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INDEX TO ISSUE OF APRIL 11, 1945

McDonald In FM Fight Wires Every Member Of Congress.....	1
Porter Of FCC And Gene McDonald Slug It Out Over FM.....	2
Heffernan Elected RCA V-P; Beal V-P R.C.A. Communications.....	6
Durr Of FCC Mentioned For Federal Loan Administrator.....	7
Withycomb Takes Over For Blue (Pardon Us, ABC) In Capital.....	7
GOP Planning Far Ahead Introduces New Radio Chief.....	8
Mackay And Commercial Seek 20¢ Radio-Cable Rate To Europe.....	8
Lt. Gene Buck, Jr. Cited By President; Patton Commends.....	9
Bricker Calls Petrillo A Racketeer.....	9
Porter Would Keep Hands Off Programs; Ryan Praises Nets.....	10
High International Communications Post For Gerald Gross.....	11
Belmont Radio Approves Merger With Raytheon.....	11
FCC Tightens Up With Regard To Station Performance.....	12
Haber New Ass't. RCA Victor Ad Head; Desfor Succeeds Him.....	13
Scissors And Paste.....	14
Trade Notes.....	16

No. 1676

April 11, 1946

McDONALD IN FM FIGHT WIRES EVERY MEMBER OF CONGRESS

Climaxing the drive he has been making to prevent the Federal Communications Commission from moving FM to the hundred megacycle band, Commander E. F. McDonald, Jr., President of the Zenith Radio Corporation, sent a 1,500 word telegram to every member of the U. S. Senate and House of Representatives. Senator Charles W. Tobey (R), of New Hampshire, backed him up by immediately having the lengthy telegram reprinted in the Congressional Record.

"Commander McDonald's telegram sets forth the serious attempts being made to transfer frequency modulation from lower range on the dial to the upper register", Senator Tobey told the Senate. "Such a transfer, in the considered opinion of the best experts, would impair the efficiency of FM and entail great financial loss to present holders of that facility. Frequency modulation, the invention of Dr. Edwin H. Armstrong, is such a boon to listeners on the radio, giving a reception entirely free from static, that nothing which threatens its benefits should be permitted."

Commander McDonald last week had carried the fight to the Senate Interstate Commerce Committee and the House Committee on Interstate and Foreign Commerce, the two groups having radio legislation under their jurisdiction and when this stirred up such a rumpus at the FCC, he decided to shoot the works last Monday by wiring all members.

By way of stirring up a further hornet's nest, Commander McDonald sent a copy of the wire to every newspaper correspondent and to each of the press associations, saying:

"Although this telegram is addressed to members of Congress it is of greater interest to newspapers, because it tells what is going on behind-the-scenes to stifle a development that is of extreme importance to every publisher in the United States."

Mr. McDonald sometime ago had attracted considerable attention by calling the attention of newspaper publishers to the advantages of FM and advising them to get in on it.

The telegram to Congress last Monday read, in part:

"I am sending this telegram to you and other Members of the Congress because a new development in radio that is now ready to bring great benefits to your constituents, and provide tens of thousands of postwar jobs, is being threatened by ill-advised Government action. * * *

"The Federal Communications Commission has proposed to move FM from its present position in the broadcasting spectrum where it has given unexcelled service for five years to the proposed hundred megacycle band which is untried and unproved for broadcasting service. This would obsolete all present FM broadcasting stations and destroy the FM value of many millions of dollars worth of radio sets in the hands of the public. The record of the FCC hearings indicates this move is unnecessary and undesirable.

"Chairman Porter, who inherited this momentous problem when he assumed the Chairmanship of the Federal Communications Commission in January, has definitely stated within the past week that he has reached no conclusion himself. In the public interest I believe that Congress should satisfy itself that the entire Commission and their engineers give proper and full consideration only to the qualified evidence that is before them. No one should be swayed by any interests who through fear of competition may seek to cripple an already established great new public service."

The full text of Commander McDonald's telegram appears in the Congressional Record of Monday, April 9th, on Pages A 1805-6

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PORTER OF FCC AND GENE McDONALD SLUG IT OUT OVER FM

Resenting the fact that Commander E. F. McDonald, Jr., President of the Zenith Radio Corporation, had gone over the heads of the Federal Communications Commission to members of the Senate and House Committees in an effort to block the Commission from changing the present FM band in the proposed reallocations, Chairman Paul A. Porter wrote a letter on asbestos to the Chicago manufacturer saying that he regretted that the latter had seen fit "not only to misstate the facts in the telegram to the Senate and House Committees but had refused the opportunity to appear at hearings where your testimony would be under oath." Chairman Porter also charged that Mr. McDonald's representations were "incomplete, inaccurate and misleading".

The text of Mr. Porter's letter was printed in the current (April 9) issue of Broadcasting. Mr. McDonald replied, in part, as follows:

"Instead of taking offense at your letter of March 28, I am going to try to be helpful in my answer as I do not believe that you would have written such a letter had your people put you in possession of all the facts. I realize that this controversy of disturbing FM in its present position in the spectrum had reached enormous proportions before you became Chairman of the Commission in January, and I also feel that some of your associates had formed very definite leanings on the question.

"I fully agree with you that the requirements of public interests should be considered first as distinguished from the immediate short-range interest of any group including private manufacturers and, may I add, present AM broadcasters.

"It is the considered judgment of our people here at Zenith, General Electric, and Stromberg-Carlson, the three manufacturers who have had the greatest experience in the building of genuine FM receivers for the public, that moving FM to the hundred megacycle band will deliver a deadly blow to the entire FM program from which it will take years for it to recover and regain its present position of service.

"My interest is long range. I have been in the radio business for 25 years and intend to remain in the business long after these hearings have been forgotten. Our company is not engaged in stock promotion. We could not afford, under any circumstances, to support frequency allocations that would result in poor FM service in the future. FM is young, and while we are one of the pioneers, our future sales in FM mean much more than our past. * * *

"I did not make any mis-statements of facts in my telegram nor in any subsequent correspondence on the subject unless I have been misinformed as to the facts, all of which I obtained from the FCC brief and from statements of those attending the hearings, including the secret or classified one. I shall greatly appreciate your telling me specifically what statements of mine you or your associates claim amount to mis-statements of fact.

"Eight, and only eight, propagation experts have testified before the Commission, including the secret classified hearing, and seven of these eight propagation experts have indicated that in their opinion interference of consequence would not occur in the present FM band and that the moving of FM from its present position is unnecessary.

"The Radio Technical Planning Board, organized at the request of FCC and representing all branches of the radio industry including broadcasters, engineers, manufacturers, etc., considered the question, and voted 27 to 1 against moving FM from its present position and supplied FCC last Fall with the proceedings of their meetings at which they reached this conclusion. These are, therefore, part of your records. RTPB held another meeting after hearing the testimony of the witnesses as summarized in FCC's brief in February and again voted, this time 21 to 1 to confirm its original stand that FM should remain in the lower area of the spectrum.

