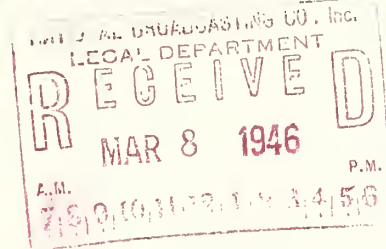


HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.



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No. 1720

L y J K P

March 6, 1946

SARNOFF URGES CLERGYMEN TO HEED NEED FOR GUIDANCE IN ATOMIC ERA

Civilization now is at the cross-roads because "technological advances have outstripped our spiritual progress", Brig. Gen. David Sarnoff, President of the Radio Corporation of America, declared speaking in Columbus, Ohio, yesterday (Tuesday, March 5th) before the Federal Council of the Churches of Christ in America, the gathering which is to be addressed today by President Truman and former Prime Minister Churchill.

"Man is out of stride with the march of science", General Sarnoff said. "He must rise spiritually and intellectually, as well as technologically, if he is to become not the slave but the master of science. Should he fail in this objective and release atomic power to blow up the spiritual and humanitarian barriers that hold back the Apocalypse, then death, famine, fire and pestilence, enflamed by war, will race across the hemispheres.

General Sarnoff asked the question: "Who can open the mind of man to this fearsome possibility of annihilation?" His answer was: "Not the engineer - for he is concerned with machines. Not the politician - for he deals with men as he finds them. The church, therefore, must awaken man to the fact that, as never before, he is his brother's keeper. There is no security in isolation."

Cooperation with our fellowmen can be achieved "only through strength", asserted General Sarnoff, and added: "To be weak or unprepared, is to live in fear, and that would not be conducive to peace and brotherhood. America must be strong. Our Nation must not neglect its moral and physical strength, or its national security, if we are to assist in rehabilitation of a world suffering from the ravages of war."

"Science and industry", he continued, "are equipped to create new instrumentalities and services and to make them available for the welfare of mankind. But the clergyman and the educator must help to stimulate their proper use and to discourage their misuse... They must inspire the motives that are the mainsprings of man's intelligence.

"Our great national concern, therefore, should center on man himself, and not revolve solely around machines or electrons.

"We know how to build and control machines and how to make them work. But man is more complex. We must look into his heart, and his mind. Through such instruments as the electron microscope, science peers deeply into the sub-microscopic world to see virus and bacteria, but it cannot look into the soul, or scan the inner consciousness of man. Even to the church, man is a mysterious

creature. While the engineer learns more about the machine, the problem of the clergy is to learn more about man so that it may guide him spiritually in his technological advance."

In the field of radio, for example, so rapid were the wartime advances that scientists achieved what they themselves would not have believed possible five years before, General Sarnoff said. He stressed the fact that it is the use of the invention - not the invention itself which is significant. Recalling that radio travels at the speed of 186,000 miles a second, he pointed out that it can spread an untruth as easily as a truth, at the same speed. Therefore, it is the use to which radio is put that determines its contribution to the welfare and peace of mankind.

"Your own Federal Council of the Churches of Christ in America", General Sarnoff declared, "was among the first to realize the great value of radio science as manifested in broadcasting. Early radio listeners will long remember the venerable Dr. S. Parkes Cadman. He showed the way for the use of the microphone in the church."

Now through television and frequency modulation, popularly known as FM broadcasting, the church finds new servants at its command, he added, and declared: "Television comes not with the threat to replace the rural church and city cathedrals. Instead, it presents new opportunities to those who will adopt it to their purposes and the needs of the modern world ... Again through science, the church has found a new missionary. And again we see evidence that science and religion are two powerful forces, which can work for the good of all mankind."

General Sarnoff described television as "a tree of science with many branches", and cited the fact that out of its techniques scientists have produced the famed electron microscope and radar, the wartime miracle. He said that radar's recent epic achievement in contacting the moon represented "far more than man's ingenuity at work in such a triumph."

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ASCAP SIGNS WITH AUSTRIANS

The American Society of Composers, Authors and Publishers, (ASCAP) has signed a five-year agreement with AKM, the Austrian performing right society. The new agreement, John G. Paine, General Manager, explained, is similar to those which ASCAP has signed with Great Britain, France and Spain.

The most significant change is that the Society has now been given the right to act on behalf of the symphonic, concert and recital works contained in their repertoire.

