

# HEINL RADIO BUSINESS LETTER

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NEW YORK, N. Y.  
JUL 11 1945  
FRANK E. WILLEN

## INDEX TO ISSUE OF JULY 11, 1945

Thought Elliott Case May Cause Probe Of Mother's Radio Fees.....	1
Barry New ABC Washington Man; Berkeley Continues.....	4
Industry Meekly Accepts Adverse FCC FM Ruling - As Usual.....	5
Philips Reported Buyer Of Canadian Rogers Majestic.....	7
Maguire Industries Buys Meissner; Merges Thordarson.....	8
Former U.S. Patent Commissioner Coe Signs Up With RCA.....	8
Kesten, CBS, Tells Truman About New Program Analyzer.....	9
Wills FCC Hearing July 12; No Serious Opposition Seen.....	10
Sarnoff Announces RCA Scholarship Plan.....	10
Radio Cashes In On N. Y. Newspaper Distributors' Strike.....	11
Columbia Record Cutters Strike; Ban Records Over CBS.....	11
Investigation Of Press Wireless Rates Ordered By FCC.....	12
New NBC Navy Hour Gets Off To Fine Start.....	12
Scissors And Paste.....	13
Trade Notes.....	15

No. 1688

July 11, 1945

## THOUGHT ELLIOTT CASE MAY CAUSE PROBE OF MOTHER'S RADIO FEES

With Mrs. Roosevelt's writings injected into the growing charges made against son Elliott, it was believed if the investigators are allowed a free hand the next thing on the agenda will be a Government inquiry into the amount of the former First Lady's radio earnings which up to now she has not divulged. About the only explanation that has been forthcoming on this is that the money has been given to charity. Since only 15 percent of an income is allowed for such purpose, it has been argued that much of Mrs. Roosevelt's remuneration from broadcasts is yet to be accounted for.

Mrs. Roosevelt's writings were brought into the case by the Washington Post last week charging that the magazine "Women's Day", published by the Atlantic and Pacific Tea Company, paid her \$25,000 for a series of articles a few months after the A. & P. and other chains raised a \$5,000,000 war chest to beat a chainstore tax law introduced by Representative Wright Patman (D), of Texas. George T. Bye, literary agent for Mrs. Roosevelt, denied this, stating the amount she received was only \$3,750 (at a rate of \$500 per article).

Another new angle to the case is the retirement of Secretary of the Treasury Morgenthau, who ordinarily would be the fountainhead of information about Elliott's income tax accounting. Already Senator Willis (R), of Indiana, has been hammering away at him for certain tax data about Elliott which the Senator claims has not been forthcoming. Secretary Morgenthau, one of President Roosevelt's closest friends, and Mrs. Morgenthau, Mrs. Roosevelt's most intimate friend, may thus be saved from considerable embarrassment by Mr. Morgenthau leaving the Cabinet just now. In some quarters this is believed to be one of the reasons Secretary Morgenthau is willing to get out at this time. His exit is thought to be a bad break for Mrs. Roosevelt, however, as it is said the Morgenthaus' leaving will cut off her closest ties with official Washington.

Shortly before Mr. Morgenthau's resignation, cartoonist Jim Berryman in the Washington Star showed him sitting in his office perplexed and perspiring with John Q. Public asking: "Looking for someone, Mr. Secretary?" and Secretary Morgenthau replying: "I thought I'd get up a list of people who were not asked to make a loan to Elliott Roosevelt."

Representative Rich (R), of Pennsylvania, suggested Elliott to succeed Mr. Morgenthau as Secretary of the Treasury, saying:

"He knows how to get the money and settle the debts."

The total of Elliott's loans are now reported to be \$820,000 with predictions that they may pass the million mark. This includes the \$200,000 John Hartford, A. & P. President, loan, the two Texas oil loans totaling \$500,000, the loan of David G. Baird, N. Y. insurance man for \$70,000, and the \$50,000 loan of Maxwell N. Bilofsky, President of the Industrial Electronics Corporation of Newark, which he claimed to have settled with Elliott for \$20,000.

That the disclosure of Elliott's radio deals caused the sudden halt of the House investigation of the Federal Communications Commission under Administration pressure was charged by W. P. Flythe, Sr., in the Washington Times Herald.

"Investigators for the Committee had been directed to probe the organization of Elliott's radio network in Texas and the proposed expansion to a transcontinental system", Mr. Flythe wrote.

"By that time Elliott was an officer in the Army and had relinquished his control over the radio network.

"Shortly thereafter, for 'security' reasons an executive order was issued forbidding officers of the Army, Navy and other Government agencies from testifying and the investigation began to bog down.

"The documentary evidence had been secured, however, and was ready for introduction when it was 'impounded'. It was at this point that Eugene L. Garey, New York attorney, who was special counsel for the investigating committee, resigned and with him practically all of the counsel and investigators. The special committee then under the chairmanship of Representative Cox (D), of Georgia, was "'discharged' and the activities turned over to a new committee under Representative Lea (D), of California. This committee changed the trend of the inquiry."

An examination of the court records at Wilmington revealed that the gross assets of the Transcontinental Broadcasting System, Inc., Elliott's unsuccessful network, which never started, were only \$165,000 on November 30, 1939, the time of incorporation. By December 16, 1940, when receivers were appointed and the chain thrown into chancery court, the assets had dwindled to \$94,444.

At the time of the incorporation Elliott was listed as president and a director. At liquidation he was shown only as a stockholder.

In the liquidation Elliott received a total of \$33,438 on his recorded investment of \$70,000. His attorney at that time, Milton Diamond, New York, listed him as owning 4,000 shares, which was 40 percent of the chain's outstanding stock. The \$33,438 represented 40 percent of \$83,579, the total dissolution allowed by the courts.

Other shareholders were H. A. Brennan, Pittsburgh, Pa., Treasurer of the company, who collected on 15 percent of the chain,

and Robert M. Thompson, Grafton, Pa., Secretary, who collected on 14 percent of the settlement.

John T. Adams, listed in the record as Chairman of the Board and who recently declared that the \$200,000 Hartford loan was never to his knowledge used in the Transcontinental, was denied a salary claim of \$6,528 by the court, the record shows.

In a dispatch from Texas, Guy Gentry, Chicago Tribune correspondent wrote:

"Elliott created quite a stir in Fort Worth when he first arrived here as the guest of the Southwestern Exposition and Fat Stock Show in March 1938, a week after his father had taken his first presidential oath. Standing 6 feet 2 inches and weighing more than 200 pounds, the high-heeled cowboy boots and 10-gallon hat Elliott donned then made even Texans turn and stare. He met Ruth Gogins, Fort Worth society girl, on that visit and four months later married her.

"Elliott's entry into the radio business was on October 1, 1935, when A. P. Barrett, who had amassed a fortune in Texas utilities and in the operation of pioneer airplane passenger lines, gave him a job. Barrett owned five Texas radio stations and had five others affiliated in the Southwest Broadcasting Company. He made Elliott Vice-President in Charge of Sales.

"A few months later Elliott arranged for the sale of four of the five stations to Hearst Radio, Inc., getting a commission of \$30,000 from Barrett and a vice presidency at \$20,000 a year from Hearst.

"Elliott's first station of his own was KFJZ, a 250-watt station in Fort Worth, purchased September 7, 1937, in his wife's name for \$57,500.

"On August 11, 1938, a charter was issued to the Texas State Network with 1,000 shares of no par value and with \$50,000 cash paid in. Elliott, Buck and Harry Hutchinson, Manager of KFJZ, were incorporators, Buck and Hutchinson holding one share each.

"The network, its 23 stations then comprising the largest regional hook-up in the country, made its bow on September 25, 1938, with a program of national stars headed by Bob Hope.

"Elliott admitted later in testimony before the Federal Communications Commission that the network lost more than \$100,000 in the first three months of operation. Estimates here are that \$350,000 was poured into the network the next year.

"Elaborate offices were opened in Rockefeller Center in New York and in the Wrigley Building in Chicago. Elliott hired so many vice-presidents that one of the jokes at the Fort Worth Club at that time was that every stranger getting off a plane at Meacham Field was a new vice president.

"Present Texas network stockholders include Elliott, who owns 5 per cent; his former wife, now Mrs. Harry Eidson, Elliott's three children, and Roeser, Richardson, and a few minor stockholders.

"Elliott's interest is variously valued at between \$15,000 and \$25000."

In an article in the Washington News Digest, a monthly magazine which he edits, former Representative O'Connor (D), of New York, said Representative McFarlane (D), of Texas, had told the President that Elliott should have been indicted for \$40,000 which he collected in a Texas radio scandal" and that the President had replied, "There are certain people who just can't be indicted." Representative McFarlane denied he had any such conversation.

Representative Shafer (R), of Michigan, mentioned the name of Elliott Roosevelt last week in telling the House he was "suspicious" of international route certificates granted Trans-continental & Western Airlines, Inc.

Urging that all the facts be explored, Mr. Shafer said General Roosevelt "was consorting with TWA officials" while their application for a trans-Atlantic route was before the CAB.

A New York dispatch stated that the names of Elliott Roosevelt and his brother Franklin D. Jr., had been dropped from the New York Summer Social Register.

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BARRY NEW ABC WASHINGTON MAN; BERKELEY CONTINUES

Charles C. Barry has been named Washington representative of the American Broadcasting Company, in charge of activities of the company at the Capital, according to Robert E. Kintner, Vice-President.

Kenneth Berkeley, now Washington Manager for the American Broadcasting Company and head of radio station WMAL, an ABC affiliate, will continue in his present capacity.

Mr. Barry will represent the company with the various Government agencies. Mr. Berkeley will continue to supervise the American Broadcasting Company program operations emanating from WMAL, which is owned by the Washington Evening Star.

Mr. Barry is well known in radio circles, having been first associated with Station WMAL in Washington and then the Program Department of the National Broadcasting Company. When the Blue Network was separated from the National Broadcasting Company he became one of the principal program executives. He has been National Director of Program Operations of the American Broadcasting Company up to the time of his new appointment.

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INDUSTRY MEEKLY ACCEPTS ADVERSE FCC FM RULING - AS USUAL

The industry took the Federal Communication Commission's drastic ruling against it in the FM allocation as it usually takes adverse FCC decisions - "lying down". Notwithstanding the fact that the Commission's decision to place FM in the 88-106 megacycle band was made against the recommendation of the entire radio manufacturing industry; against a 24 to 1 vote by the Radio Technical Planning Board and against the overwhelming preponderance of technical testimony, including that of Major Edwin H. Armstrong, inventor of FM, and other experts, the result was accepted even more meekly than usual. With a single exception, not a manufacturer dared raise his voice in protest.

It is another illustration of the fear both the manufacturers and broadcasters have of the FCC. And even if they had the courage to speak up, they are so poorly organized they would be too weak to defend themselves. Although radio has the most powerful voice in the United States, it is so feeble in its own behalf that in all these years it hasn't ever named a single member to the Federal Communications Commission. The industry stands subserviently by and lets the politicians do the naming for them.

The charge was made that Major Armstrong, the last of the witnesses on the concluding day of the oral argument Saturday, June 23rd, was almost given the "bum's rush" in the way he was prodded and hurried in giving his testimony. It is known that he was considerably agitated by the procedure and left the witness stand with the feeling that he should have been granted more time and allowed to develop his testimony in his own way without being constantly reminded that the Commission was anxious to wind up the proceedings as quickly as possible. In the beginning there was a hint for the questioners to subside when Chairman Porter suggested that questions be reserved until Major Armstrong had completed his statement, adding: "I think we will save time if we conserve our questions." The matter of questioning and speeding up the witness came again later in the following exchanges:

The Chairman: I think we can finish this afternoon if we will stop interrupting Major Armstrong.

Commissioner Denny: I have not been interrupting him ever since you made that statement. I have since been sitting back here quietly, listening to all this.

The Chairman: The Major's statement is so tempting it is hard to resist.

Commissioner Jett : If we are going to run another hour, that is all right with me. However, if you are going to have an evening session, I think we ought to call a recess at this point.

The Chairman: Can you finish in another hour with a minimum of interference, Major?

Major Armstrong : Well, I really doubt it, Mr. Chairman. There are a lot of other things about this subject that have not yet been introduced.

The Chairman: You mean with your comments confined to this particular report, section 8 of the report?

Major Armstrong : I will be glad to go ahead and do the best I can. But if there are as many questions on some of the other subjects, I doubt if I will be able to do it in an hour.

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The Chairman: How much longer are you going to require on that? I am wondering whether we should continue.

Major Armstrong: Well, I think I can finish with the troposphere in a few minutes \* \* \*.

\* \* \* \* \*

The Chairman: I do not want to shut you off, Major, and we will give you as much time as necessary but I want to state that we would like to finish today, if possible, in view of the fact we have gotten this far.