"I repeat that the only recognized propagation expert who testified that frequency modulation should be moved was K. A. Norton, now attached to the Army and formerly employed by the Federal Communications Commission and called in this case as a witness on behalf of the Commission.

"You state in your letter, 'You failed to make an appearance.' If you are referring to me personally, that is a statement of

fact. But if you are referring to our company, it is not a statement of fact as we were represented and J. E. Brown, our Chief Engineer, testified for the record on October 11. None of the presidents of any of the radio manufacturing companies appeared at these hearings as they probably felt as I did that we as heads of companies are not qualified to testify on this highly technical subject.

"Your letter states that 261 witnesses and oral arguments from 34 interested parties have been heard at the public hearings, but so far as I can ascertain only 58 of the witnesses, whether qualified or unqualified, testified at the hearings on the subject of whether or not FM should be moved. If the Commission is to give no greater weight to the testimony of the propagation experts, who after all are the only ones qualified to pass on this technical question, than to the testimony of the unqualified witnesses and is to consider the total number, whether qualified or not, then the question ceases to be a technical one, and any one able to read and add can quickly come to the following result: 58 of qualified and unqualified witnesses testified before the Commission or voted at the RTPB meetings, and 11 of them were for disturbing FM and moving to the hundred megacycle band, 43 were for leaving it where it is, and 4 were neutral. * * * *

"All of the hearings have been public except for the classified or secret hearing to which we were not invited, but which I understand more than fifty people attended. I have been reliably informed by some of those present that no new testimony was introduced which would indicate that FM should be disturbed, and the propagation experts re-affirmed their previous indication that moving FM was unnecessary.

"Directly after this meeting representatives of the Federal Communications Commission made a public demonstration for the press of how converters can be used to salvage the hundreds of thousands of FM sets for which the public has paid millions. The obvious interpretation by the press of this demonstration, which they were told had also been made at the secret hearing, was that new evidence had been presented at the secret hearing which would indicate the necessity for moving FM. You and I know that this was not the case.

"Unless the Commission had already decided to move FM from its present band there would have been no need for this dramatic and theatrical demonstration of converters.

"The secretary of the Federal Communications Commission, Mr. T. J. Slowie, has stated in a letter over his signature, 'In this proposed report the Commission indicates that it proposes to move FM higher in the spectrum because of the intolerable interference that would be caused to FM if it remained in its present portion of the spectrum.' If this also does not indicate a determination to move FM, regardless of the weight of the evidence, I don't know what would. * * *

"In the early thirties there were millions of owners of standard radios who wanted to listen to shortwave. Their only solution, except buying a new radio, was a converter such as is being suggested now for FM. Of the many various converters offered for adapting standard receivers to shortwave, the best, in our opinion, was produced by Stromberg-Carlson. They built 1600 of these converters which would permit the public to listen to shortwave at a time that shortwave reception was most popular. They offered these to the public at \$59.50; later they reduced the price to \$12 and the public still would not accept them; Stromberg finally decided to junk the balance. This was a good, efficient converter, attractively housed. So why not profit by experience and not try to repeat the converter fiasco.

"Everyone concedes that television is more subject to interference than FM. May I again raise the question, 'Why, if FM is to be moved from its present position because of anticipated interference, is television permitted to remain in that same position?'

"Every manufacturer concedes that the public will have to pay more money for FM receivers which will function properly in the hundred megacycle band. Why handicap the public with these additional millions of dollars of cost by moving FM to the hundred megacycle area which is indicated as unfavorable and certainly as untried and unproved for broadcasting service.

"I believe I have full appreciation for the Commission's position on the subject of public criticism if the wrong decision is made. Would the Commission not be in a much more secure position if it followed the testimony and advice of the propagation experts than if they ignored that testimony and proceeded contrary to it? The Commission could always justify its action in allowing FM to remain where it is now on the ground that the men who really know have so recommended, but it would be extremely difficult to answer the complaints which will follow if the change is made when the public learns that the Commission proceeded contrary to the advice of 7 of the 8 outstanding propagation experts in the country. * * *

"I may be wrong in my thought as to what are the intentions of the Commissioners - I hope I am. If so, I will be the first not only to applaud but to apologize if the recommendations of the propagation experts are followed.

"But I repeat that it is no longer a technical question if weight is to be given to unqualified evidence. The future of FM deserves more than a decision based upon mere numbers of witnesses regardless of their qualifications."

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HEFFERNAN ELECTED RCA V-P; BEAL V-P R.C.A. COMMUNICATIONS

The Radio Corporation of America last Friday elected Joseph V. Heffernan Vice-President and General Attorney. On the same day Ralph R. Beal, Assistant to the Vice President in Charge of RCA Laboratories and for nine years Research Director of the Radio Corporation of America, was elected Vice President of R.C.A. Communications, Inc., in Charge of Engineering.

Mr. Heffernan, who was born in Washington, Indiana, and is only 40 years old, joined the RCA in June, 1940, after having been associated for five years with the New York law firm of Cahill, Gordon, Zachry & Reindel, General Counsel of RCA. On leave from RCA, Mr. Heffernan served as a Lieutenant with Air Force Atlantic Fleet, United States Navy from 1942 to 1944. He was released by the Navy to inactive duty last December, and returned to RCA.

Mr. Heffernan was graduated from St. Louis University and received an LL.B. degree from Indiana University. He was awarded a fellowship for graduate work in law at Columbia University, where he received his Master's degree in law.

Mr. Beal is a pioneer in radio and electronics. As a field engineer in the early days of radiotelegraph communication, he participated in the first investigations into high-power point-to-point radio transmission and contributed toward the development of the art into a dependable means of world-wide international communication. Later, as Research Director, he was given the responsibility of coordinating research and advanced engineering development activities of RCA and its subsidiaries.

Serving as RCA Research Director from 1934 to 1943, Mr. Beal originated and supervised programs of research which constantly broadened the field of radio's products and services.

Mr. Beal, a native of Kansas, received his technical training at Leland Stanford University in California. Following his graduation in 1912, he joined the Federal Telegraph Company in San Francisco. Two years later, he was sent to Panama to take charge of the installation of the early continuous wave radio communication station of the U. S. Navy. In 1926 Mr. Beal joined the RCA as its Pacific Coast Division Engineer.

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A series of special broadcasts will originate from the newly equipped KRNT, Cowles' Des Moines station, Veterans Information Bureau. In the Bureau will be Red Cross workers, employment directors, people informed on the G. I. Bill and other questions which arise for the returned veterans.

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DURR OF FCC MENTIONED FOR FEDERAL LOAN ADMINISTRATOR

Clifford J. Durr, Federal Communications Commissioner, is being spoken of as successor to Jesse H. Jones as Federal Loan Administrator. In his Sunday night broadcast over the Blue Network, Drew Pearson said that Mr. Durr stood a very good chance of getting the job. Before coming to the FCC, Mr. Durr was Assistant General Counsel of the Reconstruction Finance Corporation then headed by Mr. Jones.