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FCC FM SET MANUFACTURING FEELER LANDS ON CAPITOL HILL

Look for a blow-up from Capitol Hill with regard to the questionnaire the Federal Communications Commission sent last week to radio manufacturers. To all intents and purposes it appeared to be a routine inquiry calling for the estimated number of receivers to be manufactured in 1946 in the AM, FM and television bands. Actually it was construed in some quarters to be a "trial balloon" to see whether manufacturers were responding to FCC's crack of the whip and preparing to turn out what the Commission believes to be an adequate number of sets capable of tuning the new FM band (88-108 mc) established recently by the FCC in the face of tremendous opposition by a number of the manufacturers. In spite of the order to shift, six manufacturers, including Zenith, Stromberg-Carlson and Galvin, have indicated their intention of putting out two-band receivers (that is to include the old 50 mc band as well as the new). This is frowned upon by the Commission.

It is charged by certain of the manufacturers opposing the reallocation that the real purpose of the questionnaire is to "get the goods" in writing on those who continue to buck the Commission. They are now known to be taking their case to Capitol Hill and the question they are raising is under what authority has the FCC obtained the right to inquire into the volume of receivers of any type that manufacturers intend to build and also why the Commission wants this information. At least one prominent Senator is already known to be looking into the matter and it is reasonable to assume that others may follow suit and that the Commission may be called upon for further information.

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GEN. S. M. THOMAS RCA COMMUNICATIONS TECHN. REPRESENTATIVE

Brig. General Samuel M. Thomas, who from August to December, 1945, was responsible for the supervision and restoration of the civilian communications and postal systems in the United States Zone of Occupied Germany, has been appointed International Technical Representative of R.C.A. Communications, Inc., it was announced Tuesday, March 5th, by Thompson H. Mitchell, Executive Vice President.

Holder of the Legion of Merit, the Bronze Star, and the Russian Order of Kutuzov, for outstanding service in the Persian Gulf Command prior to his assignment in Germany, General Thomas was Director of the Communications Division, Office of Military Government, U. S. Army, with headquarters in Berlin.

As the United States representative on the Quadripartite Communications & Posts Committee of the Allied Control Authority in Berlin, General Thomas, a native of Arkansas, was responsible for coordinating all matters concerning communications and posts for Germany, including establishment of a central German civilian administrative agency for operating the former Reichpost in all of Occupied Germany.

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STANTON SAYS PUBLIC WANTS COLOR TV; WILLING TO PAY FOR IT

A delegation from the Senate Interstate Commerce Committee and the House Interstate and Foreign Commerce Committee, the two committees in Congress having to do with radio, which journeyed to New York last week to have a look at Columbia Broadcasting System's television, was told by Dr. Frank Stanton, President, that a scientific study which CBS had made revealed the fact that present television set owners, chosen at random in the New York area after seeing Columbia's color television would rather have color than black and white.

The Congressional visitors who included Senator Burton K. Wheeler (D), of Montana, Chairman of the Senate Committee, and Representative Charles Halleck (R), of Indiana, of the House group, were in charge of Earl Gammons, Director of CBS Washington office.

The composite reply to the question of how much more would they be willing to pay for color sets, Dr. Stanton told the Washingtonians, was:

34 percent more than black-and-white for a color receiver with an 8 x 10 inch picture, and

28 percent more than black-and-white for a color receiver with a 16 x 22 inch picture.

Only 12 percent agreed with the statement, "I am completely satisfied with the television now being broadcast. Black-and-white television is good enough for me."

The consumer tests are to be repeated next Saturday with a cross section of non-television set owners to see how they react to black-and-white versus color television.

"Any discussion of television's future", Mr. Stanton told the legislators, "must be based on one incontrovertible and well documented fact: that, at best, black-and-white television on the lower frequencies can constitute only a temporary service."

Transfer from the lower frequencies to the ultra-highs for color program transmissions "could be made only at a staggering cost to both the public and the broadcaster", he said.

Temporary service in black-and-white television, Mr. Stanton continued, would represent "a false start", whereas color can initiate a cycle that "keeps accelerating and expanding toward a vast, nationwide television service."

"Within the next few months, we propose", he said, "to recommend to the Federal Communications Commission technical standards for commercial operating of color television. It is imperative that such standards for color be set promptly, so that a broadcaster entering the television field in color will have the opportunity to derive income and be able to compete with the broadcaster operating commercially in black-and-white on the low frequencies."