Major Armstrong : As I understand, the Commission wanted to have any errors pointed out in this record.

The Chairman: That is right.

Major Armstrong: I have had a fair number of them to point out and I have a few more, sir.

The Chairman: Proceed.

Commissioner Wakefield: How much longer are you contemplating it will take you, Major?

Major Armstrong : I imagine about 15 minutes if I do not stir up any other controversy.

At this point Major Armstrong made the sensational charge, which as yet has not been denied, that the FCC confidential report had conceded the error of the calculations of K. A. Norton, FCC advisor, but that the public report repudiated it - in other words that the report for public consumption had been falsified.

The hearing adjourned late Saturday afternoon and the conclusion was announced the following Wednesday, the speediest decision ever made on an important case in the history of the FCC, which led one witness to remark: "I think the cards were stacked against us before we ever went into those four days of final hearings."

An informal Engineering Hearing will be held tomorrow (Thursday, July 12), with respect to FM and Facsimile and Friday, July 13th, with respect to Television. The meetings will be held in Conference Room B in the Departmental Auditorium on Constitution Avenue between 13th and 14th Streets, N.W., in Washington, D.C., at 10:00 A.M.

The discussions will be limited largely to the technical rules and standards. G. P. Adair, Chief Engineer, states that while there may be some discussions of the technical phases of service areas, the policy questions in this connection, as well as other policy questions, will be deferred for further conference or hearing before the Commission. All engineers interested have been urged to attend.

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#### PHILIPS REPORTED BUYER OF CANADIAN ROGERS MAJESTIC

It is reliably reported that the Philips Radio Company of Eindhoven, Netherlands, has purchased Rogers Majestic, Limited, of Canada.

Philips is credited with controlling assets of more than \$52,000,000 through subsidiaries and affiliates in more than 50 nations.

An announcement was made last week that a new agreement had been made granting RCA the right to continue licensing other manufacturers under the U.S. patents of Philips.

Following the announcement of the new agreement, Senator Frank P. Briggs (D), of Missouri, Chairman of a Senate Interstate Commerce Committee subcommittee, postponed indefinitely hearings into the alleged patent controls by the Philips Company, which had been scheduled for July 10th, and instigated by Senators Capehard (R) of Indiana, and Wheeler (D), of Montana.

Senator Briggs said the investigation was authorized following a study of an agreement between Philips, RCA and several other foreign manufacturers on cross-licensing of numerous radio patents which restricted American licensees from selling their products in many parts of the world.

"We shall receive a copy of the new agreement and study its terms", said Senator Briggs. "Hereafter, the Committee will make further plans. From the study thus far it is clear that the basic problem is one involving our patent laws, which presumably permit these types of cross-licensing agreements of patents which frequently result in cartel arrangements dividing up world sales territories and preventing free movements of commodities in the world market."

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MAGUIRE INDUSTRIES BUYS MEISSNER; MERGES THORDARSON

Purchase for cash of all stock of the Meissner Manufacturing Company of Mt. Carmel, Ill., by Maguire Industries, Inc., was made known by Russell Maguire, President of Maguire Industries, Inc.

This is the third acquisition in the radio field by Maguire Industries in the past four months, other acquisitions including Thordarson Electric Manufacturing Co., Ferrocart Corporation of America and the Micro Products Corporation.

The 50-year-old Thordarson company was acquired last March by Maguire Industries, but until now has been operated as a separate entity.

L. G. Winney, formerly First Vice-President and Treasurer of Thordarson, has been elected a Vice-President of Maguire Industries, and will be General Manager of what will be known as the Thordarson Electric Manufacturing Division of the company.

Meissner will also continue its operations as an independent division of Maguire Industries. Mr. Maguire said that James T. Watson and George V. Rockey, formerly principal stockholders, will continue to head the management of Meissner and all other key personnel will remain the same.

The Meissner Manufacturing Company was founded in 1922 by the late William O. Meissner, known for his inventions in the communications and electronics fields. Its products include coils and assemblies, radio receiver kits, frequency modulation converters, amateur equipment, public address tuners, and television receiving sets.

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FORMER U.S. PATENT COMMISSIONER COE SIGNS UP WITH RCA

Conway Peyton Coe, who for the past 12 years has served United States Commissioner of Patents, last week was elected Vice-President in Charge of the Patent Department of RCA Laboratories.

Mr. Coe served as Chairman of the American delegation to the International Conference for the Protection of Industrial Property held in London in 1934. He has been a member of the National Defense Research Committee and the National Inventors Council since the formation of these organizations, as well as Executive Secretary of the National Patent Planning Commission.

Mr. Coe was born at Dunkirk, Maryland, on October 21, 1897, and resigned as Commissioner of Patents June 15th.

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## KESTEN, CBS, TELLS TRUMAN ABOUT NEW PROGRAM ANALYZER

Among those to be received by President Truman prior to the latter's departure for the Big Three conference in Berlin was Paul W. Kesten, Executive Vice-President of the Columbia Broadcasting System and its acting head during the tour of duty overseas of Col. William S. Paley, President of CBS, now serving as Radio Chief of the Psychological Warfare Branch, of SHAEF. Nothing official was given out regarding the meeting. It is known, however, that Mr. Kesten is an acquaintance of the President, having known him in the days of the Truman Investigating Committee.

It is understood Mr. Kesten took occasion to compliment President Truman on his success as a radio speaker, stating that a recent analysis made by CBS gave the President a high mark for his qualities of frankness and directness which Mr. Kesten said had won praise from the radio audience.

Subsequently CBS gave out details of the completion and successful operation of a new program analyzer, presumably the device used in the tests Mr. Kesten told President Truman about. It was stated that the program analyzer was able to record the likes and dislikes of as many as a hundred listeners at once.

The description went on: "Christened 'Big Annie' by its designers and operators, the new machine can register the opinions of ten times more people than any Program Analyzer that has yet been developed.

"Big Annie reports total reactions at second-by-second intervals during a broadcast, whereas earlier Analyzers recorded individual likes and dislikes, from which total or group reactions could later be computed.

"The new machine, from the standpoint of individuals taking part in a test, operates in the same way as all other Program Analyzers. Each person in a test group is given two electric push-buttons that are connected with wire to the machine. Pressure on one button is recorded as favorable reaction; pressure on the other, as unfavorable reaction. If respondents are indifferent to what they hear, they leave both buttons untouched.

"Big Annie records positive and negative opinion separately on two slowly revolving rolls of graph paper. So long as all buttons are untouched, vertically-fixed fountain pens trace straight lines down the left-hand margins of the moving rolls of paper. Pressure on one button will move the affected pen - 'Favorable' or 'Unfavorable' - almost imperceptibly to the right. If fifty people in a test group press the same button, the pen will move fifty times further to the right than it does under the impulse of a single reaction.

"At the conclusion of a test, the Analyzer's completed charts show exactly how the audience reacted at any given second during the tested program.

"The original Program Analyzer was developed by Frank Stanton, CBS Vice-President and General Manager, and Dr. Paul Lazarsfeld of Columbia University."

With Mr. Kesten's visit to Washington came a revival of the rumor that upon Colonel Paley's return from Europe, Mr. Paley would become Chairman of CBS and that Mr. Kesten would succeed him as President.

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WILLS FCC HEARING JULY 12; NO SERIOUS OPPOSITION SEEN

The stage is all set for a public hearing tomorrow (Thursday, July 12th) by the Senate Interstate Commerce Committee on the nomination of former Governor William H. Wills (R), to succeed FCC Commissioner Norman S. Case, also a Republican, and former Governor of Rhode Island.

The appointment is purely political as Governor Wills has had no experience in radio or communications. As yet no serious opposition to his appointment has manifested itself.

Governor Case, whose term expires August 1st, has been mentioned as a successor to Judge Thurman Arnold in the District Court of Appeals.

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SARNOFF ANNOUNCES RCA SCHOLARSHIP PLAN

A scholarship plan for the encouragement of promising young scientific students has been adopted by the Radio Corporation of America, Brigadier General David Sarnoff, President of the RCA, has announced.

The plan provides for as many as ten students to receive RCA scholarships during the academic year 1945-1946, thirty during 1946-1947, fifty during 1947-1948, and sixty each academic year thereafter. Each scholarship consists of a cash award of \$600. Those eligible will include all students enrolled at universities to be selected by the RCA Education Committee, of which Dr. James Rowland Angell, former President of Yale, is Chairman. Selection of students will be made upon recommendation of the Dean of the specified university and approval by the Committee.

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RADIO CASHES IN ON N. Y. NEWSPAPER DISTRIBUTORS' STRIKE

Broadcasting stations have had everything their own way for eleven days in New York City on account of the strike of the Newspapers and Mail Deliverers' Union affecting every paper in the city except Marshall Field's daily PM. City delivery as well as out-of-town service has been shot and Washington hasn't seen a New York paper in over a week.

A settlement of the strike is expected hourly but in the meantime, radio stations doubled and tripled their news coverage. Stations couldn't begin to handle all the request for spot time.

Radio was also reported performing the same service at Fort Wayne, Indiana, because of a strike which caused the two dailies of the city - the Journal Gazette and the News-Sentinel to cease publication.

One estimate was that the New York broadcasting stations may have profited to the extent of upwards of \$750,000 in extra business as a result of the strike there. WQXR, owned by the New York Times, broadcast emergency 15 minute periods of news. The Times sold 73,500 copies over the counter at its business office in a single day.

According to Editor & Publisher, New York's daily newspaper buyers number 5,000,000 and the strike affected 17 newspapers and deprived an estimated 13,000,000 persons - about one-tenth of the population of the United States - of normal access to newspapers of their own choice.

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COLUMBIA RECORD CUTTERS STRIKE; BAN RECORDS OVER CBS

Cutting of all recordings at the Columbia Recording Corp. offices in New York, Chicago and Hollywood, was halted for the third day (Tuesday) by a wage dispute, the firm disclosed Tuesday.

Kenneth Raine, company counsel, said 19 engineers and cutters in the three cities failed to report for work early Sunday morning, after AFL Radio Broadcast Engineers' Union 1212, International Brotherhood of Electrical Workers, had refused to accept a 10 to 20 percent wage increase.

Charles A. Calame, union business agent, said 21 employees left their jobs after contract negotiations, begun in February, broke down. He said the union wanted one job classification and a progressive wage increase scale. There are now three classifications, he said.

Mr. Calame said IBEW engineers in a sympathy gesture had refused to play Columbia recordings over Columbia Broadcasting Co. radio stations.

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INVESTIGATION OF PRESS WIRELESS RATES ORDERED BY FCC

An immediate investigation into the rates and charges of Press Wireless, Inc. was ordered by the Federal Communications Commission.

The company last year made a profit of 76.4 percent before taxes reductions, and the trend of earning this year appears to be going upward, the Commission said.

International telegraph rates for messages, except press, sent from the United States were substantially reduced on May 1st when a 20-cent-a-word rate for ordinary plain language message was established by the various U. S. telegraph carriers other than Press Wireless.

Press Wireless had given no indication of any intention to reduce its rate for Press service, the FCC said. It called upon the company to show cause before August 1 why its existing rates should not be found "unjust and unreasonable" and why an interim reduction should not be made while the investigation is concluded.

A public hearing has been scheduled for August 22nd.

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NEW NBC NAVY HOUR GETS OFF TO FINE START

Secretary of the Navy James Forrestal, Lieut. Robert Taylor USNR, Lieut. (j.g.) Gene Kelley, both of the movies and the Navy's 80 piece symphony orchestra, headlined the debut of the NBC weekly "Navy Hour" from Washington last night (Tuesday).

Secretary Forrestal stated that the Navy now controls the sea right up to Japan and in winning that control has sunk more than 250 major enemy warships and hundreds of merchant vessels and destroyed thousands of planes.

The first program was dedicated to the men in the submarine service and Mr. Forrestal revealed that submarines alone had sent to the bottom of the Pacific 4,500,000 tons of Jap shipping - the equivalent of 1,150 enemy vessels.

Directing the broadcast was Clarence A. Menser, NBC Vice-President in Charge of Program. Also officiating for NBC were Frank M. Russell, Washington Vice-President, and Carleton Smith, General Manager of WRC.

Next Tuesday night's NBC Navy Hour will be dedicated to the U.S. Marine Corps.

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SCISSORS AND PASTE

Claims He Was Elliott Roosevelt's Radio Loan "Finder" (Westbrook Pegler in "Washington Times-Herald")

I have had two visits lately with John Kantor, a portly man of perhaps 60, of sad eye and solemn manner, who spent twenty months in a New York prison as a swindler and is now on parole and working, apparently successfully, as a legitimate salesman.