Mr. Durr, who like his distinguished brother-in-law, Justice Hugo L. Black of the U. S. Supreme Court, hails from Alabama, and was appointed to the FCC in 1941. His term still has three years to run. Commissioner Durr, who is 46 years old, has been very active on the Communications Commission and has frequently been reported as aspiring to its chairmanship. His chances for this apparently died. Mr. Durr was largely credited, along with the Washington Post, with causing Representative Eugene Cox (D), of Georgia, to resign as Chairman of the House Committee which investigated the Federal Communications Commission. Because of allegations that Representative Cox was personally interested in a Georgia station and in violation of the law as a Congressman had received a retainer from that station, Commissioner Durr charged that Mr. Cox was not a proper person to conduct the FCC inquiry.

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WITHYCOMB TAKES OVER FOR BLUE (PARDON US, ABC) IN CAPITAL

Donald Withycomb will be the skipper of the American Broadcasting Company (the Blue Network) in Washington. Mr. Withycomb, according to Bob Kintner, Vice-President of the Company, will be responsible for liaison between the Company and the Government. The operations of the Company in Washington are under the general supervision of Mr. Kintner, who makes his office in New York.

Kenneth Berkeley, now Manager of the Washington office of the American Broadcasting Company, who is also Manager of the Blue Network affiliate in Washington, Station WMAL, will continue as Washington Manager for the Blue.

The designation of Mr. Withycomb is the first step in a realization of the plan of the American Broadcasting Company to expand its Washington facilities by increasing personnel assigned there.

Mr. Withycomb is now Chief of the International Division of the Company - a position that he will retain while in Washington. He was formerly with the National Broadcasting Company, and at one time managed Station WFIL in Philadelphia. He has extensive knowledge of radio, having entered the business in 1926.

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GOP PLANNING FAR AHEAD INTRODUCES NEW RADIO CHIEF

The Republicans are not letting any grass grow under their feet getting ready for their next campaign. In Washington Friday, April 13th, Herbert Brownell, Jr., Chairman of the Republican National Committee will introduce John McCormick, of Chicago, as the Committee's new Radio Director. This is the first time the Republicans have ever had a full time all-around-the-year radio chief. Others have served on a part-time basis during campaigns.

Mr. McCormick began as an announcer for WINS in 1929, was formerly CBS General Manager of WKRC, Cincinnati, Assistant General Manager of WCCO, Minneapolis, and later served as an NBC Chicago account executive. Edward L. Bacher, formerly of the U. S. Chamber of Commerce, has been named as Mr. McCormick's assistant.

In the current issue of Life (April 9th) there is an article about Mr. Brownell, the organization he is building, and how he succeeded in getting a budget for \$750,000, many times more than the party has ever had at such a time as this.

Bad news for the networks and radio stations, however, is that the Republican National Committee does not plan to buy any radio time but for the present at least the new Radio Director will confine his efforts to getting as much free space as he can.

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MACKAY AND COMMERCIAL SEEK 20¢ RADIO-CABLE RATE TO EUROPE

Mackay Radio and the Commercial Cable Company have applied to the Federal Communications Commission for permission to put into effect a new cable and radio telegraph rate schedule based on a full rate charge of 20 cents a word from New York to all countries in Europe that agree to the proposal. The companies also recommended that a similar reduction be made from European points to New York.

American Cable and Radio, Mackay Radio and Commercial Cable are affiliates of the International Telephone and Telegraph Corporation system.

Warren Lee Pierson, who recently resigned as President of the Export-Import Bank to become President of the American Cable & Radio Corporation, said this action would set up a new principle and result in a substantial reduction from the present ordinary rates, which range as high as 36 cents a word. This would be the first major reduction in the European rate structure since 1919. The new rate structure also would provide some cuts in press rates, but the precise amounts of these could not be calculated, Mr. Pierson added.

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LT. GENE BUCK, JR. CITED BY PRESIDENT; PATTON COMMENDS

Lieutenant Gene Buck, Jr., son of the former President of ASCAP, who was awarded the Army Air Medal for meritorious achievement as a fighter pilot with the famous "Thunderbolt Squadron" of the Ninth Air Force on the Western front, subsequently received the Presidential Citation and won a special commendation from General Patton.

Lieutenant Buck is in the midst of the present drive in Germany blasting and dive-bombing ahead of Patton's 3rd Army in that location. His "Thunder Bum Fighter" outfit in the 9th Air Force is quite famous. It is engaged in knocking out Germans in the air and on the ground - troops, tanks, guns, pill-boxes, dumps, bridges, half tracks, railroads and anything that moves in Germany.

Lieutenant Buck attended Great Neck High School, Blair Academy and the University of Virginia before enlisting in the Air Force. He received his wings at Spence Field, Moultrie, Ga., in May, 1944.

His brother George, also in the Air forces, received his wings as a bomber pilot on Christmas Eve, 1944, at Blackland Army Air Field, Waco, Texas. He is at present training at Big Springs, Texas.

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BRICKER CALLS PETRILLO A RACKETEER

Governor John W. Bricker of Ohio, former Vice-presidential candidate, addressing the Chamber of Commerce of the State of New York, had this to say:

"One of the distressing symptoms of the impairment in our political health", he declared, "is the continued ability of a labor racketeer like Petrillo (James C.), to levy tribute upon the recording industry for the privilege of carrying on its business. It is an outrage to political decency.

"Having let our moral guards down in this instance, we are beginning to see the inevitable spreading of the evil. The miners are now asking that a similar tribute be levied upon the coal mining industry which gives them their employment."

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PORTER WOULD KEEP HANDS OFF PROGRAMS; RYAN PRAISES NETS

Paul A. Porter, Chairman of the Federal Communications Commission assured those attending the George Foster Peabody Radio Awards Presentation Dinner in New York Tuesday night that he and the FCC had no intention of mixing up in the business of making radio programs.

"I have privately resolved and now publicly state that in connection with my own responsibilities as head of the regulatory authority of communications, I would undertake scrupulously to avoid creating any impression that we bureaucrats on the Commission feel that we know what is good for the people", Chairman Porter declared. "I have a respect that is equivalent to reverence for that part of the statute which inhibits the government from prescribing program content."

J. Harold Ryan, President of the National Association of Broadcasters, discussing the broadcasters' responsibility in operating in the public interest, touched upon numerous phases of this important question and took the occasion to say a good word for the networks.

"The first network was conceived for the purpose of bringing the voices and personalities directly into the homes of millions of radio set owners", Mr. Ryan said. "No finer or more durable principle has ever been implemented in the history of communications.