BROADCASTERS SAMPLE "DARK BREAD" AT PRESIDENT'S DINNER

A number of well known broadcasters, along with other celebrities in the Capital, last Saturday night had a taste of the new "dark bread" at the annual dinner given to President Truman at the Hotel Statler by the White House Correspondents' Association. There were no complaints but it was evident that the bread didn't arouse any particular enthusiasm.

Attracting more attention than many of the higher dignitaries was Edwin W. Pauley, who, as nominee for Assistant Secretary of the Navy, at the moment probably the most talked of man in Washington. Mr. Pauley was not at either of the head tables nor was his name on the printed guest list. He sat in the rear of the room far from the presidential limelight with former Ambassador to Russia Patrick J. Hurley. "One out and one on the way out", a correspondent remarked.

The main skit of the evening was put on by the White House correspondents, - "I'm Just Wild About Harry", impersonating the characters (all of whom were at the dinner), of Pauley, George Allen, Brig. Gen. Harry H. Vaughan, Charles G. Ross, Postmaster General Hannegan, Secretary Wallace, Leslie Biffle and John W. Snyder.

Among those from the broadcasting industry seated at the head tables were Eugene Meyer, publisher of the Washington Post and owner of WINX, Washington; Wayne Coy, in charge of WINX; Richard Harkness, NBC; Earl H. Gammons, CBS Washington Director; Paul A. Porter, former Chairman of the FCC; and Frank M. Russell, Vice-President of NBC.

Also among the diners were Kenneth Berkeley, Manager, WMAL; Gene Buck, former President of ASCAP; Martin Codel, publisher of Television and FM Reports; F. P. Guthrie, Assistant Vice-President, R.C.A. Communications; Ray Henle, commentator; Ernest K. Lindley, commentator; Philip G. Loucks, Radio Counsellor; Claude Mahoney, commentator; Edgar Morris, Zenith representative; Earl H. Mullin, American Broadcasting Co., New York; Drew Pearson, commentator; Oswald Schuette, RCA; Paul Segal, Radio counsellor; Carleton D. Smith, General Manager, WRC; Sol Taishoff, Publisher, Broadcasting Magazine and A. L. Warner, Cowles Broadcasting Company.

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"The Truth About Television" ("Is Television a Boom or a Bubble?"), the first of a series of articles, appears in the current (March 9th) issue of the Saturday Evening Post.

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CBS MEMO CONFIDENTIAL AND POLITICAL BUT IS READ OVER AIR

Washington radio people last week had a real laugh over a comedy of errors in connection with the announcement that Arch McDonald, popular CBS sports announcer at WTOP, who lives in nearby Maryland, would be a candidate for Congress on the Democratic ticket from the Sixth Maryland District.

Earl H. Gammons, CBS Washington Director, though personally friendly to Mr. McDonald, and no doubt wishing him the best of luck, but realizing the necessity for Station WTOP to remain neutral, was quick on the trigger in issuing the following confidential memo to all station commentators:

"Arch McDonald has announced his candidacy for Congress. This is to advise you that under no circumstances will there be any reference on any WTOP program to Arch's candidacy. This station obviously cannot take any position in the matter, and it is the responsibility of all persons who are connected with programs in any way to be certain that this policy is adhered to as strictly as possible. The only permissible reference to Arch's candidacy is that which is purchased on a commercial basis through the regular channels."

A copy of this was put on the teletype at the request of Mr. Gammons by Maurice B. Mitchell, Sales Manager of WTOP, for Arthur Godfrey, CBS-WTOP ace commentator, who was then in Philadelphia with the new Ray Bolger show "Two for the Money" which is to open at the Adelphi Theatre in New York tomorrow (March 7th). Before receiving the memo, however, Mr. Godfrey, who had heard via the grapevine that Arch was going to run for Congress, mentioned the fact in his regular morning broadcast relayed from Station WCAU in Philadelphia to Washington.

Later, when Godfrey received the Gammon's memo, evidently not realizing that it was confidential, he proceeded to read it over the air in his next broadcast. There was, of course, a big laugh all around.

Commenting upon the incident, Mr. Mitchell said:

"The wire I got off to Arthur Godfrey probably had the largest listening audience of any confidential message I ever sent. From now on I intend to communicate with Godfrey in sign language only."