Mr. Kantor said that he had been involved with Elliott Roosevelt and Elliott's uncle, Hall Roosevelt, the brother of Mrs. Eleanor Roosevelt, and with the late New York New Deal Congressman, William Sirovich, in the flotation of the \$200,000 loan to Elliott by John Hartford, President of the Atlantic and Pacific grocery chain, and in efforts to arrange other loans to Elliott.

He told of calls on several New York men, including a wealthy radio manufacturer and a manufacturer of watches, also interested in radio; of lunches at the Harvard Club with Hall Roosevelt, of being hired by Elliott Roosevelt as salesman for one of Elliott's radio companies and finally of being fired from his job.

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Kantor says he also entered negotiations with a former New York judge retired to private practice, whereby a client of the former judge was to lend \$100,000, but that Elliott interfered with the deal and that he, Kantor, was declared out.

Kantor, nevertheless, wanted a commission for promoting this money, and consulted a lawyer of his own, with intent to bring suit against Elliott.

Soon after this, Kantor says, Sirovich and a N.Y. clothing manufacturer summoned him to the Roosevelt Hotel and persuaded him to sign the releases to Elliott, Hall and Congressman Sirovich, which were typed by a public stenographer and notary.

Sirovich died the next morning.

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Would Pass OWI Along To State Department (Jerry Klutz in "Washington Post")

Edward Klauber, Assistant Director of the Office of War Information, and former CBS Vice-President, has this to say about OWI's future: "This (meaning OWI) is something that should be and can be done by the State Department and should be properly done by them after we have finished the job. OWI built it up and the State Department should carry it on."

Early Bird (Arthur Godfrey) Catches \$100,000 Worm  
( "Variety" )

Arthur Godfrey is grossing \$100,000 a year now out of early a.m. shows on two local stations, and has a neat price tag of \$312,000 a year for his half-hour network show on CBS.

Godfrey is now on the air, live and transcribed, every morning for a total of three hours and 15 minutes, from 6:30 A.M. to 9:45. Only a radio traffic engineer, with the aid of a slide-stick and mirrors, would try to make sense of his hectic schedule. The fact is that some of that time he is heard only on WABC, N.Y.; other moments are reserved only for WTOP, Washington; and part of the sked, from 9:15 to 9:45 A.M., Godfrey is heard sustaining on the entire CBS web.

In New York and Washington, he has 80 different sponsors during his six-day, cross-the-board week. Sponsors pay \$80 apiece for the N.Y. commercials, \$30 each for the plugs in Washington.

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The Higher They Are the Harder They Fall  
( "Drew Pearson" )

Much to the annoyance of the efficient Michael McDermott, in charge of State Department press relations at San Francisco Peace Conference, Judge Roy Hofheinz, owner of Station KTHT in Houston, Texas, brought a small wire recorder to press conferences and made a record of everything diplomats had to say. Because of off-the-record statements made by U. S. diplomats, McDermott was afraid Judge Hofheinz might broadcast some of his recordings, thus revealing secrets to the public.

So every time McDermott spotted Hofheinz at a press conference, he made a beeline for the ex-judge of Houston. Finally, it was agreed that Hofheinz could record any press conference if the individual being interviewed agreed. McDermott did not expect any such permission to be given.

So in the middle of one momentous press conference staged by Soviet Foreign Commissar Molotov, McDermott suddenly saw Judge Hofheinz operating his recorder. Every word the Soviet Commissar said was being taken down on wire for the people of Houston to hear. Alarmed, McDermott ordered the Texan to leave the room. Hofheinz, however, meekly conducted McDermott to one of Molotov's aides, who verified the fact that the Soviet Commissar had given his permission for the press conference to be recorded.

Furthermore, Molotov was so intrigued with the recorder that he ordered one for himself.

Before Judge Hofheinz departed from San Francisco, several hundred of the machines had been ordered by foreign governments.

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:::: TRADE NOTES ::::  
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Direct radiotelegraph service between the United States and Czechoslovakia has been reopened by the Mackay Radio and Telegraph Company, operating subsidiary of the American Cable & Radio Corporation.

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The General Electric Company demonstrated its 16 by 22 inch screen postwar television receiver at the Waldorf Astoria in New York recently. The receiver uses a five-inch cathode ray tube, a parabolic mirror and a correcting lens to project the picture to a flat mirror, thence to a 16 by 22 inch retractible screen.

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Emerson Radio and Phonograph Corporation - Twenty-six weeks to May 5: Net income, \$514,575 or \$1.29 a share, compared with \$454,292 or \$1.14 a share for 26 weeks to April 30, 1944.

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War orders for radio and electronic equipment for the third quarter, beginning July 1st, are expected to run only about \$12,000,000 a month under early 1945 requirements for a two-front war, according to information given the Radio Manufacturers' Association.

The anticipated monthly average of requirements for military and rated civilian radio and electronic end equipment during the third quarter is \$195,000,000, as against a monthly delivery rate for the first five months of 1945 of about \$207,500,000. The monthly average of war orders for the fourth quarter is expected to be about \$180,000,000. By the first quarter of 1946, military and rated civilian requirements will drop only to an estimated \$145,000,000 a month.

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In a canvass of the Washington, D.C. Trade Board, 19% of those contacted or 56,000 expressed the desire to buy new radio sets when peace was declared.

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Some few offices in many agencies on the new 44-hour week will remain open Saturday afternoons. The Government employees who will work Saturday afternoon will be given four hours off during the week. For example, the Foreign Broadcast Intelligence Service and radio intelligence operations of Federal Communications Commission will stay open all day Saturday.

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"Opportunities in Radio - A Guide for Members of the Armed Services Interested in Radio and Electronics" is the title of the leading article in the Army and Navy Journal this week (July 7) written by Brig. Gen. David Sarnoff, President of RCA.

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The London Mail reported from the British occupation zone in Germany that the Columbia Broadcasting System reportedly offered 4 million dollars a year for the right to exploit Luxembourg radio"



Because the production of diamond dies, used principally in the drawing of fine wire needed for radio and radar equipment, is now in excess of the current requirements, the WPR Order M-181, controlling their allocation has been revoked.

Industrial type transformers, reactors and chokes, except for orders for this equipment placed with the General Electric Co., at Fort Wayne, Ind., have had their scheduling controls relaxed. Such transformers may now be purchased from manufacturers without first filing for approval and a fixed shipping schedule on Form WPB-1682. Delivery, however, will henceforth be governed by the usual priority regulations. This action is not retroactive and does not affect purchase authorizations and scheduling already made, which will remain frozen.

Removal of restrictions on special sales of a large number of items, including electronic equipment, was provided in an amendment to Priorities Regulation No. 13 announced by the WPB today.

Electronic equipment (complete sets) and the following components were deleted: oil impregnated power factor type and molded bakelite capacitors, wire woven resistors (other than precision and molded two watt), coaxial cable, hermetically sealed and other transformers and reactors. Restrictions on selling the following were changed from AA-5 to AA-3, oil impregnated capacitors, relays, shock mounts and electrical indicator combat type instruments. Restriction on joint Army-Navy. JAN inspected radio and radar tubes continue AA-1 as formerly, and on all other tubes (except restricted tubes) from AA-5 to AA-3.

The number of restricted radio and radar tubes was changed on both List A and List B (Restriction of special sales for export). Four tubes were removed from the list and seven added, making a total of 23 restricted tubes.

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Station KBST, Big Spring, Texas, seeks a construction permit to increase power from 100 to 250 watts and make changes in transmitting equipment.

The University of Houston at Houston, Texas, has applied for a construction permit for a new non-commercial educational broadcast station to be operated on frequency not specified, with power of 1 kilowatt, and special emission.

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In his annual report to shareholders of the Zenith Radio Corporation, E. F. McDonald says with regard to FM:

"In view of the recent ruling by the Federal Communications Commission, moving FM to the higher frequency band, it will be some time before present FM stations will be able to broadcast on the new frequency assignment. Zenith postwar receivers will be built to operate both on the present frequency band and the new frequency band, thus enabling purchasers of the new Zenith receivers to receive FM programs at all times. No satisfactory method has, however, been devised to enable present owners of any frequency modulation receiving sets to receive programs when FM broadcasting on the new assignment becomes effective and the present FM band is discontinued."

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# HEINL RADIO BUSINESS LETTER

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INDEX TO ISSUE OF JULY 18, 1945

New Broadcasters' President To Receive \$50,000 A Year.....	1
FCC Member Wm. H. Wills, Of Vermont, To Be Sworn In Monday.....	4
Capital Tele Site Turndown May Mean Trouble For Others.....	5
ASCAP Wins In \$357,000 Triple Damage Suit Of WOW, Omaha.....	6
Rules For Civilian Radio Set Manufacturing Applications.....	7
Elmo Wilson Succeeds John Churchill As CBS Research Head.....	8
OWI School Fills World-Wide Radio Engineer Need.....	9
RCA Tells How It Began.....	9
Thomas Lee Of Don Lee Also Heads Pacific Broadcasting Co.....	10
FCC To Consider Crosley Sale July 23; WINS Aug. 20.....	10
Drew Pearson Gets Biggest Truman Scoop; Read Code.....	11
Unified World-Wide U.S. System Of Communications Urged.....	12
N.Y. Newspaper Strike Ends On 17th Day; Stations Relax.....	12
Scissors And Paste.....	13
Trade Notes.....	15

No. 1689

July 18, 1945

## NEW BROADCASTERS' PRESIDENT TO RECEIVE \$50,000 A YEAR

Associate Justice Justin Miller, 57 years old, of the U. S. Court of Appeals for the District of Columbia, chosen as the new President of the National Association of Broadcasters, will receive \$50,000 a year. At the District Court of Appeals, Justice Miller receives \$12,500 a year, and it is a lifetime appointment. With the NAB, he has a five year contract and is expected to take over October 1st.

In the meantime, a practical broadcaster will be selected to serve as Executive Assistant to Justice Miller. J. Harold Ryan, Vice-President and General Manager on leave of the Fort Industry stations, and former Assistant Director of Censorship, who is generally conceded to have made one of the best NAB presidents in its history, will continue to direct the affairs of the Association until Fall.

Thus the Directors' Committee, headed by Tam Craven, Vice-President of the Cowles Broadcasting Company, which had the apparently unsurmountable task of selecting the new president, heaves a large sigh of relief. A previous committee had seemingly run into a stone wall on it and passed the buck to the present group which reached its final decision in Kansas City last Saturday and whose members, beside Commander Craven, are:

William B. Way, General Manager of KVOO, Tulsa, Okla.; John J. Gillin, Jr., President of WOW, Inc., Omaha, Nebr.; J. Leonard Reinsch, Managing Director of WHIO, WIOD, and WSB, of Atlanta, Ga.; G. Richard Shafto, General Manager of WIS, Columbia, South Carolina, and Frank Stanton, Vice-President and General Manager of the Columbia Broadcasting System.

The reasons for the Committee selecting Justice Miller, who himself has had little radio experience, but who, it was understood, was to have as his Executive Assistant a practical broadcaster, were summed up somewhat as follows:

1. Because Justice Miller was O.K. as far as the White House was concerned. President Truman was said to know him very well. Also Secretary-elect Fred Vinson, who himself formerly served in the District Court with Justice Miller, recommended him highly.

2. Because Justice Miller was O.K. on Capitol Hill, knew his way around there very well, with many friends in both the House and Senate. In fact, Speaker Sam Rayburn was understood to be one of his endorsers. Likewise Representative Clarence F. Lea (D), of California, Chairman of the House Committee which handles broadcasting matters.

3. O.K. with the Federal Communications Commission, Justice Miller being described as "the kind of a man who can work harmoniously with the FCC members and hold their attention and respect".

4. Has some knowledge of radio due to the fact that the District Court of Appeals is the appellate body sitting over the FCC in radio cases. As a member of this Court since 1937, Justice Miller has written a number of opinions on appeals from FCC decisions in radio cases.

5. Said to be an excellent organizer, administrator and highest type of leader.

6. Widely known as a public speaker and for his prestige in Washington.

7. Being a Californian travelling back and forth from the West Coast, is familiar with many parts of the country and their needs, "grass-roots" as well as the cities.

8. Is represented as having a keen knowledge of public relations, being at the same time a good mixer and very human.

9. Well thought of in the business world. Eric Johnston, President of the Chamber of Commerce of the U. S., himself considered for the position, is understood to have recommended Justice Miller.

10. Though comparatively unknown nationally, it was believed Justice Miller might do a better job for the broadcasting industry than some of the bigger "names" the Committee considered that were financially beyond the reach of NAB which didn't feel it could go above \$50,000. Neville Miller, first paid president, at his peak only received \$35,000.