"It should be manifest to all that the great majority of network programs on all four networks cover fields of entertainment, drama, news, education and public service in which there is substantial national agreement - with the public and with the broadcasters. Such agreement is testimony to the advancement of the art of broadcasting, which puts the listener in instantaneous communication with the most interesting, most important and most entertaining things in the world. Without networks, it could scarcely be done."

Following the announcement that WLW was the winner of the George Foster Peabody Award for "outstanding reporting of the news", Robert E. Dunville, General Manager of WLW, said that the station had adopted a new policy with regard to news broadcasts that will limit the opening to sponsor and product identification, with a minor degree of selling, such as slogans, but in any event this will be limited to 30 seconds.

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Leaving New York on Nov. 5, 1943, with a complete radio terminal, 18 RCAC engineers and operators had Station X, at Naples, in direct 2-way communication with the Central Radio Office by Feb. 1, 1944. On June 10, with an increased staff, they started operation from Station Y at Rome, and on Nov. 10, after our equipment had been flown from Naples to France in 14 Army C-47's, they opened up with "Advanced X".

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HIGH INTERNATIONAL COMMUNICATIONS POST FOR GERALD GROSS

The first American to be appointed to one of the four international unions with headquarters in Berne, Switzerland, Gerald C. Gross, former Assistant Chief Engineer of the Federal Communications Commission, now serving as Attache in Colombia has been selected as Vice-Director of the Radio Section of the International Telecommunication Union of Berne. Mr. Gross succeeds Franz Schwill, German Vice-Director of the Radio Section. The appointment of Mr. Gross was ratified by the Swiss Federal Council last Friday and he will proceed at once from Bogota to Berne.

Mr. Gross participated in the formation of the Engineering Division of the Federal Radio Commission in 1928, and for some time served as Chief of the International Division of the present Commission's Engineering Department. In April, 1941, he was made Assistant Chief Engineer and Chief of the Broadcast Division of the FCC. He has represented the Government at 21 international conferences on communications, and has served since 1933 as Secretary of the Interdepartment Radio Advisory Committee. He is co-author with Professor James Herring of the University of Pennsylvania of an authoritative book "Telecommunications" which is highly regarded in the industry.

Born in New York City on December 27, 1903, Mr. Gross obtained his elementary schooling in France, and was graduated from Haverford College, Haverford, Pa., in 1926 with a B.S. degree. At Haverford he was instrumental in setting up one of the first college broadcasting stations in the United States. He later served as radio and communications officer on a number of ships in the American Merchant Marine.

Formerly on the staff of the Bureau of Standards, Mr. Gross specialized in communications engineering. He contributed to the development of the present aviation interlocking aural beacon, and was also in charge of the standard frequency transmissions.

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BELMONT RADIO APPROVES MERGER WITH RAYTHEON

Stockholders of the Belmont Radio Corporation, Chicago, voted last Friday approval of the merger of their company with the Raytheon Manufacturing Company, Newton, Mass., whose stockholders had ratified the proposal earlier in the day in Boston. The merger will be effected by exchange of the stock of a new concern under the name of Belmont Radio Corporation, for 270,000 shares of Raytheon common stock.

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FCC TIGHTENS UP WITH REGARD TO STATION PERFORMANCE

The Federal Communications Commission Tuesday announced a policy of a more detailed review of broadcast station performance when passing upon applications for license renewals.

In line with this policy, the Commission Monday considered the applications of 40 stations for license renewals and took the following actions:

Six stations were ordered on temporary license with the Commission reserving final decision on regular renewals pending a reply to a letter of the following type:

"This is to request a further statement under Section 308(b) of the Communications Act in connection with the consideration of the above-described application for renewal of license.

"In the original application for construction permit, representations were made that the proposed new station would provide an outlet for local expression, to broadcast news, sports, information of local interest, local church services, reports to farmers, and other matters of local community interest, and that ___% of the program content would be of sustaining character, and ___% commercial. Examination of the station log and other information which has come to the attention of the Commission indicates that the amount of time employed for commercial purposes is substantially greater than that proposed in the original application approved by the Commission. Information is requested as to the reasons for the apparent discrepancy between these material representations made to the Commission and the present operation of the station.

"You are also requested to furnish a statement showing what type of program service you intend to render in the future, specifically what percentage of your time you intend to devote to commercial programs and to sustaining programs; what percentage to network and non-network programs; what percentage to recorded or transcribed programs, and what percentage to live programs.

"Any additional information which you consider material to the consideration of the pending application for renewal of license may also be submitted in connection with your response to this request. Specifically the Commission would be interested in obtaining any information concerning future plans designed to fulfill the public responsibilities assumed by broadcasting licensees. The reply should be submitted as an amendment or supplement to the application, and should be submitted in triplicate, subscribed and verified in the same manner as the application."

In the case of 16 stations, renewals were granted but a letter of the following type was sent:

"In connection with the application for renewal of license of Station ____, which was granted on _____, the Commission noted

that you are now devoting ____% of the time to commercial programs and ____% to sustaining. It appears that this program structure is at variance with the representations submitted with your application for construction permit on _____, in which you stated you would carry ____% commercial broadcasts and ____% sustaining.

"The Commission recognizes that program planning must necessarily be flexible, and that your statements as to proposed program structure do not constitute a rigid blue print for future operations. However, the Commission was necessarily rely upon the original representations in the discharge of its function in determining whether the grant will meet the statutory standards of public interest. Accordingly, the Commission would be interested in a statement explaining the service that you are now rendering and the manner in which such service meets the community requirements. It is also suggested that you include in this statement an explanation of the reasons for the departure from the original proposed program structure.

"You are also requested to furnish a statement showing what type of program service you intend to render in the future, specifically what percentage of your time you intend to devote to commercial programs and to sustaining programs; what percentage to network and non-network programs; what percentage to recorded or transcribed programs; what percentage to live programs; and any other representations you might desire to submit to assure the Commission that your station is discharging its public responsibilities under its license."

Eighteen stations were granted regular renewals with no further inquiry being ordered.

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HABER NEW ASS'T. RCA VICTOR AD HEAD; DESFOR SUCCEEDS HIM

Julius Haber, former Director of Publicity, has been appointed Assistant Director of the Advertising and Sales Promotion Department of the RCA Victor Division of the Radio Corporation of America. Harold D. Desfor, formerly assistant to Mr. Haber, has succeeded him.

Since joining RCA in 1923, Mr. Haber has handled publicity and special advertising promotions for most of RCA's varied activities. In 1930, he joined the Lord & Thomas Advertising Agency in New York to organize and direct publicity for RCA and Victor and other clients. He rejoined the consolidated RCA Victor organization in Camden a year later.

Mr. Desfor, a graduate of the University of Wisconsin, joined the Publicity Department of RCA Victor in 1941, and for the past two years has been Assistant Director of the Department. Prior to this, he carried on special publicity in the radio and entertainment field in New York, publicizing many radio programs and stars including "Truth and Consequences", Eleanor Roosevelt (Sweetheart Soap program), Hobby Lobby, Dinah Shore and Sammy Kaye.