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In the party now accompanying President Truman (the largest he has ever had) and former Prime Minister Churchill are thirty-three newspaper reporters, thirteen radio reporters, ten newsreel photographers, four still cameramen, three communications men.

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PRESIDENT MAY ACT QUICKLY NAMING WILLS FCC SUCCESSOR

Because of the fact that the Federal Communications Commission is already short-handed due to the absence of former Chairman Paul A. Porter, it is expected that President Truman will lose no time filling the vacancy caused by Commissioner William H. Wills' death. He died suddenly of a recurrence of a chronic heart ailment early this (Wednesday, March 6th) morning at Brockton, Mass., where he had gone to hold hearings for the Commission.

As it stands now, there are two vacant positions, one Democrat and one Republican, on the seven man Commission. It was the intention of Mr. Truman to hold Mr. Porter's place open but pressure since brought to bear on the President, followed now by the death of Commissioner Wills, may change the situation. At any rate, it is believed the President will lose no time filling Commissioner Wills' place.

Inasmuch as the appointment of Mr. Wills was purely political, it is assumed that the naming of his successor will be on the same basis and as usual the broadcasting and communications industries will have no say in the matter. There is no case on record where they have ever shown enough strength to have a Commissioner appointed.

Senator Wallace White (R), of Maine, advocated the reappointment of Commissioner Norman S. Case prior to Commissioner Wills' appointment last July and since the last named's tenure in office has been so brief, Senator White may again urge the reappointment of Governor Case, a Republican, and former Governor of Rhode Island, who, in the opinion of many, was well equipped for the position and made an excellent record.

Another who may be considered is Burke Clements, Chairman of the Industrial Accidents Board of Montana, said to have been suggested by Senator Burton K. Wheeler (D), of Montana, to President Truman as a good man to fill the place of Chairman Porter. Previously Rosel H. Hyde, who succeeded Commissioner Denny as General Counsel of the Commission, had been spoken of for a commissionership.

Commissioner Wills, a Republican, suffered a heart attack last Summer shortly after he assumed his duties at the FCC. He announced his intention of resigning but was prevailed upon by the other Commissioners to continue. Mr. Wills was born in Chicago, October 26, 1882, and eventually went into the insurance business at Bennington, Vermont. He served as Lieutenant Governor of Vermont from 1937-39 and Governor from 1941 to 1945. He leaves a widow and a daughter Anne Kimball.

Funeral arrangements had not been announced at this writing.

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FCC STICKS TO DECISION TO EXCLUDE 50 MC FM BAND

The long awaited report of the Federal Communications Commission backing up its decision denying the petition of the Zenith Radio Corporation, joined by the General Electric Company, and Major Edwin H. Armstrong, inventor of FM, to make an additional allocation for FM broadcasting of 30 channels between 44 and 50 mc was made public Tuesday afternoon. The hearings in the case were held January 18-19, 1946.

conclusion that

Reaffirming the Commission's/FM broadcasting can proceed on a sounder basis in one band rather than in two bands, the report states, in part:

"The Zenith petition, in essence, proposes that FM broadcasting shall proceed simultaneously in two bands, one from 44 to 50 megacycles, and the other from 88 to 108 megacycles. The objections to this dual-band allocation appear decisive. It was the general consensus of those who testified at the hearing that adding a second band decreases the over-all efficiency of set performance. It is necessary to sacrifice some sensitivity and stability if two FM bands are incorporated in one receiver, and other complications arise such as antenna dimensions.

"Furthermore, if two FM bands are approved, one or the other but not both will be licensed in many areas. However, all sets would have two bands thereby imposing a 'dead' band on millions of set owners. The added cost to a purchaser of such a two-band set would be from \$1.50 to \$6.00 or more and on an annual basis for all users this added cost would run into millions of dollars.

"Moreover, a two-band FM system will have an unpredictable effect upon the listening habits of the public in that it would require that the listener switch to select one band or the other unless this operation were done by automatic means. Habits of listening on one band to the exclusion of the other might well develop, which would complicate further the problems of assigning frequencies to FM stations.

"Another factor which should merit consideration - but which is by no means conclusive - is that a few manufacturers have proceeded with plans to build two-band sets. This would give them a competitive advantage over other manufacturers who have proceeded with a view of producing one-band sets in accordance with the Commission's June 1945 allocation. The delay in producing two-band sets would range from four weeks to five months. As is pointed out, there are no advantages to a two-band receiver which would warrant the Commission in requiring this delay.