11. Finally it was stated that Justice Miller "brings to his new position a high understanding and appreciation of the importance of radio in American daily life."

He will submit his resignation to President Truman sometime before October 1st.

In agreeing to assume the responsibilities of the office of President of the National Association of Broadcasters, Justice Miller said,

"I accept a challenge to render a public service. I see in broadcasting, with its promising developments for post-war expansion into frequency modulation, television, and facsimile, a vital agency for carrying forward our traditional American policy of free speech and for protecting and strengthening our system of free enterprise. The opportunity is thus presented to demonstrate to the world the vitality and validity of these fundamental American concepts. To have a part in the development of the industry; to help in securing for it a sounder foundation in law and operating policy,

in reconciling and integrating the various interests, public, governmental and industrial - is an assignment so challenging to me, as to make my decision a matter of course."

In telling of the selection of Justice Miller to head the NAB, Drew Pearson last Sunday night declared: "He will do a great job."

Mr. Miller was graduated from Leland Stanford University in 1911, and obtained his Bachelor of Law Degree in 1913 at the University of Montana. He obtained his doctor of civil law degree in 1934 at Yale. Mr. Miller has practiced law in his home and many other States, and also before the United States Supreme Court. He was an attorney and executive officer of the California State Commission of Immigration and Housing for two years, beginning in 1919.

Mr. Miller was Dean of Law at the University of Southern California for three years, beginning in 1927, and he held the same position at Duke University for five years, beginning in 1930.

At one time, he served as Special Assistant to the Attorney General of the United States and Chairman of the Attorney General's Advisory Committee on Crime.

As President of the California State Society in Washington, D. C., he made that organization one of the most successful in the Nation's capital.

Justice Miller is now at his home at 550 Paseo Miramar, Los Angeles, California.

Justice Miller's resignation will leave only two active members on the court, Chief Justice D. Lawrence Groner and Justice Henry W. Edgerton. Justice Harold M. Stephens has been giving all his time to his assignment as American Chairman of the British-American Patent Interchange Committee.

As three justices ordinarily hear appeals for the court, the resignation is expected to expedite presidential appointments to fill the vacancies caused by the recent resignation of Thurman Arnold to enter private practice and the 1943 resignation of Fred M. Vinson, now nominated for Secretary of the Treasury.

Federal Judge John C. Collet, of the U. S. District Court in Kansas City, Mo., is reported as being considered for one of the present vacancies on the U. S. District Court.

Mr. Ryan is "all packed" and ready to return to his former duties at Toledo, Ohio. "You'll soon be back in Washington in one capacity or another", someone ventured. "I am not so sure of that", Mr. Ryan replied, "I like Toledo pretty well."

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FCC MEMBER WM. H. WILLS, OF VERMONT, TO BE SWORN IN MONDAY

The newest member of the Federal Communications Commission William H. Wills, 63 years old, a Republican, born in Chicago but who wound up as Governor of Vermont, will be sworn in next Monday morning, July 23rd. Governor Wills will only be in the city a day but will return to take up his duties about August 15th.

At the Senate hearing prior to his confirmation, Governor Wills said that he had no practical or technical knowledge in radio or communications. However, he proved himself well grounded in politics when Senator Burton K. Wheeler asked him (some thought with his tongue in his cheek) if he had ever held any public office. "All my life", Governor Wills replied. This included a term in the Vermont House of Representatives, two terms in the State Senate, two terms as Lieut. Governor, and two terms as Governor (1941-45).

According to George Rothwell Brown, writing in the New York Journal-American, President Truman's appointment of Governor Wills marks the first definite break over patronage in the famous "honeymoon" with Congress.

"It was made over the protests, and contrary to the recommendation, of the Republican Leadership on Capitol Hill, which feels that it has been side-tracked and slighted", Mr. Brown states.

"Back of it is an interesting little story, but first of all the radio industry generally will be disappointed, for the vacancy to which Wills has been named was created by the President's failure to re-appoint Norman S. Case, who for the past 11 years has been one of the most useful and conservative members of the Commission.

"Case is a former Republican Governor of Rhode Island, where he made a fine record before President Roosevelt appointed him to be one of the Republican members of FCC.

"Under the law the minority party is entitled to certain definite representation on the Commission, and in this respect Truman has complied with the statute. Wills is a Republican - a 'Willkie Republican'!

"What happened is that the President turned down the recommendations of the Congressional Leadership in Congress and appointed Wills on the recommendation of Republican Senator Warren R. Austin of Vermont, who was a close personal friend of Truman in the latter's Senate days.

"Austin is coming up for re-election next year, his term expiring in January, 1947, and it had been widely reported in Vermont that former Governor Wills was getting ready to run against him for the Republican Senatorial nomination in next Spring's primary election.

"Thus by a stroke the President has gotten a formidable rival out of Austin's way, but obviously this was not the sole motive which inspired so unusual an appointment as this one appears to be."

Since then Senator Austin has been prominently mentioned as successor to Associate Justice Owen J. Roberts in the Supreme Court. If Senator Austin should receive the Supreme Court appointment, he would, of course, then not run for re-election in 1947 and the question is raised as to whether former Governor Wills might not still desire to make the race.

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### CAPITAL TELE SITE TURNDOWN MAY MEAN TROUBLE FOR OTHERS

The District of Columbia Board of Zoning Adjustment denying the District Government's appeal in behalf of the Bamberger Broadcasting Company of New York for permission to set up a 300-foot television tower in a residential section of Washington, D. C., will not make it any easier for others seeking similar sites in Washington and cities throughout the country. The bitter fight citizens of the Capital put up received nation-wide publicity and seems almost certain to stir up more trouble for the television broadcasters.

Harry S. Wender, counsel for the Bamberger Broadcasting Company, said that the company would immediately seek another site in Washington and that several other locations were in mind. Mr. Wender added that the alternative sites were not as advantageous for television purposes as the original choice but plans for the towers will go ahead.

Others besides Bamberger who either have been granted a television license in Washington or have applied are NBC, Philco, Capital Broadcasting Co. (Station WWDC), Allen B. duMont, Washington Times-Herald (Eleanor Patterson), Scripps-Howard Newspapers and Marcus Loew.

"The principal reason for the Bamberger denial, which will more fully be set forth in a formal order to be rendered next month, is our belief that the evidence shows the proposed location (at 39th and Fessenden Streets, N.W.) and height of tower will affect adversely the use of neighboring property in accordance with the zoning regulations and map", the Board declared in a formal statement.

The fight against the Bamberger tower was led by John R. Turney, a lawyer residing at 5100 Thirty-ninth Street, N.W., who represented residents of the area involved. Sixty thousand dollars was the price offered for the site. The decision of the Board said that "the contention of nearby home owners that this tower will adversely affect neighborhood properties we believe is substantiated by the facts."

Maj. Gen. U. S. Grant III, Chairman of the National Capital Park and Planning Commission, notified the Board that the Commission had considered the site and that it seemed to meet the requirements for television. The report of the Commission pointed out that the land was 390 feet at the site and that with the tower there would be a total elevation of 690 feet.

"No element of the city plan would be adversely affected, assuming, of course, that the physical development of the site and operation of the activities are planned and conducted in such a manner as to recognize the fact that the adjacent properties are of a restricted residential character", General Grant's report continued.

Mr. Turney pointed out that many of the citizen residents who testified for the Bamberger application were those who went to New York on a television tour last month sponsored by six radio broadcasting companies. Mr. Wender said that the trip was not sponsored alone by Bamberger.

Other witnesses for Mr. Wender were J. R. Poppele, Chief Engineer of the Bamberger Station WOR and President of the Television Broadcasters' Association, who outlined the technical necessities for high ground for television transmission; George C. Davis, consulting engineer, and C. B. Plummer, an engineer with the Federal Communications Commission. These witnesses said that the tower would not interfere with radio reception from other stations.

Witnesses speaking in opposition included Undersecretary of the Treasury Daniel W. Bell, Col. Edwin J. Mund, U.S.M.C., and Dr. Leland E. Stevenson, who said that the entrance of a commercial building in the area would be like poison ivy - it starts on the arms and then spread to other parts of the body.

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ASCAP WINS IN \$357,000 TRIPLE DAMAGE SUIT OF WOW, OMAHA

Dismissal by Judge James Fitzgerald of the triple damage suit against the American Society of Composers, Authors and Publishers (ASCAP) was affirmed last Friday by the Supreme Court of Nebraska. The suit had been brought by Station WOW of Omaha and Joseph Malec on behalf of twenty-four tavern and hotel dealers to recover license fees paid to ASCAP for the period from 1937 to 1941 in the amount of three hundred fifty-seven thousand dollars.

Decision of the Supreme Court of Nebraska was based upon the fact that the monies which had been paid by Station WOW and by Malec and his co-plaintiffs represented voluntary payments made within business compulsions or duress. Therefore, such payments could not be recovered in the two actions which had been brought under the Nebraska Anti-ASCAP Statute.

Louis D. Frohlich, ASCAP General Counsel, and Yale C. Holland, argued the appeals on May 10th in Lincoln, Nebraska.

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RULES FOR CIVILIAN RADIO SET MANUFACTURING APPLICATIONS

A simplified procedure for applying for permission to produce electronic equipment, including home radio sets, was announced Monday by the Radio and Radar Division of the War Production Board.

Direction 2 to Order L-265 (Electronic Equipment) issued Monday, gives instructions for filing Form WPB-4000 for permission to build civilian radios and other electronic equipment restricted by the order, under the provisions of Priorities Regulation 25, the "spot" authorization order.

In the past, appeals under L-265 have been considered only in cases of unusual hardship, and complete lists of materials to be used in the production of end equipment and components had to be filed. The new instructions require only the filing of Form WPB-4000 and a listing of the quantities of seven of the most critical electronic components as listed in the direction. The listing of controlled materials, hardware or many other miscellaneous parts is no longer required.

A simplified procedure is also provided for requesting permission for a producer to use idle and excess inventories that he may have on hand for civilian production. In the past, a special authorization was required, but now no additional application need be filed. If components are to be obtained from some other holder's idle and excess inventories, however, the holder must still make application on Form WPB-1161 for their sale or release.

Applicants for "spot authorization" to produce electronic equipment under PR-25 must include on the WPB-4000 application form a description of each type and model of the product and the quantity (by quarters) to be produced. In addition, for each type and model to be produced, the proposed net unit factory billing value of the equipment and a statement of the quantity of each of the following types of components that are to be used in the manufacture of the equipment must be shown in a letter filed with the application:

1. Tubes
2. Transformers and Reactors (excluding intermediate frequency and radio frequency coils)
3. Capacitors, fixed and variable
4. Resistors, fixed and variable
5. Loud speakers
6. Switches
7. Sockets

Identifying specifications for each component must be given WPB said.

Applications for equipment or components to be produced during the third and fourth quarters of 1945 should be filed if possible on or before July 31, 1945, with the WPB field office for the District in which the producer's plant is located. Copies of Direction 2 of Order L-265, which contain instructions for filing under PR-25 and WPB-4000 application forms, may be obtained at any WPB regional or district office.

ELMO WILSON SUCCEEDS JOHN CHURCHILL AS CBS RESEARCH HEAD

Elmo C. Wilson has joined the Columbia Broadcasting System as Director of Research after 16 months overseas devoted to probing thought processes of German war prisoners and measuring effectiveness of Allied military propaganda in liberated France and Germany.

He succeeds John K. Churchill, who resigned from CBS to take a similar position with the newly formed Bureau of Broadcast Measurement. It is reported that Mr. Wilson is to receive \$20,000 a year and Mr. Churchill is now drawing \$25,000.

In announcing Mr. Wilson's appointment, Frank Stanton, Vice-President and General Manager, said, "His versatile background and wide experience in consumer testing, public opinion research and journalism equip him well to direct Columbia's enlarged postwar research program."

Mr. Wilson was Chief of Surveys for the Office of War Information, in the European Theater of Operations, and was attached to the Psychological Warfare Division of Supreme Headquarters Allied Expeditionary Forces in the same capacity.

Moving into the Normandy peninsula behind the Allied invasion armies, he surveyed results of radio broadcasts that spark-plugged French underground resistance. Mr. Wilson also tested printed and broadcast material on Nazi P.O.W.'s as a means of improving the quality of our propaganda intended for German mass consumption.

His wartime duties follow a busy career as newspaperman, social service worker, university instructor, historian, public opinion and consumer researcher.

Mr. Wilson was born 38 years ago in Minneapolis. He received his B.A. in the Class of '28 from the University of Minnesota where he did graduate work in journalism, political science and propaganda analysis, obtained an M.A., taught current history and formation of public opinion.

After a connection with the editorial department of the Minneapolis Journal, he became a field supervisor for the Big Brother Movement. In 1940, Mr. Wilson became associated with the Elmo Roper organization, remaining there until he joined the government in the Fall of 1941.