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::: SCISSORS AND PASTE :::
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Philips Radio Patents Must Be Renegotiated
("New York Times")

The nation's radio communications manufacturers were put on notice that after July 1 they will have to renegotiate all of the licenses they hold with the Radio Corporation of America under the United States patents of the Philips Incandescent Lamp Works Company of Eindhoven, Holland.

In a statement which pointed out that "practically all major radio communications equipment today incorporates principles covered by Philips patents", the Hartford National Bank and Trust Company, as trustee for N. V. Philips' Gloelampenfabrieken, announced that on July 1 all licenses issued by the RCA under Philips patents will terminate.

The Philips' patents have been used by American manufacturers through a license agreement the Dutch company made with RCA, General Electric Company and the Westinghouse Electric and Manufacturing Company in 1925. The twenty-year-old agreement, it was understood, "technically expired two or three years ago when renewal arrangements were supposed to be made but were not."

Survey Claims Only 5% Listen To Shortwave Regularly
("Sylvania News")

Final results in Sylvania Electric Products' survey tell us that the deciding factor in the sale of home radios most recently purchased are tone quality 25.0%, better reception 24.0%, short wave 17.0%, push button tuning, 15.0%, record player 12.0%, smaller model (portable, etc.) 10.0%, larger model 7.5%, more tubes 5.0%, and miscellaneous 33.0%.

As regards short wave, 52% have it and 48% do not. Of those who have it, 9.9% use it frequently, 16.9% use it occasionally and 73.2% seldom or never use it. Only about 5% of the country's radio families listen to short wave regularly.

Sixty-five percent of those interviewed said they plan to buy new radios when available. Of this group, 36.5% say they will buy radio-phonograph consoles, 27.0% want consoles, 20.7% want table models, 8.3% want radio-phonograph table models, 4.1% want midgets, and 3.4% want miscellaneous types.

Forty-nine percent (49.5%) want television and will pay extra for it, 29.3% do not want television, and 21.3% are undecided. As to how much the public will spend for television, only 3.2% will go as high as \$300.00 for this feature, 7.2% will go to \$200.00 extra, 20.4% will pay \$125.00 extra, but 49.5% will buy at \$75.00 extra.

Biddle Doesn't Piddle With Too Loud Radio
("Drew Pearson")

A young man with a radio in his car drove up to an apartment house in Washington called Dumbarton Courts, not far from Dumbarton Oaks. He parked the car, went into the apartment where he lived, undressed, and went to bed.

Maybe he was drunk, maybe he was deaf. Anyway, he left his radio on - and loud. There it sat, blaring away into the night.

The house next to Dumbarton Courts is the residence of the Attorney General of the United States, Francis Biddle. The Attorney General was in bed - asleep. But he was awakened pronto. So were other members of his family. Nobody will testify as to what Mr. Biddle said, but the chances are it was unprintable.

But what he did was much more effective. He put on a robe over his pajamas, walked out on the street, reached into the car and switched off the offending radio.

As he crawled back into bed, the Attorney General of the United States was heard to say, "There ought to be a law against things like that!"

Paul Porter Gets Tough
("Editor & Publisher")

The radio industry is buzzing with comment on how "tough" the Federal Communications Commission has become since Paul Porter, former Chairman of the Democratic National Committee, assumed the chairmanship. One recent example widely quoted is the revocation of the license held by Station WOKO at Albany, N. Y., for concealing ownership of stock by a network official. The Knickerbocker News, Gannett daily which owns a quarter interest in the station has made a bid for the license . . . The FCC also has let it be known it will call on broadcasters, advertisers and others to reveal just how they expect to finance television.

The First Singer Over The Radio
("Relay")

Among the oldtimers present at the RCA Anniversary dinner was Madame Eugenie Farrar. In 1907, Madame Farrar - then the Countess von Boos - sang "I Love You Truly" and "Just A-wearyin' for You" into a microphone in the de Forest Laboratory in the Parker Building. The songs were heard by operators at the Navy Yard in New York. She was the first singer to go on the air.

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INDEX TO ISSUE OF APRIL 18, 1945

Were The Radio Mourning Programs Too Long Drawn Out?.....	1
Kiwanis Radio Week Set For May 13-19.....	3
"Mr. Wrench", Said Pres. Truman; "Mr. Who?" Newsmen Asked.....	4
Radio Industry Acclaims Truman; First Broadcast Praised.....	6
Comments Picture Truman At His First Press-Radio Confab.....	8
Monthly Surplus Communication Property Disposal \$281,000.....	9
Want Transformer Makers To Place Orders Far In Advance.....	10
Philco Tries Out Washington-To-Philadelphia Television.....	10
Cuban Radio Sales Organizations Stand Up Well.....	11
Paine Of ASCAP Abroad Conferring With Music Publishers.....	11
I. T. & T. Blossoms Forth With An Attractive New Magazine.....	12
Radio Transformers May Affect Mfg. Of Fixtures.....	12
Scissors And Paste.....	13
Trade Notes.....	15

No. 1677

April 18, 1945

WERE THE RADIO MOURNING PROGRAMS TOO LONG DRAWN OUT?

Although well intentioned and carried out magnificently in spirit as well as in letter, the question has been raised as to whether the broadcasting industry did not impose too great a hardship upon itself, as well as on the listening public, by cancelling all regularly scheduled programs for so long a period and observing so continuously the lengthy interval between the time of the President's death Thursday night and his burial Sunday. Networks did not resume normal operations until Monday morning. During that time radio programs on the four major chains and many of the independent stations carried no commercials. Programs consisted of news broadcasts, appropriate music, memorial services, eulogies and other special tributes to President Roosevelt.

To expect broadcasting stations to cancel their commercials and to put on the same kind of a program morning, noon and night for several days was likened to requiring newspapers to print no advertising and to confine their news reports to descriptions of or comments on the great national emergency. In New York and other cities there was no merchandise advertising by department stores in the metropolitan press, store closing announcements being substituted, but there was no sweeping order for the papers to cancel all advertising.

Since no president had died in radio's comparatively brief period of public service, there was no precedent to follow and the broadcasters naturally made every effort to do the proper thing and certainly they did a great job. When President Harding passed away in San Francisco so tragically and so suddenly, radio news broadcasting was in its infancy. William Howard Taft, at the time of his death in 1930, was no longer president. The same with regard to Calvin Coolidge in 1933.

The writer recalls that to fill in between the time of the church service of former President Taft and the burial at Arlington, WRC in Washington broadcast a special program from the Washington Cathedral. The late Edgar Priest, organist and choirmaster, cautioned the choir boys to observe strict silence between the numbers. At this critical period, one lad pulled a handkerchief out of his pocket and unfortunately also came half a dozen marbles. They fell one after another on the stone floor of the Cathedral, sounding like bombs and as if some one were trying to blow up the place. Immediately telephone switchboards were swamped with inquiries from anxious listeners to learn what terrible thing had happened during the Taft Memorial broadcast.