"In the course of the hearing, it was alleged that, at least in some parts of the country, the demand for FM channels exceeded the number of channels available from 88 to 108 megacycles and that, therefore, a second band should be added. On the basis of the record now before us and the needs of other radio services,

the Commission is not able to determine that the public interest requires additional channels for FM broadcasting. The Commission has considered the requests and needs of the various services for channels in this portion of the spectrum and has concluded that the existing allocation provides a fair and equitable distribution of channels among these services. The evidence does indicate, moreover, that in the event additional channels prove necessary, they can later be added to the present band. The feasibility of expanding an existing broadcast band by the addition of contiguous channels is shown by the fact that the boundaries of the standard broadcast band have been expanded from time to time without undue difficulty.

"There remains only the question whether new evidence has been introduced in the course of the January 18-19 hearing which can cause the Commission to determine that its previous decision to allocate the region from 88 to 108 megacycles to FM broadcasting was mistaken and that the propagation characteristics of a lower band are so superior to the propagation characteristics of the 88-108 megacycle band as to cause the Commission to reconsider and alter its basic allocation. The Commission has given the fullest possible consideration to this proposal, and has determined to maintain FM in the 88-108 megacycle band only after a careful reconsideration of all the evidence.

"Perhaps the most significant feature of the January 18-19 hearings was the unanimity with which all parties agreed that FM broadcasting in the region presently assigned, from 88-108 megacycles will provide an excellent, interference-free and static-free service over substantial areas. Further, the evidence was conclusive that receivers in the medium-price range will shortly be available for the reception of signals in this band, and that transmitting equipment for the band will also shortly be available."

Declaring that the Commission is unable to find that the Deerfield, Ill. and Andalusia, Pa. measurements, made respectively by the Zenith Corporation and the FCC, constitute a sufficient basis for service area predictions, the report says finally:

"Summarizing, the Commission concludes that whether or not sporadic E in the lower band will be as intense as was predicted in earlier reports, there will still be a substantial problem in the upper band. The Commission further concludes that F2 interference may be a serious problem in the lower band and will not affect service in the upper band. With respect to extent of coverage, the Commission is unable to find that the lower band shows any substantial advantage over the upper band, within the expected service areas of FM broadcast stations. With respect to service to rural areas, the Commission concludes that in the present state of the art and considering the present economics of broadcasting, service to farmers situated at a great distance from cities must continue to come for the greater part from standard broadcast stations.

"There is nothing whatever in the present proceeding which casts any doubt upon the ability of the FM stations in the 88-108 megacycle band to render a superior, interference-free and

static-free service over ranges of 60 miles, and perhaps in excess thereof. Despite earlier warnings and predictions, the salient fact is that the band assigned to FM broadcasting by the Commission will furnish an excellent service, and the industry has proceeded with notable dispatch to design and produce FM transmitting and receiving equipment which will render excellent service to the American people in the band assigned."

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NETWORKS AND STATIONS PREPARED FOR BIG TELEPHONE STRIKE

As near as it has been possible to do so, the networks and broadcasting stations have been quietly getting ready to meet any emergency which may come up in connection with the nation-wide telephone strike called for 6 A.M. tomorrow (Thursday, March 7th) morning. It is expected that long lines wire service will go out at once but the hope is expressed there may be sufficient emergency operating crews to maintain network service.

If not, the networks may resort to short-wave as a method of communication. The situation as far as networks are concerned, depends entirely on how long the strike may last. The longer it continues, the more difficult it will be for the networks and the more inconvenient for stations locally who lean upon the telephone so heavily in keeping in touch with their news sources and listeners.

One suggestion has been made but it was said as yet not tried out that in case the long lines were out that a station in Philadelphia might pick up a station's program in New York and re-broadcast it, while at the same time a station in Baltimore could pick up the same program with Washington picking it up from Baltimore and so on. The success of this experiment, it was pointed out, would depend largely on atmospheric conditions and would probably be impractical during daytime hours.

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BROADCASTERS' HEAD SERVES ON PRES. TRUMAN'S FOOD COMMITTEE

Radio is represented on President Truman's Famine Emergency Committee by Judge Justin Miller, President of the National Association of Broadcasters. The Committee, of which former President Herbert Hoover is Honorary Chairman, was formed last week at the White House for the purpose of showing the American people how they can feed a starving world by eating less themselves.