In the pre-Pearl Harbor period, Mr. Wilson organized public opinion surveys for the Government's then Coordinator of Information, continuing the same work when his department was transferred to the Office of Facts and Figures and, eventually, the OWI.

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## OWI SCHOOL FILLS WORLD-WIDE RADIO ENGINEER NEED

Calls come in from all over the world to the OWI Overseas Branch School for Radio Engineers established at the site of the Bethany Transmitters, two of the most powerful short-wave stations in the world a short distance from Cincinnati. The School was established in response to the OWI which must keep its world-wide radio operations in continuous service. This necessitated the special training of radio engineers.

Directing the operations of the School is R. J. Rockwell, Technical Director of the Broadcasting Division of The Crosley Corporation, and there is a staff of six Crosley engineers, each an expert in a particular field. Radiomen, some professional but mainly "hams" with years of experience on intricate home-made sets, were recruited for the classes.

A minimum of two weeks is required to complete the course, with three-hour lectures daily on transmitter theory, receiver theory and practice, antenna design and wave propagation. Five additional hours daily are devoted to actual field experience in and about the huge Bethany Transmitters. Meanwhile, the students also are receiving the numerous injections of serum necessary before going overseas and are taking indoctrination courses.

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## RCA TELLS HOW IT BEGAN

One of the first questions in the handsomely illustrated 50-page 1945 edition of "RCA - What It is - What It Does. Answers to Questions That Are Often Asked" is "What led to the formation of RCA?" The answer given is:

"Prior to and during the first World War, the United States depended largely upon British cables and foreign-owned wireless stations for communication with many important parts of the world. Great Britain was the communication center of the world. The war revealed to Americans that radio offered a new and competitive system; a starting opportunity for dissemination of intelligence. Development of radio would give the United States preeminence in radio communication, independent of other countries.

"To accomplish this, RCA was formed by the General Electric Company, as a result of suggestions by officials of the United States Navy. Arrangements were made to acquire the assets of the Marconi Wireless Telegraph Company of America. A charter was granted RCA under the corporation laws of the State of Delaware on October 17, 1919. The business and property of the American Marconi Company were acquired by RCA on November 20, 1919. On December 1, 1919, RCA began business as an all-American organization. Its charter provides that no person shall be eligible for election as a Director or

officer of the Corporation who is not at the time of such election a citizen of the United States. The charter also specifies that the Corporation may, by contract or otherwise, permit such participating in the administration of its affairs by the Government of the United States as the Board of Directors deem advisable. A clause in the charter provides that at least 80% of the RCA stock outstanding shall be held by citizens of the United States.

"The first Chairman of the Board of RCA was Owen D. Young; the first President, Edward J. Nally; David Sarnoff was Commercial Manager."

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THOMAS LEE OF DON LEE ALSO HEADS PACIFIC BROADCASTING CO.

Following the purchase of the stock of the Pacific Broadcasting Company by the Don Lee Broadcasting System, Thomas S. Lee, President of Don Lee System has also been elected President and a Director of Pacific. Likewise, Lewis Allen Weiss and Willet H. Brown, Vice-Presidents and General Manager and Assistant General Manager respectively of Don Lee, were named Vice-Presidents of Pacific with A. M. Quinn, Secretary-Treasurer.

The Pacific Broadcasting Company is a regional network of 22 affiliates. Don Lee has 38 stations.

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FCC TO CONSIDER CROSLY SALE JULY 23; WINS AUG. 20

The transfer of the license of WLW included in the \$22,000,000 sale of The Crosley Corporation to the Aviation Corporation will be taken up at a hearing of the Federal Communications Commission to be held next Monday, July 23rd.

Under consideration by the Commission is also the previous Crosley contract to purchase WINS, the Hearst station in New York for \$1,700,000 plus \$400,000 in advertising time to be given to Hearst. The Commission has granted a joint request to delete from the proposed sales contract covering WINS the provision which would give Hearst a 10-year option to repurchase at the best market price, and, if elected, to resell. The WINS hearing has been set for August 20th.

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Among those elected to the Board of Directors of the New York Philharmonic-Symphony Society for the season of 1945-46 was Col. William S. Paley, President of the Columbia Broadcasting System on leave, who is soon expected to return from overseas.

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DREW PEARSON GETS BIGGEST TRUMAN SCOOP; READ CODE

There was an explosion in radio and newspaper offices a week ago last Sunday night when Drew Pearson said over the ABC network in his fasion, "White House - Exclusive. President Truman has left for the Big 3 Conference!" The Associated Press tamely followed the next morning but was careful to quote Me. Pearson as its source.

Practically all the radio and news correspondents knew that President Truman had left but were so used to the gestapo censorship exercised by President Roosevelt, it apparently didn't occur to any of them to inquire if the relaxation of restrictions under the new regime might allow them to say something about it. Furthermore, the White House correspondents had voluntarily decided to hold out the story.

There, of course, was a tremendous squawk on the part of the radio and news men who were beaten. The Editor & Publisher, however, backed up Pearson as follows:

"The correspondents assigned to the White House unfortunately agreed to withholding news of President Truman's departure for Europe and promptly were scooped on their own story.

"What was common knowledge around Washington - when, where and on what boat the President left - was being held up through an 'understanding' between reporters and the White House until the latter 'released' the story.

"The President departed Saturday. Drew Pearson broke the story on the air Sunday night, then the White House correspondents sent the story for Monday morning publication without a 'release' from the White House. Since then the Office of Censorship has declared there was no security involved and publication did not violate the Censorship Code.

"Drew Pearson told Editor & Publisher that he 'did not attend any White House press conference, had no knowledge of such a conference, but obtained my information from high official sources on Sunday. The story of his departure was bruited about Washington and appeared to be known by everyone. I took the precaution of sending a written transcript of what I proposed using to the Office of Censorship which they okayed.'

"It is fine for correspondents to cooperate with the White House in withholding information given to them in confidence. But they should study the Code a little more thoroughly and object vigorously to withholding stories not covered by the Code or they will undoubtedly be scooped again in the future."

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UNIFIED WORLD-WIDE U.S. SYSTEM OF COMMUNICATIONS URGED

Senator McFarland, (D), of Arizona, last week called for an independent, world-wide American communications system as an implement toward achievement of world freedom of the press.

Such a system also is necessary if American commerce and business are not to operate at a disadvantage in the postwar world, the Arizona Senator said.

Senator McFarland, a member of the Senate Interstate Commerce Committee, recently visited Europe with Senators Wheeler, (D), of Montana, and Capehard (R), of Indiana, to study communications. The trip, he said, confirmed his opinion of the need of a unified U.S. international system of radio and cables.

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N.Y. NEWSPAPER STRIKE ENDS ON 17TH DAY; STATIONS RELAX

Ending the golden harvest for New York broadcasting stations, the strike of the 1700 deliverymen of the New York daily newspapers ended Tuesday after 17 days. For the first time in that entire period a New York newspaper (except PM) never reached Washington.

Union members voted to end the walkout after their counsel, Louis Waldman, announced that agreement had been reached with the Publishers' Association of New York to submit the dispute to arbitration.

Department stores and others fortunate to be able to get the time from the already oversold radio stations, advertised daily specials in spot announcements over the air - a technique quickly adopted by night clubs. Stations and sponsors doubled and tripled news broadcasts. Even so, according to the following Associated Press dispatch, New York was badly hit without its newspapers:

"The 13,000,000 newspaper readers in New York and its environs, habitually dependent upon their daily papers, found their lives considerably more complicated.

"The housewife didn't know what bargains the big stores were offering.

"The renting agent's telephone was silent by the hour. The shoe clerk found time for a smoke and the out-of-towner found seats of his choice at a score of theater box offices.

"Department store mail and telephone orders dropped sharply.

"Odds and ends shoes, made point-free by OPA for three weeks beginning Monday (July 9), failed to attract expected crowds of buyers because lots of people didn't know the release was on."

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:::: SCISSORS AND PASTE ::::  
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Justice Miller New President Of NAB A Leader - Not A Czar  
(Washington Post)

The selection of Justice Justin Miller to head the National Association of Broadcasters affords a hopeful sign that the radio industry means to meet its postwar opportunities with a heightened sense of public responsibility. The president of the NAB is no czar. He cannot force upon the industry high standards of service. His function is to lead, not govern. It is altogether reasonable to suppose, however, that in selecting a president of Justice Miller's caliber, the broadcasters are genuinely looking for leadership and are prepared to follow it.

Broadcasting is, of course, a business. But it is a business which vitally affects the public interest, a business carried on through use of the public domain and a business which can justify its existence only as it renders public service. It needs to go beyond the characterization given it in an address last Spring by the interim president of the NAB, J. Harold Ryan. "American radio today", he said, "is the product of American business. It is just as much that kind of product as the vacuum cleaner, the washing machine, the automobile and the airplane. . . ."

In the early days of radio a somewhat different view of it was taken by Herbert Hoover. "The ether", he said, when he was Secretary of Commerce, "is a public medium, and its use must be for public benefit. The use of radio channels is justified only if there is public benefit. The dominant element for consideration in the radio field is, and always will be, the great body of the listening public, millions in number, country-wide in distribution." Justice Miller seems to share this philosophy.

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Credits Sen. Wheeler With Training Pres. Truman

(From "The Job That Made Truman President" by Wesley McCune and John R. Beal in June "Harper's Magazine")

President Truman's training in the highly specialized business of Congressional inquiry began in 1936 under a master of the craft, Senator Burton K. Wheeler of Montana. Because Wheeler's isolationist views have dimmed his reputation during the war years, many people have forgotten that he earned fame as one of the most able, honest, and thorough of Senate investigators. He and Truman sat together on the Interstate Commerce Committee and he chose the younger Senator to serve as his lieutenant in a special study of railway holding companies.

For two years this inquiry plodded along through some of the dullest hearings ever recorded at the Capitol. During the early months, Truman seldom opened his mouth. He watched the Montana maestro question an endless procession of witnesses; and he studied railway finance and corporate organization with a dogged intentness which his colleagues considered rather eccentric.

The public's indifference to the railroad inquiry was simply deafening. As the hearings dragged on, the other members (including Wheeler) lost interest, and Truman frequently was the only Senator who showed up for public sessions. Before no audience except his own counsel, the witness and his lawyers, and one or two weary newspapermen, he conducted the questioning with meticulous fairness and a growing knowledge of the nation's transport system. He made no reputation; indeed, his fellow Senators sometimes hinted that he was wasting his time. But the investigation did result in a few important though obscure reforms. And a handful of industrialists and financiers began to speak of Truman as a strange sort of politician - a New Dealer who showed no desire to persecute business, a man who dug for his facts, used them surely, and tolerated no wool over his eyes.

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Axe Seen For Petrillo-John L. Lewis Controlled Funds  
( "New York News" )

When labor bosses set up big, personally controlled funds supposedly for their union members' social security, as J. C. Petrillo has done for his musicians and J. L. Lewis wants to do for his coal miners, such funds can be expected to come in for Government scrutiny, regulation and publicity.

These developments are on their way whether labor leaders like it or not. This is our biggest domestic problem at this time. The betting is good that it is going to be solved as we have solved our other problems of too much power in too few hands.

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International Communications Merger Again Up At Bat  
(Marquis Childs in "Washington Post" )

According to reports, the Senate Committee headed by Senator Burton K. Wheeler came back from Europe pretty well convinced some kind of an international merger was necessary. One argument Admiral Jos. R. Redman, Director of Naval Communications, who accompanied the party and an advocate of a merger that would unite all companies in the international communications field into one, used is that the present United States military communications system could not be retrieved for peacetime use if there were several companies fighting over it. But since much of this military equipment is being operated in foreign countries that would never permit a similar use in peacetime, such an argument would seem to have little weight.

Accompanying the Senators, too, was Chairman Paul Porter of the Federal Communications Commission, the young New Dealer who was publicity director for the Democratic National Committee in the last campaign. Porter has come out publicly for a merger. But, as he explains it, it would be quite a different ticket from the one the companies would write if they could have their own way. To begin with, Porter would force a separation of functions - no company in the domestic communications field could also be in the international field.

(Continued at end of page 16)



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: : : TRADE NOTES : : :  
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The hearing with regard to the rules and regulations governing postwar FM, which was to have been held next Monday, July 23rd at 10:30 A.M., has been postponed to a week later, July 30th. The deadline for filing briefs is July 26th.

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The War Labor Board last Friday rejected a general wage increase for 3,500 ship radio operators.

In a directive order it also resolved 34 issues covering all conditions of employment in dispute between 29 Atlantic and Gulf Coast and 34 West Coast steamship companies and the CIO American Communications Association.