The feeling of the industry towards President Roosevelt was well expressed by Harold Ryan, President of the National Association of Broadcasters, when he said:

"The passing of Franklin Delano Roosevelt brings a sense of deep personal loss to the broadcasters of America. He gave historic evidence of the effectiveness of this medium of communication in the solution of national and international problems.

"Now, in the hour of his death, radio responds to the sounds of his name with overtones of immortality."

Naturally, then, the broadcasters wanted to pay the highest tribute to President Roosevelt within its power. And it did, at an unprecedented financial sacrifice. The great patriotic desire was to do the right thing.

The question is whether the tribute would have been more effective had it not been so long drawn out. Commercials, save for the mention of the sponsors, might well have been omitted for the entire period but in the case of the death of the President, for instance, all scheduled programs could have been cancelled immediately following the news of his death and for the rest of that evening. Perhaps Friday evening there could have been a great radio memorial service carried by all the networks. Saturday the ceremonies in connection with the arrival of the President's body in Washington could have been broadcast and, of course, anything having to do with the services in the Capital and Hyde Park.

Otherwise it would seem that programs could have gone on pretty much as usual, judgment being used in eliminating those obviously inappropriate. The superb music heard over the air during the mourning period was adequate proof that the broadcasters knew how to handle such a situation.

This caused one listener to remark: "I heard more beautiful music in those three days on the air than since the beginning of radio. It shows that the broadcasters can give the public good music when they want to."

However, that may be, and without the slightest intention of criticizing, this writer, who realizes the broadcasters did their utmost, believes the net result was too much of the same kind of thing, resulting in monotonous repetition (in eulogies as well as music). It is believed the tribute would have been more effective if it had been shorter and less continuously carried out.

At that praise is being heard on all sides for the broadcasters and skill of the program makers in rebuilding programs as they so marvelously did. Proof of popular approval is the following editorial from the Washington Star, captioned "An Impressive Performance":

"It seems to The Star that the Nation's radio networks and individual stations deserve high commendation for a display of good taste in their manner of presenting to the Nation the tragic news of President Roosevelt's death and his journey through Washington back to his final resting place at Hyde Park.

"By spontaneous agreement and over a period of more than seventy-two hours, hundreds of advertising programs, carefully rehearsed and scheduled long in advance, were either dropped or revised to eliminate distasteful commercialism and to bring them in tune with the spirit of the occasion.

"As a result, the radio news and the accompanying tributes to the late President were delivered on a plane befitting the dignity of a Nation in mourning. The simple beauty of many of the programs and the admirable restraint of the reporters and commentators established a mark, in the performance of a public service, which is the source of as much satisfaction to the public as it must be to the radio industry."

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KIWANIS RADIO WEEK SET FOR MAY 13-19

Special recognition of the broadcasting industry is planned by Kiwanis International throughout the United States and Canada the week of May 13-19, the National Association of Broadcasters has announced.

Kiwanis Radio Week, during which local clubs will present Certificates of Citation to every broadcasting station and national network of the two countries, has been proclaimed by the international organization, which numbers 144,000 members of 2,260 local service clubs.

The twenty-fifth anniversary of radio provides the inspiration for this recognition, Ben Dean, Grand Rapids, Michigan, President of Kiwanis International, advised NAB President Harold Ryan. Certificates will cite radio's contribution to the prosecution of the war, keeping the channels of information open, accurate reporting of news, development of high standards of public service, education, entertainment and music appreciation.

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A new curriculum in radio will be opened next Fall by Ohio State University School of Journalism, the University announces. The program, which follows recommendations drawn up last year by a Committee representing the National Association of Broadcasters and the National Association of State Universities, will include courses in news writing, program direction, radio advertising, law of the press and radio, etc.

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"MR. WRENCH", SAID PRES. TRUMAN; "MR. WHO?" NEWSMEN ASKED

President Truman at his first press and radio conference yesterday (Tuesday), in announcing the names of his new secretaries, said that J. Leonard Reinsch (pronounced "Wrench"), Managing Director of the broadcasting stations owned by former Governor James M. Cox of Ohio, would help him in radio matters. This did not come as a surprise to those in industry circles as it was known that a hurry call had been sent out for Mr. Reinsch last Thursday night. He has been with the new President almost continuously ever since and has had charge of the broadcasting of President Truman's address to Congress and last night the President's broadcast to the soldiers overseas.

Mr. Reinsch, who was very close to Mr. Truman when the former served as Radio Director of the Democratic National Committee in the last campaign, had previously submitted a plan for radio coverage of the United Nations Conference at San Francisco. The State Department had asked Governor Cox for a leave of absence for Mr. Reinsch so that he could handle radio arrangements for the Conference.

Attention at the White House press and radio conference was centered on young Mr. Reinsch (who is 36 years old and has a very pleasing personality) when the correspondents couldn't quite catch his name. The President had been giving only the last names of his new secretaries and "Mr. Wrench" was apparently too much for them.

President Truman took the interruption good naturedly. Once these details had been supplied, they again got back to Mr. Reinsch and asked for more information about him. The President explained that Mr. Reinsch had served successfully as the Democratic National Committee Radio Director and that after the campaign he had returned to his former position as Managing Director of the Cox broadcasting stations.

The exchange between President Truman and the correspondents about Mr. Reinsch, who was seated just behind the President at the conference, was typical of others that occurred. From the beginning of the session the President showed that he was at ease and very skilful in handling newspaper and radio people. This writer attended the first press conference of President Roosevelt 12 years ago and though Mr. Roosevelt was a past master in dealing with the press, President Truman Tuesday did not suffer in comparison. In fact, it seemed to this writer, who has attended press conferences from Roosevelt to Roosevelt, that Mr. Truman could hold his own with the best of them. He was surprisingly different from the impression created by his quiet manner in his broadcasts. Several inconsequential, if not improper, questions were asked but seeing the way President Truman cracked back, other of the correspondents evidently decided not to attempt the same tactics. It reminded the writer of school days with a new teacher and the boys trying to see how far they could go.

Except when he sat down on a negro correspondent, there was nothing irritating or unpleasant about Mr. Truman's replies but he was firm and at times sharp and the questioners soon realized he knew what he was talking about and did not attempt to take any further liberties.

When the representative of the negro press asked Mr. Truman how his views on race relations jibed with those of his predecessor and how he stood on the passage of the Fair Employment Practices bill, other correspondents instantly saw that this was a trap carefully set for the new man. Mr. Truman, too, was quick to sense this and in a tone little short of anger, he said he would give the reporter who asked the question some advice - that all he had to do was to go and read the Senate record of Harry S. Truman.

