism; Adele Hoskins on the News is new, considered by radioites as promising, is careful of criticism so far.

The position of Jack Gould, Radio Editor of the New York Times perhaps summarizes much of what goes on in radio writing on the dailies. He is an excellent reporter; writes well. When he tackles talent and show criticism, he is often "different" - some think, deliberately so; but he does listen to radio, is interested in it seriously. Much of his writing is considered "trade stuff" - technical pieces about the future of FM, Petrillo vs. the broadcasting industry, etc. Some of that, apparently, is because that's what the boss wants - even though the boss may not say so explicitly. But Gould - not because of himself individually, but because of the paper's prestige - is tremendously influential. A peep out of him will bring a dozen memos flying from top execs. The "evil" complained of may not be straightened out immediately (or at all), but the problem is certainly weighed.

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Newspaper space is opening up. More radio writing is in the offing. Boston papers (except Hearst-owned) are skedding radio sections. The Washington (D.C.) News is planning a weekly, four-page section - and it could be influential since, in the capital, where Congressmen, FCC people, etc., read those papers, there is now not a radio column worth glorifying by that name. The radio industry might help set the pace for decent, informative radio writing and criticism by helping papers develop punchy sections.

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Senator Burt Wheeler's Re-Election
(Drew Pearson, Bell Syndicate, Inc.)

Senator Burton K. Wheeler (D), is in Montana, sounding out re-election prospects. His prestige at home is not so high.

Truman Sticks To Task of Improving Radio Speech
(Bob Considine, International News Service)

Brig. Gen. Harry Vaughan, President Truman's tough, outspoken military aide and long-loyal rooter, looked up from his bourbon glass at a recent party, when someone repeated the usual things about Truman's radio voice. Vaughan bellowed:

"Okay, wise guy. Truman hasn't got pretty blue eyes. He isn't shaped like Johnny Weissmueller and his voice isn't as pretty as Frank Sinatra's. But, by God, he's an honest, smart, hard-working fellow. What else can you ask of a President?"

Nevertheless, Truman frequently stabs at improving his speech-making. He has slowed down his radio voice to 120 words a minute. When he can spare time he makes short records of his voice and notes his flaws.

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::: TRADE NOTES :::

The proposal that Congress hold night sessions and allow them to be broadcast will not make much of a hit with the networks and stations which might have to give up valuable evening commercial time. The night broadcast proposal was made to a Senate-House Committee studying ways to modernize Congress by a subcommittee consisting of Senator LaFollette (P.), of Wisconsin, and Representative Mooney (D), of Oklahoma. The night broadcasts were proposed as experiments.

Award of the Legion of Merit has been made by the United States Army Service Forces to Sidney Sparks, Traffic Manager of R.C.A. Communications, Inc., in New York, for outstanding achievements while a Lieutenant Colonel and Officer in Charge of the War Department Signal Center at Washington, D. C., from October, 1943, to August, 1945, it was announced last week. The decoration was presented to Mr. Sparks in Washington by Maj. General Frank E. Stoner, the Assistant Chief Signal Officer, U. S. Army.

Carl Gebuhr has been named CBS Director of Press Information in Washington, and of WTOP, Columbia-owned station in the capital. Recently returned from Japan, where he served as Executive Officer of a motor patrol gunboat, Mr. Gebuhr served in the U. S. Navy for almost four years, attaining the rank of Lieutenant (j.g.) Previously he was on the public relations staff of the U. S. Civil Service Commission in Washington.

Don G. Mitchell was elected Executive Vice President of Sylvania Electric Products Inc. at a meeting of the Board of Directors held last week. Mr. Mitchell joined Sylvania as Vice-President in Charge of Sales in 1942.

Statements by top executives of many of the nation's leading railroads are featured in a special series of advertisements recently initiated by the Mobile Communications Division of the Farnsworth Television & Radio Corporation.

The Farnsworth program is designed to highlight for management and employees of the railroad and radio industries, as well as interested financial and government agencies, today's forward-looking thinking by railway leadership and the place of radio in this field.

A new radar "yardstick" for world mapping so perfected that it can measure distances up to 250 miles with almost pinpoint accuracy was described by its inventor, Stuart W. Seeley of the Radio Corporation of America, in making the first public announcement of Shoran a precision radar system, used with devastating effect in blind bombing during the last states of the war.

"The use of blind Shoran bombing over the battlefields of Europe", Mr. Seeley, Manager of the Industry Service Division of RCA Laboratories, said, "showed that it was capable of equalling visual bombing in accuracy under normal conditions and surpassing it when the latter suffered from target identification difficulties. On occasion, rolling barrages of fragmentation bombs were laid down only a few feet ahead of our advancing troops."

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