The Union had asked increases for radio officers on ships carrying one such officer from \$172.50 a month to \$266 a month and requested salaries of \$266, \$244 and \$213 a month for three ratings on cargo ships.

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Secretary of Commerce Wallace having qualified for a private airplane pilot's license, is now going to try for a radio operator's license. We'll leave it to the reader to imagine how difficult it will be for him to get it.

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Marie Petrillo, 21, daughter of James C. Petrillo, President of the American Federation of Musicians, was married in Chicago last Saturday to Capt. Francis De Rosa, 27, of the Army Medical Corps, recently returned from Germany for reassignment to Pacific service.

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A. V. Duke has been appointed assistant to H. C. Bonfig, Vice President in Charge of Household Radio for Zenith Radio Corporation. Mr. Duke has been with the company in various capacities for many years. He came to Zenith in 1928 as a member of the Accounting Department.

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Walter W. Jachens has been named Chief of the Lamp and Battery Section of the Electric Goods Branch, F. M. Mitchell, Director of the Consumers Durable Goods Division of the War Production Board, announced on Tuesday.

Mr. Jachens has been in charge of matters within that section pertaining to incandescent and fluorescent lamps, rectifier tubes, portable electric lamps and shades and liquid fuel lamps and lanterns.

Before Mr. Jachens went to WPB in August 1942, he was connected for several years with the General Electric Co., in its Appliance and Lighting Division in New York City, his home town.

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David J. Finn, known throughout the radio trade for his activities in sales and advertising, has been named Manager of the Renewal Sales Department of the Tube Division of the RCA Victor Division at Camden, N. J.

The latchstring will always hang out for broadcasters at the office of Walter J. Brown, newly appointed Special Assistant to Secretary of State James F. Byrnes. Mr. Brown, who is Vice-President and General Manager on leave from WSPA, Spartensburg, S.C., and formerly a Washington correspondent, was also assistant to Judge Byrnes while the latter was Director of the Office of Economic Stabilization and Reconversion.

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John F. Gibbons has joined the Law Department of American Cable and Radio Corporation. Mr. Gibbons entered the communications field in 1920 and spent 17 years with the wire, cable and radio companies of the Postal Telegraph and Cable System. Shortly before the reorganization of the Postal System, he became associated in 1937 with RCA, and for several years was General Solicitor of its subsidiary R.C.A. Communications, Inc., until his resignation some time ago.

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Dick Carlson, Director of Personnel of the Federal Communications Commission, will resign August 1st. He will be associated with Roger & Slade, New York management consultants, and will continue to serve FCC on a consultant basis.

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James S. Knowlson, liquidation field Commissioner for the European theater, President on-leave of Stewart-Warner, Chicago, and former President of the Radio Manufacturers' Association, reported Monday that Army and Navy materiel in Europe, has been kept in excellent condition by careful handling.

Mr. Knowlson, just back from a four week tour, would not estimate the amount of surplus and residue material that will be available for disposal. He said this will depend on how much is needed in the Pacific.

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Paul Mowrey, Director of Television of the American Broadcasting Co., is making a tour of Western stations delivering a talk entitled "Broadcasting Tomorrow". In his speech he traces the history of radio and forecasts in detail the future of television. Mr. Mowrey has, so far, visited Cleveland, Lexington, Ky., Cincinnati, Indianapolis, Chicago, Minneapolis and Des Moines, Iowa, and is due in Omaha, Nebr. today and on July 20th in Denver.

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("Scissors and Paste" continued from Page 14)

In other words, you would have a very loosely regulated monopoly. Some Senators, Wheeler among them, argue that if you can go that far, why not go the whole way and have Government ownership. The best statement for competition has been made by Assistant Secretary of State William L. Clayton. He made a forceful case for the advantages of competitive rates; for competition in service, in skill, in inventiveness. This is the view, too, of the Department of Justice.

It seems to me it is hard to answer those arguments. Admittedly the problem is fearfully complicated. Unless you are a specialist, you can hardly understand it. The step toward a monopoly is a long one. It will be a precedent. Events are forcing these decisions, and they are not easy.

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# HEINL RADIO BUSINESS LETTER

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JUL 2 1945

FRANK E. HEINL

## INDEX TO ISSUE OF JULY 25, 1945

Set Makers Go Thru The Motions But Say FM Rule Won't Work.....	1
Ooms Wins Easy Confirmation As U.S. Patents Commissioner.....	3
RCA International Division To Move To New York.....	3
Broadcasters Still Heil The FCC which Seems To Like It.....	4
RCA To Sell Complete Line Of Dry Batteries.....	4
Fighting U.S. Marines Put On Realistic Program For CBS.....	5
Bob Kintner Is Skipper Of New ABC Public Relations Dept.....	5
FCC Approval Of WLW Sale To Aviation Corporation Seen.....	6
Agrees That Elliott's Loans Should Bear New Deal Tag.....	7
WLB Upholds WFTL, Miami, Closed Shop.....	9
Mackay Radio Opens New Berlin Circuit.....	9
Radio Can't Do It Alone, Newspaper Poll Claims.....	10
Fight Over "ABC" Tag Seen In Associated Net Plans.....	11
G. E. Describes Television System For Department Stores.....	11
Detrola-Utah-Universal Merger Approved.....	11
Airtight Steel-To-Glass Seal For Tubes Developed By RCA.....	12
Navy Tests Plan For Radiophotos At Beachheads.....	12
Scissors And Paste.....	13
Trade Notes.....	15

July 25, 1945

SET MAKERS GO THRU THE MOTIONS BUT SAY FM RULE WON'T WORK

The Federal Communications Commission has cracked the whip and the FM radio set manufacturers are jumping through the hoop but privately they are saying that the Commission's kicking the FM frequency allocations upstairs is going to cause one grand snafu (situation normal all fouled up).

"The Commissioners relying on the judgment of a single engineer, K. A. Norton, slamming the door in the face of the whole radio manufacturing industry, including the Radio Manufacturers' Association, the Radio Technical Planning Board, and even Major Edwin H. Armstrong, the inventor of FM, is a decision, I contend, which will come back to the Commission's doorstep to roost", said one high authority. "Don't think for a minute that the trouble is over for the Commission on that. They have made such a fundamental mistake there is bound to be a thundering commercial answer."

This informant intimated that the Commission was out to hobble FM and if possible finally "get it, public interest to the contrary notwithstanding". That seems to be a pretty general impression among the FM set manufacturers. They appear to feel that the FCC is doing its best to block FM's progress.

A new cause of complaint was that in the suggested rules and regulations for postwar regulations of FM, the FCC asked the broadcasters for comment on the following proposal:

"Should the FCC adopt a regulation that in the future when FM becomes an established competitive service with AM (present standard broadcasting), no person or persons under common control would be permitted to own, operate or control more than one AM or FM station serving the same area?"

"That", observes our FM informant, "is a veiled threat on the part of the Commission which says, in effect, 'if you make a success of your FM license you are liable to have your AM license taken away from you.' In other words, under that rule if Col. Robert R. McCormick of the Chicago Tribune, for instance, should make a success of his FM station WGNB and desired to keep it, he would have his regular station WGN taken away from him. (Only we bet the Commission would think twice before they'd ever jerk the chair out from under Colonel McCormick.)

"This 'take your choice of one or the other' is an additional obstacle the FCC is seemingly trying to put in the way of FM. When that little hint sinks in on the broadcaster who is thinking about adding an FM station, he is likely to say: 'Well I'll just let somebody else go ahead with the FM pioneering.' It is a most discouraging situation."

In our issue of June 27th we reported that the charge had been made by Major Armstrong that the FCC public report on FM Allocations had been falsified. This charge has not been denied to date. We also reported in the issue of July 11th that comment on the conduct of the hearing indicated that the inventor had been given what amounted to the "bum's rush" during his testimony.

It appears that something of the same thing happened during the closed hearing where the cross-examination of the Commission's key witness, Mr. Norton, was hurried by the Chairman. At one point the Chairman said that if the examination could be speeded up the Commission could get in a meeting that afternoon.

Accordingly, the hearing was closed prematurely and the FCC went into executive session. Ten minutes later, while some of those who attended the hearing were still around, the FCC went home. A good hour of the working day remained.

Following up the drastic action of moving FM upstairs, the FCC proposed a drastic set of allocation rules which, if adopted, may put out of action many of the high power pioneer stations built during the past five years.

"Comment was that somebody did not like FM -- it worked too well and served too many people well -- it must be cut down to AM size", our FM informant observed.

"The new rules propose three classes of stations, community, metropolitan area and rural. Emphasis seems to be on the metropolitan stations as they get most of the channels. The other two classes suffer from serious restrictions.

"The community station is limited to insignificant power. The rural station must be so located that it cannot serve a city located in its area -- which makes its practical operation an economic impossibility.

"Heretofore the idea has been for a broadcasting station to serve as many people as possible. Hamstringing the rural stations thus seems about as crazy as Wallace's plowing under the little pigs. Wait till the 'grass roots' Congressmen hear about that.

"It looks as if the CBS single market plan, a plan obviously adapted to protect the networks and not develop FM to its maximum capabilities, is in high favor. The theme song of the FCC has, however, been to develop FM to its maximum capability. Why propose restrictive regulations to prevent its being so developed?"

In connection with the hearing on proposed FM rules and regulations to be held in Washington next Monday, July 30th, Walter A. Callahan, General Manager of WSAI, Cincinnati, has recommended that a Committee of AM broadcasters be named by the FCC to submit amendments to the Commission's proposals.

"Broadcasters laboring under AM regulations far outnumber those in their ranks favored by the same regulations", wrote Mr. Callahan. "These broadcasters have much to contribute and because their problems are identical with applicants for FM who have no practical experience, these latter would defer to and have confidence in the opinions and recommendations from a committee of actual broadcasters. . . . This approach seems more constructive than for actual or potential FM operators, singly or in a body, contesting each and every point in the FCC proposed plan."

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OOMS WINS EASY CONFIRMATION AS U.S. PATENTS COMMISSIONER

Casper W. Ooms, 42 years old, for years a leading patent attorney of the Midwest was confirmed by the Senate last Friday to succeed Conway P. Coe, who resigned the middle of last month having served since 1933. Mr. Coe was subsequently elected Vice-President in Charge of the Patent Department of the RCA Laboratories.

Because of the fact that Leon P. Frazer, 1st Assistant Patent Commissioner was only allowed by law to act as Commissioner for a month, there has been an unprecedented accumulation of patents - 500 or more - but it is expected that the normal output will be again reached by the end of the month.

A graduate of Knox College and the University of Chicago Law School, Mr. Ooms began his law career as a clerk for the United States Circuit Court of Appeals in Chicago. He served with the Chicago firm of Williams, Bradbury, McCaleb and Hinkle, patent attorneys, from 1931 until 1938, when he started his own practice. He has lectured on patent law under auspices of the Chicago Bar Association and the National Lawyers Guild, and also has lectured at Yale University Law School and at John Marshall Law School.

While most of his patent practice has been for small or medium-sized companies, he has handled litigation in defense of patent suits for Armour & Co., the Bendix Aviation Corporation and Sears, Roebuck & Co.

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RCA INTERNATIONAL DIVISION TO MOVE TO NEW YORK

The International Division of the Radio Corporation of America, recently organized, is being expanded and the executive offices will be moved from Camden to New York City. Space not being available in the RCA Building, the offices will occupy the better part of two floors, about 21,000 sq. ft. in the Squibb Building at 745 Fifth Avenue which is between 57th and 58th Streets.

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## BROADCASTERS STILL HEIL THE FCC WHICH SEEMS TO LIKE IT

Following the Gestapo custom set by ex-Chairman James L. Fly, which was supposed to have been discouraged by the present Chairman of the Federal Communications Commission, broadcasters still stand a la the Supreme Court until the FCC members are seated. Absent is the business of the Chairman glaring around the room, as Mr. Fly used to do, to see if the broadcasters were obeying the rule before banging the gavel, which was the signal that they could sit down, but otherwise the entrance of the distinguished Commissioners is observed by the same mark of deference.

After Mr. Fly's exit from the chairmanship, it was reported that the first thing to be scrapped was to be the forced standing up which, needless to remark, has never brought forth any cheers from the industry.

Nevertheless at a banquet given by the National Association of Broadcasters shortly after Chairman Paul Porter ascended the throne, the well trained broadcasters stood as one man when he arose to speak. Mr. Porter, waving them down, said: "I thought that stuff was all over with", or words to that effect.

Yet the broadcasters continue to respectively rise. Far from FCC members resenting the obeisance, it is reliably reported that most of the Commissioners like it and that the custom is likely to continue ad infinitum.