Veteran correspondents were very complimentary with regard to the way he handled himself and all seemed to agree that he had made a good start. At the conclusion of the conference, many of his press and radio friends stopped to shake hands.

Also quite a few remained to congratulate Mr. Reinsch as a number of newspaper and radio men had made his acquaintance during the campaign.

Mr. Reinsch is a native of Illinois, but has lived in Atlanta since 1940, from which city he has directed the activities of the three Cox stations - WSB, Atlanta; WIOD, Miami; and WHIO at Dayton, Ohio.

A graduate of Northwestern University, Mr. Reinsch began fulltime radio work in 1928 as an announcer on WLS in Chicago. He joined the Cox radio organization in 1934 as Manager of WHIO. When Governor Cox acquired WSB six years later, he was named Managing Director of the three stations. Mr. Reinsch has been active in affairs of the National Association of Broadcasters and was recently elected to the Association's Board of Directors and to the Board of BMI. He is married and has two children.

Mr. Reinsch succeeded J. Harold Ryan, now President of the National Association of Broadcasters, as President of the Ohio Association of Broadcasters. Although Mr. Reinsch and Mr. Ryan, on leave as Vice-President of the Fort Industry Company, have competing stations in Atlanta and Miami, the latter had the highest praise for the former.

"Leonard Reinsch is one of the outstanding young men in radio", Mr. Ryan said. There was also a pat on the back from Earl Godwin, past President of the Radio Correspondents' Association, who said: "Reinsch is a good guy and I think he will be very popular with the press and radio people at the White House."

When Mr. Reinsch was in charge of the Democrat's radio program in the last campaign, he caused quite a furore in the Republican camp when he sprang his plan for buying five minute spots in order not to upset the regular radio programs on the air. Following the

Republicans announced plan of 30-minute political broadcasts, Reinsch placed his orders with NBC and CBS for five-minute spots.

"Our five minute radio plan was designed to adapt national political strategy to present day listening habits", Mr. Reinsch explained at that time. "Big programs are scheduled for every evening, and political broadcasts interrupting continuity would build resentment we figured."

Exactly what Mr. Reinsch's duties at the White House will be was not made clear. There were some who thought he might also handle press matters, in which case he would occupy the same position now held by "Steve" Early. If the President appoints a press secretary, Mr. Reinsch may be assigned primarily to radio relations.

The official count of the newspaper men and women attending President Truman's first radio and press conference was 348 and said to be a record. It was a tremendous crowd but didn't seem any larger to this writer than the attendance at some of President Roosevelt's conferences, notably the Churchill-Roosevelt meeting.

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RADIO INDUSTRY ACCLAIMS TRUMAN; FIRST BROADCAST PRAISED

There is every indication that the radio industry feels safe with President Truman. As apparently was the case with the listening public, they appeared to be pleased with his first broadcasts.

"I listened to the broadcast of his speech to Congress", Harold Ryan, President of the National Association of Broadcasters said, "and was struck by the forcefulness and sincerity of his radio delivery. I have since heard from a number of stations throughout the country and they reported pleasant reception of the speech."

While Mr. Truman has never been active in connection with radio legislation, he has for years been a member of the Senate Interstate Commerce Committee which has jurisdiction over radio in the upper body. He attended many of its meetings and was described by Leonard Reinsch, his new radio secretary, as a good listener at these proceedings.

"I know", Mr. Reinsch said with some apparent feeling, "because I was a witness before the Committee and Senator Truman cross-examined me thoroughly." It was here while testifying in connection with radio legislation that Mr. Reinsch first met Senator Truman.

It is the opinion of this writer that having had such a splendid opportunity to acquaint himself with the situation as a member of the Senate Committee having to do with radio, and being

more or less of a conservative, that President Truman will not inject himself into the picture but will leave radio control to Congress and the Federal Communications Commission where it properly belongs. For instance, one could hardly imagine him waging a fight on newspaper-owned stations as the White House was charged with doing.

Having served on the Senate Interstate Commerce Committee of which Senator Burton K. Wheeler (D), of Montana, is Chairman, and Senator Wallace White (R), of Maine, is the ranking minority member, both good friends of his, it is believed he will turn to them for advice. Both Senators White and Wheeler were among the chosen few invited to the now famous luncheon given to President Truman on his first visit to the Capitol. The host of the occasion was Leslie Biffle, secretary of the Senate, soon, it is reported, to become the new President's secretary. The luncheon was entirely bipartisan, included both Senators and Representatives, and the list was made up with great care as it was regarded as President Truman's first bid for complete cooperation of Congress.

Those present besides Senators Wheeler and White were: Speaker Rayburn (D), of Texas; Senators Barkley (D), of Kentucky; Connally (D), of Texas; Austin (R), of Vermont; Hill (D), of Alabama; Vandenberg (R), of Michigan; LaFollette (P.), of Wisconsin; Representatives McCormack (D), of Massachusetts; Martin (R), of Massachusetts, and Ramspeck (D), of Georgia.

Senator Capehart (R), of Indiana, was to have been host to a dinner to Vice-President Truman the night President Roosevelt died.

Speaking from the viewpoint of the radio manufacturers, Commander E. F. McDonald, Jr., of Chicago, who came to Washington expecting to attend the Gridiron Dinner, said:

"I think President Truman is very favorable towards radio. I understand he and Chairman Porter are very close. It seems to me we are very fortunate in having a man like President Truman. Vice-President Coolidge when called upon to take over under similar tragic circumstances was not as well known nationally as was Vice-President Truman, but he had sense enough to keep his mouth shut and get advice from those around him, and I have a feeling it may be the same way with Mr. Truman."

Roy Roberts, Managing Editor of the Kansas City Star, which operates Station WDAF, who also came to Washington for the Gridiron Dinner and was to have had luncheon with Vice-President Truman that day, and who has known him for years, said:

"I have confidence in him and think he will do a fine, common-sense job. And I think that the people of this country will rally to him."

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COMMENTS PICTURE TRUMAN AT HIS FIRST PRESS-RADIO CONFAB

"The President stood behind his desk at the first press-radio section and answered questions in sharp, incisive phrases. His replies were invariably in firm tones."

-(J. A. Fox in Washington Star)

"Truman showed that he could take it. He answered a barrage of questions with poise and directness that occasionally brought loud applause, something unusual at White House press and radio conferences."

- (Washington Times-Herald)

"Poised and confident * * * he took the questions as fast as they came, answered promptly and pithily, and twice drew applause, a rarity at White House Conferences."

- (Lyle C. Wilson, United Press)

"President Truman handled his first White House press-radio conference with poise and direct bluntness."

-(Jack Steele in New York Herald-Tribune)

"President Truman, in fourteen crowded minutes this morning, firmly established himself in the opinions of more than 300 Washington correspondents attending his first White House press conference as the master of his new job.