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TELEVISION SETS ON SALE BY SUMMER, WASHINGTON AD MEN TOLD

Small television sets, easy to install and selling at a retail price of \$175 to \$250, should be available here in quantity in Washington, D. C. this Summer.

The sets will require no unusual upkeep and aerials will be set up easily, even for apartment house residents. So reported Ralph E. Austrian, President of RKO Television Corp., and Frank J. Bingley, Chief Engineer in charge of television for Philco, who answered questions at a luncheon of the Advertising Club of Washington on Tuesday.

Advertising men were told the following facts about television:

1. Sets on the market by Summer will include a table model with a 4 1-5 by 5 5-8 inch screen, at \$175, and a table model set with a 6 by 8 inch screen at \$250. The first sets will not include a radio, but will be equipped for sound.
2. Television sets will be as rugged as the present radio sets and will require as few repairs. Nonbulky aerials, similar to radio aerials, will be easy to install. In large apartment houses a centralized antenna system can be installed with distribution to apartments. Tenants will pay a small monthly fee to have aerials connected to the central antenna.
3. Because reviewing screens are not sensitive to diffused light, it will be necessary only to lower window shades in the daytime and not to completely darken a room to see a program clearly.
4. In the early stages, television programs will not be continuous during the daytime. Stores, wishing to demonstrate sets, will be able to arrange with local stations for the television of prepared films at certain hours during the day.
5. With the exception of current happenings, such as sport games and parades, programs that are televised will be limited to 15 or 30 minutes. There are too many distractions in homes to guarantee a seeing audience for a longer period of time.

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RADIO SET PRODUCTION PICKS UP

Incomplete reports for the week of February 27th to the Civilian Production Administration from the radio manufacturing industry indicate that approximately 500,000 radio receiving sets were shipped during the month of January, representing a sharp increase over December and reaching approximately 45% of the prewar base period rate of 1,100,000 sets a month. Total shipments for the fourth quarter of 1945 are estimated at 250,000 units. Production continues to be hampered by an insufficient quantity of cabinets, condensers, and speakers.

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APPLICATIONS ACCEPTED FOR FILING BY FCC

March 5 - The New Britain Broadcasting Co., New Britain, Conn., construction permit for a new FM broadcast station to be operated on frequency 98.0 megacycles and coverage of 11,500 sq. miles; Williamsport Radio Broadcasting Associates, Williamsport, Pa., construction permit for a new standard broadcast station to be operated on 1340 kc., power of 250 watts and unlimited hours of operation; Southwest Broadcasting Co., Eastland, Texas (P.O. Box 336, Angleton, Tex.), construction permit for a new standard broadcast station to be operated on 1230 kc., power of 250 watts and unlimited hours of operation; WAGC, Tennessee Valley Broadcasting Co., Chattanooga, Tenn., license to cover construction permit which authorized construction of a new standard broadcast station; also authority to determine operating power by direct measurement of antenna power.

Also, Plains Empire Broadcasting Co., Amarillo, Texas, construction permit for a new standard broadcast station to be operated on 1320 kc., power of 500 watts night and 1 KW day, directional antenna night and unlimited hours of operation; KUOM, University of Minnesota, Minneapolis, Minn., construction permit to change frequency from 770 to 940 kc., power from 5 KW day to 250 watts night and 5 KW daytime and daytime - S-WCAL to unlimited hours of operation. KSMA, Santa Maria, California, license to cover construction permit which authorized construction of a new standard broadcast station (1450 kc); also authority to determine operating power by direct measurement of antenna power; Walter L. Edwards, Porterville, Calif (P.O. Visalia, Calif.), construction permit for a new standard broadcast station to be operated on 1590 kc., power of 1 KW and unlimited hours of operation.

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RADIO SET PRICES GIVEN 111 COMPANIES

The proportion of newcomers in the radio set field, at least so far as OPA pricing is concerned, continues to increase, according to an RMA analysis of prices issued by OPA through the week of February 15.

One hundred and eleven companies, the Radio Manufacturers' Association reports, including three mail order houses, have obtained prices on radio receivers, and only 38 were in production before the war. OPA officials, however, believe that many of the newcomers are not producing because of unsatisfactory prices.