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## RCA TO SELL COMPLETE LINE OF DRY BATTERIES

A complete line of dry batteries will be added to the RCA list of products beginning this month, according to L. W. Teegarden, General Manager of RCA Victor's Tube Division, Radio Corporation of America.

Pointing out that radio batteries comprise 60 percent of the battery industry's total sales, Mr. Teegarden said this marks the first time a full dry battery line has been offered by a radio tube manufacturer. It also marks the addition of a major line to the RCA Tube Division's list of products.

The new line will be placed with RCA tube and parts distributors and dealers associated with the radio industry, and orders will be filled on an allocation basis, he said. The application of the "preferred-type" idea, used with success by RCA in the electron tube field, will make it possible to service from 80 to 90 percent of the current radio and general utility battery demand with carefully selected types, Mr. Teegarden said. He pointed out that this procedure is advantageous to both distributor and dealer, since it makes for smaller inventories and quicker turnover. However, as conditions permit, the program will be extended to cover a full line.

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FIGHTING U.S. MARINES PUT ON REALISTIC PROGRAM FOR CBS

Lieut. James Hurlbut, formerly of Station WTOP in Washington, and who through his work at Guadalcanal was one of the first Marine Corps combat correspondents to gain fame, is the producer of the new CBS series "Your Marine Corps", the first broadcast of which got off to a fine start last Saturday afternoon. Lieutenant Hurlbut worked in collaboration with Marine Technical Sergeants Alvin Josephy and Frank Acosta from Iwo Jima, and it was one of the best service broadcasts that has yet been heard. Lieut. George Putnam, well known news commentator, was at the microphone.

There was a realistic touch with the appearance of Lieut. John F. Kenney, one of the men of Wake Island who escaped from the Japs in China and who had arrived in Washington only a few days before. Marine Combat Correspondent Herman Kogan spoke from somewhere in the Pacific.

Making his debut as Assistant Commandant of the Marine Corps, which post he assumes August 1st, was Maj. Gen. Allen H. Turnage, who proved himself to be a first class speaker. General Turnage distinguished himself by leading the Third Division north for the assault on Guam and he described the transformation of Guam since the Marines landed there a year ago from a war ravaged tropical island into a great forward naval base.

The famous U.S. Marine Band was at its best and there was a nice little bouquet from Lieutenant Putnam for Capt. William F. Santelmann, its leader.

"Your Marine Corps", originated from Station WTOP, Washington and will originate from there weekly hereafter at 3 P.M. EWT.

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BOB KINTNER IS SKIPPER OF NEW ABC PUBLIC RELATIONS DEPT.

Chester J. LaRoche, Vice Chairman of the American Broadcasting Company, last week announced the establishment of a Department of Public Relations for the network. The department will be under the supervision of Robert E. Kintner, Vice President.

The Department will coordinate all information activities of the Company, including publicity, public service and audience mail. In the new Department will be Publicity, with Earl Mullin as Manager; Public Service, under the direction of Harrison B. Summers; and Audience Information, under the supervision of Doris Hastings. Mr. Kintner also will continue to supervise the network's News and Special Events Department and the Washington operations of the Company.

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## FCC APPROVAL OF WLW SALE TO AVIATION CORPORATION SEEN

Following hearings last Monday and Tuesday in Washington in connection with the proposed transfer of control of The Crosley Corporation, including WLW, Cincinnati, for \$22,000,000, the impression seemed to be that approval insofar as WLW changing hands was concerned would be forthcoming from the Federal Communications Commission. The sessions marked the first appearance of FCC Commissioner William H. Wills, of Vermont, who succeeds former Commissioner Case.

Among the witnesses who testified were Powel Crosley, Jr., President of The Crosley Corporation; Victor Emanuel, Chairman of the Aviation Corporation; R. E. Dunville, Vice-President and General Manager of WLW; R. J. Rockwell, Engineering Director of the Broadcast Division of The Crosley Corporation; Irving Babcock, a Director of Aviation Corporation; R. C. Cosgrove, Vice-President and General Manager of The Crosley Corporation; Raymond S. Pruitt, Vice-President of Aviation Corporation; Walter A. Mogensen, Vice-President and Treasurer, Aviation Corporation, and George E. Allen, a Director of the Aviation Corporation.

Powel Crosley told how he had started out a small mail order business for a client in 1916, who originally put \$500 in the bank for that purpose. He bought out the client's interest. Primarily Mr. Crosley sold automobile accessories, but he became interested in the manufacture of radio sets. His first transmitter was in his house with 20 watts power, and then came the first WLW with 50 watts power.

"That is the first time I heard about super-power", Mr. Crosley said laughingly. Mr. Crosley said the year before the war the peacetime business of The Crosley Corporation grossed about \$27,000,000. "Last year our gross business was \$98,000,000", Mr. Crosley said.

He added that he had been very fortunate in developing his broadcasting activities in securing the services of such men as James Shouse, Bob Dunville and Mr. Rockwell.

Asked what the primary interest of the Aviation Corporation was in purchasing Crosley, Mr. Crosley replied:

"Well I think they were probably greatly interested in our distribution, our distributor set-up, our dealer set-up throughout the country for the sale of household appliances."

Mr. Emanuel said the business of the Aviation Corporation and associated companies was in excess of a billion dollars for 1944. Asked how much time the Aviation Corporation will spend on The Crosley Corporation's broadcasting activities, Mr. Emanuel answered:

"I have never considered that question. I know the entire Board is very much interested in broadcasting." Mr. Emanuel denied that Aviation stock would be issued for the stock of The Crosley Corporation. The witness was asked if he would be surprised if he were told that the estimated cost of constructing the FM and television stations now on file with the FCC for The Crosley Corporation was \$2,135,000. His answer was "No", saying he had been told this work was very expensive." Mr. Emanuel said that insofar as broadcasting was concerned, his conception "would be a kind of a job that best served every man, woman and child in America."

Mr. Allen, who was a close personal friend and adviser of President Roosevelt, and who occupies the same position with President Truman, when asked if he had ever been a stockholder in The Crosley Corporation, laughed saying, "No; I did well to hold my 400 shares in the Aviation Corporation."

There was no confirmation of the report that Capt. Harry C. Butcher, U.S.N.R., aide to General Eisenhower and Vice-President on leave from the Columbia Broadcasting System, would resign from Columbia to head the Aviation Corporation's broadcasting activities. It was said that Captain Butcher had been brought to the attention of the Aviation Corporation by Mr. Allen.

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AGREES THAT ELLIOTT'S LOANS SHOULD BEAR NEW DEAL TAG

Although he could not be present to do it himself, Senator Capehard (R), of Indiana, lost no time having an editorial from the Saturday Evening Post, which attracted country-wide attention, "Elliott's Radio Loans Belong in New Deal History" inserted in the Congressional Record (July 21). The Post editorial reads, in part, as follows:

"By this time most Americans have made up their minds one way or another about the significance of the revelations published by Westbrook Pegler concerning a loan of \$200,000 made in 1939 by John Hartford, a chain-store 'economic royalist', to Elliott Roosevelt and liquidated in 1942 by 'the Roosevelt family' at two cents on the dollar. \* \* \*

"Certainly there will be no disposition, even among those of us who found Mr. Roosevelt considerably less than perfect, to gloat over this evidence of grade C ethical standards in money matters. The fact that a President of the United States who was a millionaire in his own right should be content with such a settlement on behalf of his son is one of those mysteries which experts on the Roosevelt character must explain as they can. Franklin D. Roosevelt was a public figure who is understood to have had ambitious aspirations for a place in history. If in some matters his sensibilities left something to be desired, that has to go into the

reckoning along with everything else, plus and minus. The rule of de mortuis nil nisi bonum cannot be invoked to prevent a full appraisal of the New Deal and its leading personalities. We cannot, as the neo-liberals used to remind us, escape history.

"The ability of most of us to arrive at a dispassionate judgment of Mr. Roosevelt's place in history during his life was limited by the fact that for more than 12 years any American who undertook to criticize Mr. Roosevelt's policies or call in question any of his acts risked a barrage of abuse which was at times beyond belief. Tory, reactionary, Fascist, appeaser, Roosevelt-hater, and conspirator were words used indiscriminately to describe any citizen who might have his doubts on OPA or the bookkeeping of Lend-Lease. Mr. Roosevelt himself delivered pious lectures from which we were expected to conclude that the President's opponents were men of evil purpose and low morals, except when they were the fatuous dupes of wicked malefactors. He was particularly contemptuous of those who played fast and loose with 'other people's money'.

"Now, after President Roosevelt is dead, we find him tolerant of a transaction which almost any of his horse-and-buggy critics would have shunned, if only to avoid the appearance of evil. What explains it? Mr. Roosevelt's undaunted admirers, who are industriously making him into a legend, will laugh it off as the ill-considered act of an importunate youth. Don't we all have trouble with our boys? But that won't do. It doesn't explain the late President's failure to insist that his son should not involve the White House in such a transaction. Still less the Roosevelt family's failure to do as millions of Americans, more hard pressed than they, have done - pay the debt in full."

A United Press dispatch has this to say with reference to the same loan:

"The Treasury is expected to complete within a few days its report on the reported transaction in which a \$200,000 loan to Brig. Gen. Elliott Roosevelt was settled for \$4,000.

"One member of the House Ways and Means Committee, which requested the inquiry, predicted that the report would 'whitewash the whole matter'.

"Although the Treasury report probably will be ready this week-end, it may not be made public before Fall. It will be released only by Committee Chairman Robert L. Doughton (D., N.C.), who is away from the Capital. He may not return until the House convenes October 8th.

"The investigation followed published reports that John A. Hartford, President of the Atlantic and Pacific Tea Co., settled a \$290,000 loan to the late President's son for \$4,000 and claimed a \$196,000 bad debt reduction from his income tax.

"The settlement purportedly was negotiated by former Secretary of Commerce Jesse Jones."

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WLB UPHOLDS WFTL, MIAMI, CLOSED SHOP

The War Labor Board, following up its decision that it was not bound by Florida's "right-to-work" amendment, Tuesday upheld the closed shop at Miami Radio Station WFTL, a station owned by the Fort Industry Company, of which Commander George B. Storer is President.

The national Board affirmed the decision of its Atlanta Regional Board, directing continuation of a closed shop agreement which the AFL radio broadcast technicians had negotiated with the previous owner. The union represents nine technicians.

Industry members of the Board dissented. Florida's attorney general intervened in this case, and in a similar one involving the Tampa Box Co., J. W. Young & Co., and Enterprise Box Co., all of Tampa. Approval of a maintenance of membership decision in the latter case was announced last week.

Florida voters last November amended the State's bill of rights to provide that "the right of persons to work shall not be denied or abridged on account of membership or non-membership in any labor union or labor organization, provided that this clause shall not be construed to deny or abridge the right of employees, by and through a labor organization or labor union, to bargain collectively with their employer."

The WLB held that laws of the United States are superior to State laws or State constitutions and acted, it said, under mandate of the Smith-Connally War Labor Disputes Act to settle labor disputes which might affect the war effort.

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MACKAY RADIO OPENS NEW BERLIN CIRCUIT

Inauguration of a new direct circuit between New York and Berlin, Germany, was announced last week by the Mackay Radio and Telegraph Company, operating subsidiary of the American Cable & Radio Corporation. This circuit was formerly assigned to the Ninth Air Force. Mackay Radio announced that it has opened an office in the Red Cross building in Berlin to accept messages from Army personnel.

While with the Air Force unit, the station was used to transmit press messages to the United States and to furnish short-wave programs to this country. The station then, as now, was staffed entirely by Mackay Radio personnel.

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RADIO CAN'T DO IT ALONE, NEWSPAPER POLL CLAIMS

Two surveys on public reaction to the recent delivery men's strike against New York publishers claimed Tuesday that the longer habitual readers go without newspapers the less they like it.

Fact Finders' Associates, Inc., polling a cross section of public opinion for the American Newspapers Publishers' Association's Bureau of Advertising, reported that 89.2 per cent of those interviewed said radio did not completely fulfill their need for news.

The first poll, conducted in the first week of the strike, featured the question: "You are probably getting most of your news now from the radio. Is radio completely fulfilling your need for news?" Results of the first survey showed that 76.6 per cent felt it did not. In the second survey, taken July 11 and 12, five days before the 17-day strike ended, there were 89.2 per cent negative answers to the radio question.

In the early survey taken July 3 to July 5, 74.2 per cent of those interviewed said they missed most the national and war news. The others said they missed it very little.

The later survey on this subject showed 76.4 per cent missed national and war news most, with 23.6 unaffected by this lack of news.

In the first survey, the absence of local news affected 70.9 per cent and failed to disturb 28.1 per cent. The percentages in the second survey were 65.3 and 34.7, showing a slight decline in concern over absence of local news.

Women were interviewed on the lack of advertising and in the first survey 79.1 percent said they missed the ads very much or moderately. The others reported they scarcely missed them at all. In the second survey the percentages were 77.4 and 22.6.

Asked whether they missed newspapers more after 10 days of the strike than they did earlier in the walkout, 58.7 per cent said "yes", 29.1 said "about the same" and 12.2 said they missed them less.

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Ceylon has about 11,700 radio receivers and it is estimated that 10 percent is equipped to play phonograph records. More than 50 percent of the radio receivers is equipped to use United States tubes, and approximately 90 percent of the sets imported during recent years is so equipped.

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FIGHT OVER "ABC" TAG SEEN IN ASSOCIATED NET PLANS

With the announcement of Leonard A. Versluis, President of the Associated Broadcasting Corporation, in Grand Rapids of the expansion of his chain into trans-continental proportions September 16th, a clash was seen with the American Broadcasting Company (formerly Blue Network) over the use of the letters "ABC". Mr. Versluis operates WLAV in Grand Rapids, Mich.

The network, which for two years has released programs to more than 100 stations, will have key outlets in Chicago, New York City, Washington, D. C., Hollywood, Calif., and Grand Rapids, Mr. Versluis said.

WJJD, Chicago, has been an outlet for more than a year of programs originated by Mr. Versluis in Grand Rapids.

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G.E. DESCRIBES TELEVISION SYSTEM FOR DEPARTMENT STORES

A 16-page publication titled "Intra-Tel Systems", a commercial development of television, has been prepared by the Transmitter Division of the General Electric Company.

The brochure describes in detail a television system for use by department stores, and gives the initial cost and yearly operating expense based on prewar prices for a typical system. It is illustrated by numerous charts, drawings, and scenes from recent merchandising presentations over General Electric's television station WRGB.

There are four applications of television for department stores. It can be used as (1) a mass advertising medium, (2) an internal merchandising medium, (3) a television receiver merchandising medium, and (4) a new sales personnel training medium.

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DETROLA-UTAH-UNIVERSAL MERGER APPROVED

International Detrola Corp. announced last week its Directors, along with Directors of Utah Radio Products Co., Chicago, and Universal Cooler Corp., Marion, Ohio, have approved a proposal to merge.

C. Russell Feldmann, President and Chairman of the Board of Detrola, said the three industries have 7,500 shareholders and in their last fiscal year had aggregate sales of \$132,000,000. He said stockholders would be asked to vote on the proposal soon.

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AIRTIGHT STEEL-TO-GLASS SEAL FOR TUBES DEVELOPED BY RCA

A new method of fusing steel and glass in a permanent airtight seal for metal electron tubes has been revealed by Dr. G. R. Shaw, Chief Engineer of the Tube Division of the Radio Corporation of America. The method provides a more foolproof process, he said, in addition to permitting the use of a staple metal for the glass-to-metal seal in place of special alloys which are more costly and sometimes scarce.

The new procedure, developed by engineers of RCA's tube manufacturing plant at Harrison, N.J., depends upon the control of processing so as to secure good "wetting" of steel by glass. At the same time, the new procedure incorporates a mechanical design which provides compression strains at the glass-metal boundary, and thus compensates for differences in expansion of the two materials.

Since the ruggedness and self-shielding character of metal tubes makes them especially desirable for use in combat equipment of the armed forces, he said, the steel-to-glass seal is of direct significance to the war program as well as to future peacetime applications.

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NAVY TESTS PLAN FOR RADIOPHOTOS AT BEACHHEADS

The Navy has disclosed that experiments are in progress for radiophoto transmission direct from shipboard at the scene of an invasion landing, to expedite the delivery of news from the Pacific war.

Facilities already have been provided for war correspondents to file "copy" or broadcast on a Navy vessel lying off the beachhead, for transmission via Guam to San Francisco. Four communications ships were provided at the Iwo Jima and Okinawa beachheads for that purpose.

Radiophoto transmission from Guam to the mainland has long been in operation. The famous Iwo Jima flag-raising picture, taken by Associated Press Photographer Joe Rosenthal, was transmitted in seven minutes after it was flown from Iwo to Guam.

The Navy is now using mobile units on the beachheads ashore to give press and radio correspondents direct contact with communications ships offshore, and the Navy said "It is believed this service will be available direct from beaches in the Japanese home islands when the invasion takes place."

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::: SCISSORS AND PASTE :::  
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Reports Paley Proposing New German Broadcasting System  
( "Variety" )

Col. William S. Paley's recommendation to the OWI on the setting up of a German Broadcasting System, contained in a letter sent to the Government agency by the CBS prexy-on-leave, was disclosed on Johannes Steel's WHN (N.Y.) news commentary program last Friday.

As revealed by Steel, Paley favors leaving the future of German broadcasting in German hands, with those considered best qualified to assume responsibility of organizing a GBS to be determined via questionnaires listing background, qualifications, solvency, activity under the Nazis, dependability "and his general ideas as to the type of broadcasting service he will propose."

Steel quoted the following excerpt from Paley's suggestions to the OWI:

"It is recognized that attempts might be made to abuse the privilege granted Germans in originating their radio output but anyone who made such an attempt would pay a high penalty for doing so. The control method would provide better cooperation from (German) employees than we would get from Germans if we, and not they, were assuming the responsibility and the risks of broadcast content. In trying to trick us they would irreparably damage themselves."

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Suggests Papers Plan For FM Program Listings Expansion  
( Jerry Walker in "Editor & Publisher" )

While newspaper publishers wade into problems of micro-volt boundaries, millivolt medium field intensities and the comparative merits of horizontal and vertical polarization, their managing editors might be giving a little attention to a phase of FM radio development which will be "their baby" long before many stations are operating.

How are the newspapers going to handle the radio program listings when there are 10 or a dozen local stations, in addition to the network stations and maybe a couple of television stations? . . . . That's the question, and the genius who discovered how to compile listings in space-saving tabular form, when newsprint shortages arrived, has an opportunity to perform another great service.

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Duke Of Windsor Mentioned For ASCAP  
( Danton Walker in "Washington Times-Herald" )

The Duke of Windsor may become an honorary or actual member of ASCAP. Frankie Carle is penning music to some lyrics the Durke once wrote called "Sincerely Yours", thereby putting him in the same class with Gen. Patton, Jimmy Walker, Nick Kenny, et al.

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Think Broadcasts To Japan O.K. Despite Small Audience  
(From "London Calling" Overseas Journal of the BBC)

Nearly two years ago the BBC introduced "A Programme for Japanese Listeners" into its broadcasts to the Far East, despite the fact that its potential audience was believed to be small. No one in Japan, apart from a limited number of privileged officials, is allowed to possess a short-wave set.

Is it worth while to talk to such a scanty audience? The BBC is convinced that it is. For, although the true facts about much of what is happening in the world are withheld from the mass of the Japanese people, their leaders are well-informed. And it is almost certain that, however small may be the number of those who actually hear the broadcasts from London, a verbatim report of what the BBC says is placed each morning on the table of the more important Government officials.

That opinion is firmly held by the Director of the BBC Far Eastern Service, John Morris, who speaks from intimate acquaintance with intellectual and official Japan. Formerly Professor of English literature in Keio University, Tokyo, he was at one time also an adviser to the Japanese Foreign Office (and is the author of Traveller from Tokyo). In his view, a short programme of high-grade material is likely to be more fruitful of results than would many hours of would-be popular entertainment.

However, apart from listeners in Japan itself, there are large numbers of Japanese soldiers and sailors on active service who are able to listen to British news, since, in order to hear their own broadcasts from Tokyo, they cannot be forbidden the use of short-wave receivers.

The broadcast is limited at present to a half-hour daily, given by people with a world reputation in their particular subjects. Propaganda is not indulged in. But in reporting the war, a strong point is made that it was British ideas and the British system of leadership that triumphed over German totalitarianism.

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JAYCEE RADIO WEEK SET FOR AUGUST 26-SEPTEMBER 1

Junior Chambers of Commerce throughout the United States will join in recognition of radio as a medium of free speech during Jaycee Radio Week, August 26-September 1.

Informed of plans for Jaycee Radio Week, J. Harold Ryan, President of the National Association of Broadcasters, Washington, D. C., said that the announcement will be received with great enthusiasm by the broadcasters of America. "It is eminently appropriate that the theme of this observance will be 'Freedom of Speech'", he stated. "The broadcasters will report on their guardianship of this vital guaranty of the Constitution and make plans with the young men of America for the preservation of our heritage as free people. The broadcasting industry, like the Junior Chamber of Commerce, is working for victory and victory's vibrant promise that the Jaycees, the broadcasters and all men of good will may observe succeeding anniversaries in a world of uninterrupted peace and freedom."

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::: TRADE NOTES :::  
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The second session of the informal Engineering Hearing will be held August 1, with respect to FM and Facsimile and August 2 with respect to Television. The meetings will be held in Conference Room B in the Departmental Auditorium on Constitution Avenue between 13th and 14th Sts., N.W., in Washington, D.C. at 10 A.M.

Reports of the sub-committees on FM and Television will be available for consideration at that time. "It is hoped that those interested in Facsimile will have submitted proposed standards for discussion", says the FCC call for the meeting signed by G. P. Adair, Chief Engineer. "All engineers interested are urged to attend."

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Dempsey & Co. of Chicago on Monday offered 150,000 shares of the common stock of the Admiral Corporation at \$12.50 a share. About half of the shares are being offered by the company. The proceeds it receives will be used for expansion in the radio, electric refrigerator, electric range and home freezer fields.

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Stuart Crocker, President of the Columbia Gas & Electric Corporation, who began his business career with the RCA, has been elected a Director of the Guaranty Trust Co. of New York.

In 1922 he became assistant to Owen D. Young, Chairman of the Board of RCA and the General Electric Company, and later Vice-President of International General Electric Company, and Vice-President of the General Electric Company.

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It is expected that the FCC's order to restore all stations to full power October 1st will include the boosting of WINS, New York from 10 to 50 KW; WGAR, Cleveland, O., 5 KW to possibly 50 KW; WJLS, Berkley, W. Va., to 1000 w. day and night; KTBC, 1000 w. day and night, and KEVR, Seattle, Wash., from 250 w. to 5 KW.

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The Cowles Broadcasting Company has received the approval of the Federal Communications Commission to acquire control of WNAX at Yankton, S. D., in a \$13,000 stock acquisition.

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The new \$8,000,000 General Electric Research Laboratory will be built five miles east of Schenectady, New York, on the Mohawk River. The geographic location is said to offer special advantages for radio and television, high voltage X-Ray, and radar research. Buildings with 300,000 square feet of floor space will accommodate an expanded postwar research staff of about 800. It is hoped that construction can start in six months.

Easing of military requirements have allowed allocation controls to be lifted from all molybdenum and tungsten products except wire, the War Production Board reported Tuesday.

Accordingly, orders M-369 and M-369-a, which previously established allocation controls, have been revoked. To maintain allocation control on the wire products, WPB issued Direction 6 to the steel order M-21. Under this direction, processors are required to file a report of estimated monthly production of tungsten and molybdenum wire with the Ferro Alloys Branch of WPB's Steel Division.

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Gardner Cowles, Jr., President of the Cowles Broadcasting Company is a member of the Board of Directors of the East and West Association of which Pearl Buck is President.

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Speaking over WGY in Schenectady, James D. McLean, of General Electric, said that 150 television stations would be in operation after V-J Day, thus giving television to half the people of the country.

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The Office of War Information has decided to abolish its foreign news bureau, which supplies the American press with news from foreign broadcasts, principally Japanese.

Neil Dalton, Director of OWI Domestic Operations, said discussions are under way with the Federal Communications Commission to see what arrangements can be worked out for distributing foreign news. He said he thought the news undoubtedly could continue to be available in some form.

The actual monitoring of foreign broadcasts is conducted by FCC. The OWI Foreign News Bureau digests and distributes the broadcasts.

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540 radio manufacturers, 40 radio magazine publishers (approximately) have failed since the start of active broadcasting twenty years ago. & Television

Radio/Retailing is the only magazine to appear in the Business Paper Section of Standard Rate & Data Service for June 1925, which is still published today under the management of its founders Messrs. O. H. Caldwell and Mr. Clements.

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Shipments of the Storage Battery Division of Philco Corporation in the first six months of 1945 were 32% ahead of the corresponding period last year

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Count Ciano writes in his diary December 24, 1942, now being widely syndicated by the Chicago Daily News:

"Yesterday I was in Mussolini's room while he listened to a radio speech by the Pope. 'The vicar of God should never speak', he said. 'He should remain among the clouds. This is a speech of platitudes that would be done better by the parish priest of Predappio.'"

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