One of the heaviest schedules of radio set and phonograph prices was contained in the OPA weekly report for the week of February 1. It listed prices on 86 radios and 25 phonographs. Prices had been fixed on 515 radios and 118 phonographs up to February 15th.

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Acting Chairman Denny Replies to Seven Questions
(William Terrell in "Washington Daily News")

1. What is your personal feeling on the sponsorship of "public service" programs? (Broadcasters feel that under present interpretations the moment a sustaining program is sponsored, it must be removed from the list of public service, even though sponsorship might make for better production, wider distribution.)

2. When the President speaks to the nation, his words are carried by all major networks. Shouldn't this be true of Cabinet officers and other top-drawer policymakers?

"In many cases", Mr. Denny said, "I think such talks should be carried by all networks, but that is up to them. They must decide among themselves how such broadcasts are to be handled."

3. In view of the limited range of television and frequency modulation (about 30 miles on the ether), which do you think the Commission will be disposed to favor in allocating channels : networks or local stations?

He dismissed this question entirely, pointing out that any answer he gave would reveal prematurely the trend in Washington's long-overdue monotone television channel allocations.

4. What do you feel is a "good balance" between commercial and public service time on an individual station?

"That question is loaded", he protested, "and with both barrels. I am not going to commit myself - and I don't believe the full Commission would commit itself - to generalize on a question that involves so many individual factors. Each station must be considered as a separate case because of its peculiar factors."

5. Some stations feel that the strength of the radio actors' and musicians' unions protects these groups adequately and that announcements before and after transcribed and recorded shows no longer are needed to identify them as such.

The youthful Chairman answered by pointing out that this long-standing regulation was contested and reconsidered by the Commission less than 18 months ago; that there are no complaints now pending before the Commission, and thus, he had given it no further consideration.

6. Do you favor asking Congress for specific power to pass on radio program content?

"Emphatically no! The Commission has never sought to regulate program content, and does not now intend to do so."

7. Do you think television eventually will be broadcast on the ultra-high frequencies or on the comparatively low frequencies?

"Proponents of black-and-white television have requested the Commission to guarantee that video will remain on the lower band for at least five years, to preclude the possibility of junking receivers designed for low-frequency reception. We have refused. Also, we have refused to uphold allocation of low-frequency channels even for a year, at the request of high-frequency color advocates, to provide time for standardizing all transmissions in that range. We have left it up to the public to decide which type they shall invest in."

Gardner Cowles, Sr. Saw Transition From Telegraph to Radio

(This tribute to Gardner Cowles, Sr., father of Gardner, Jr. and John Cowles, of the Cowles Broadcasting Company, appeared in the "Washington Post")

Gardner Cowles, who died the other day at the ripe age of 85, entered the newspaper field in an era of great transition. The increasing use of the telegraph, telephone, typewriter and improved printing processes at about the turn of the century had made possible the rise of the great metropolitan dailies. The present-day type of syndicate was on its way to success. Advertising of a higher type was beginning to take the place of fraudulent claims and quack-remedy "ads", and in many instances newspaper circulation was mounting to what seemed to be phenomenal figures. It is a matter of public good fortune that Mr. Cowles, who had already become wealthy in banking and investments, turned his interest to the publishing field in this period of sweeping changes when the foundations of modern journalism were being laid. * * *

In Iowa Mr. Cowles is also well known for his generous gifts to educational and charitable institutions. In Washington, he will be particularly well remembered as a Director of the Reconstruction Finance Corporation in the dark days of depression. But it is the Register and Tribune that stands out as the most notable monument to his industry, integrity and keen sense of the public interest.

Nothing Succeeds Like Success

(Danton Walker in "Washington Times-Herald")

Dave Sarnoff, head of the Radio Corporation of America, may become the nation's top labor mediator, working with the Secretary of Labor but accountable only to the President.

Atwater Kent, Jr.

(Observations of Austine Cassini of the "Washington Times-Herald" at Palm Beach)

Radio-rich Atwater Kent, Jr., lean, tall and blond, like his French wife, taking credit for thinking up the millinery "coup d'etat" she was wearing, made of seashells lighted from within by a tiny battery and light.

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::: TRADE NOTES :::

Former Senator Clarence Dill (D), of Washington State, co-author of the original Radio Act, has been mentioned for the post of Assistant Secretary of the Interior.

Arthur W. Page, Vice-President of the American Telephone and Telegraph Company, who was in charge of the initial publicity released on the use of the atomic bomb, in his capacity as former consultant to Secretary of War Stimson, received the Medal for Merit award for outstanding service.

According to his citation, Mr. Page performed extraordinary service to the War Department in many difficult and important assignments.

The report persists, as suggested in these columns several weeks ago, that if Postmaster General Bob Hannegan is forced to retire on account of poor health, he may be succeeded as Chairman of the Democratic National Committee by Paul A. Porter, former FCC Chairman, now OPA head.

Ben Abrams, President of the Emerson Radio & Phonograph Corp., has accepted the chairmanship of the Radio Manufacturers' Association Committee to urge repeal or reduction of the 10 percent Federal radio set excise tax.

E. E. Smallwood, assistant, has succeeded Daniel L. Jacobs as Director of the Radio Unit of the OPA Durable Goods Branch. Mr. Smallwood has been with OPA for about 2 years coming from the Radio Corporation of America Bloomington, Indiana, plant where he was head of the cost control department.

Carleton D. Smith, WRC General Manager, has been named to the Executive Committee of the Greater National Capital Committee. The Committee, under the sponsorship of the Washington Board of Trade, will immediately launch a broad campaign to revive many pre-war activities and to promote tourist and convention business for Washington.

Edgar Morris, Chairman of the Committee and Zenith representative in Washington, revealed that the Committee, along with its other plans, will "explore all possibilities of bringing the 1952 Olympics to Washington".

The Musicians Union in London has notified the British Broadcasting Company that it must use "live" orchestras and bands on its programs. The union and BBC contracted in 1942 for unrestricted use of records after the payment of £1.5 to each musician who performed in cutting a record. Recorded music programs average about fifty a week in the domestic service and monopolize overseas broadcasts.

Edgar G. Herrmann, veteran radio sales and advertising executive and former Assistant Vice President of the Zenith Radio Corporation, has been named Sales Manager of the Westinghouse Home Radio Division.

Mr. Hermann, recently resigned as Sales Manager of the Emerson Radio and Phonograph Corporation, will head all sales activities of the more than 100 distributors and approximately 15,000 retailers handling Westinghouse home radio receivers in the United States, Alaska and Hawaii.

The Federal Communications Commission announced March 5th its final decision (B-209) denying the application for consent to the transfer of control of Wodaam Corporation, licensee of Station WOV, New York, N. Y., from Arde Bulova and Harry D. Henshel, transferors, to Murray Mester and Meyer Mester, transferees.

If atmospheric conditions permit, Former Police Commissioner Lewis J. Valentine of New York, who along with six aides left last week to reorganize the Japanese police for General MacArthur, will continue his "Gang Buster" programs by short-wave from Tokyo. Frank D. Waterman, head of the Waterman Fountain Pen Company, sponsor of the programs, will pay Mr. Valentine for his services while away. Also he presented Valentine with a gold pen and pencil set along with a duplicate set to be presented to General MacArthur.

Four more stations have subscribed to Broadcast Measurement Bureau, bringing total membership to 640 stations and all four major networks. The new subscribers are WWJ, Detroit, Mich.; KBIX, Muskogee, Okla.; KLUF, Galveston, Texas, and KHAS, Hastings, Nebr.

Eugene LeBaron, a Vice President of All America Cables and Radio, Inc., and formerly Vice-President and a member of the Board of Trustees of the Export-Import Bank of Washington, D. C., has been elected a Vice-President of the International Telephone and Telegraph Corporation. Mr. LeBaron will be in charge of I. T. & T.'s operations in Brazil.

Civilian radio sales increased almost 24% in 1945 over 1944 on the basis of Federal excise tax collections tabulated by the Radio Manufacturers' Association from Bureau of Internal Revenue report. Last year's tax collections, amounting to \$5,129,295.35, were just over a fourth of those for 1942 when an all-time record of \$17,080,819.69 was reached.

Philip F. Frank has been appointed Executive Secretary of the Broadcast Measurement Bureau. He had been in charge of subscriber service, which he will continue to handle.

The Chesapeake Broadcasting Co. has filed application with the Federal Communications Commission for a license for an FM broadcasting station in Washington, D. C. Fourteen applications are now on file for the 11 channels to be granted in the District for FM broadcasting. The FCC will meet March 11th to consider the applications.

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