"The new President exuded assurance and self-confidence and was completely in command of himself and the conference. He showed no sign of hesitation or timidity. Even the humility he has shown in his first few days in office appeared to recede as he met reporters face to face.

"His answers to all questions, delivered in the staccato beat of machine gun fire, were brief, sharp and to the point. They were studded with remarks that he would or would not do something and did not expect to do something else.

"He began by saying that if he did know the answer to a question he would say so. He stuck to it. Several times he advised his interrogators to go look up his record for their answers."

- (Unsigned story in the New York Herald-Tribune)

"The new President also proved he could be blunt * * * Amazed at the straight forward directness of Truman's answers, the jam-packed, perspiring reporters applauded heartily."

-(Ruth Montgomery in Washington Times-Herald)

"Answers to reporters' questions were snapped back by President Truman without hesitation. Generally, he gave crisp answers that were unmistakable and to the point. Some of the answers were so saving of words that one wondered whether he was angered by the questions, but this appeared to be belied by the forthright manner in which he continued to spill out the answers."

- (Washington Post)

"Correspondents left the press-radio conference with the feeling that Mr. Truman had firmly grasped the reins of office and had demonstrated his ability to meet impromptu questions with sharp and direct replies."

- (Bertram D. Hulen in New York Times)

"One gathered instantly that President Truman was in command of the situation at the press and radio conference and would command any other situation presented to him.

"The terse directness of his answers was not an escape, an avoidance of discussion. It was obvious each question registered with him, evoked thought in him. * * *

"The newsmen left, feeling they had heard all, and that what they heard was all there was. There was not, as to anything Mr. Truman had said, any searching for between-the-lines meanings, or subtleties of emphasis. There are no shadings to Mr. Truman's meanings, conspicuously he does not know the art of nuances.

-(Mark Sullivan in the New York Herald Tribune)

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MONTHLY SURPLUS COMMUNICATION PROPERTY DISPOSAL \$281,000

Disposals of communication equipment have mounted steadily in recent months, having risen from only \$9,000 in November to \$281,000 by February. February sales brought \$158,000, or 56 percent, of the reported cost of the property. Most of the sales have been executed by producing manufacturers acting as agents under contract with the Reconstruction Finance Corporation.

Inventories rose \$3,132,000 to \$25,075,000 during February and consisted largely of electronic tubes - \$18,552,000; electronic equipment components and sub-assemblies - \$3,691,000 and specialized radio equipment - \$2,216,000.

These figures have been made public in the Surplus Property Board Monthly Report for February which though dated March has just become available.

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WANT TRANSFORMER MAKERS TO PLACE ORDERS FAR IN ADVANCE

Transformer manufacturers were urged to order controlled materials, such as steel for laminations and copper wire, as far in advance as possible, at a recent meeting of the General Purpose and Specialty Transformer Industry Advisory Committee, the War Production Board said Tuesday.

Under the new definitions, transformers classified under Code 510 include all types of industrial and radio transformers, except those for power distribution, which fall within Code 403, while transformers classified under 405 include those with domestic or specialty applications such as light, doorbell, oil burner and similar transformers.

It is the intention of the WPB Radio and Radar Division to allocate materials as far in advance as is possible under existing conditions, WPB said, and producers who are unable to utilize such materials or cannot get mill delivery in time to meet their requirements were urged to return such allocations to WPB so that they might be used to advantage by other manufacturers.

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PHILCO TRIES OUT WASHINGTON-TO-PHILADELPHIA TELEVISION

Said to be the first television program ever broadcast from Washington, the telecast transmitted this week to the television audience in Philadelphia over a new multiple-relay television network developed by Philco Corporation, was heralded as the forerunner of future nationwide television chains.

Appearing on this inaugural telecast from Washington were the Hon. Paul A. Porter, Chairman of the Federal Communications Commission, Dr. Karl T. Compton, President of the Massachusetts Institute of Technology and Chairman of the Research Board for National Security, and John Ballantyne, President of Philco Corporation.

The Washington-to-Philadelphia television broadcast, Philco said, gave a scientific demonstration that it is entirely possible and practical to connect distant cities for television by a series of micro-wave television relay transmitters. In this new Philco network, six television transmitters were used to carry the television pictures from the Philco studio in Washington to the final television station, WPTZ in Philadelphia. Television signals were relayed at four intermediate points on hill tops along the route - Arlington, Va., Odenton, Md., Havre de Grace, Md., and Honeybrook, Pa. to reach Philco Television Station, WPTZ, which transmitted the program to its television audience throughout the Philadelphia metropolitan area.

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CUBAN RADIO SALES ORGANIZATIONS STAND UP WELL

Almost 80 percent of the radio sales organizations in Cuba have remained intact awaiting the resumption of normal production, according to the first issue of Part 4: Electrical Equipment, Industrial Reference Service, dealing with electronics in the island republic, released last Friday by the Department of Commerce.

Heavy buying in 1942 in anticipation of the shortage of 1943, plus the continuous collection of time payments, which ran into 1944, were chiefly responsible for holding the Cuban sales organizations together.

The bulk of electronic equipment used in Cuba is imported from the United States. Local manufacture is limited to certain minor products turned out by some 50 small electrical repair shops. This limited production is maintained as a temporary measure pending the resumption of imports from this country.

In 1942, after the War Production Board had restricted radio manufacturing, 12,000 complete radio kits were imported from the United States to be installed in locally manufactured cabinets and reexported to this country. Six thousand such sets were exported before restrictions prohibited further shipments. It is understood that the approval of the British Government has been requested for the shipment to Jamaica of 4,000 of these sets. The remaining 2,000 sets have been absorbed locally.

It is estimated that about 226,000 radio receivers were in use in Cuba as of January 1, 1945, representing a "saturation" of about 5 percent of the total population of a little over 4,000,000.

Available parts of the Industrial Reference Service covering selected services and commodities may be obtained from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., at annual subscription rate of \$1.50, and copies of the individual report released today (last Friday) at 5 cents each.

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PAINE OF ASCAP ABROAD CONFERRING WITH MUSIC PUBLISHERS

John G. Paine, ASCAP's General Manager, and Herman Finkelstein, resident counsel for ASCAP have left by clipper plane for Europe via Washington, D. C. They will be gone about six weeks, during which period they will confer with representatives of European performing right societies.

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I. T. & T. BLOSSOMS FORTH WITH AN ATTRACTIVE NEW MAGAZINE

Setting a hot pace for others to follow, the International Telephone and Telegraph Corporation last week began publishing its own magazine "The International Review". Handsomely illustrated, it is the last word in organization publications. It used to be that house organs were the deadliest of periodicals but the I. T. & T. new "Review" is readable from cover to cover and on a newstand could hold its own with the standard magazines.

A. M. MacLennan is the editorial director and the editors are J. L. Hobby and M. D. Kirkwood at the offices of the I. T. & T. at 67 Broad Street, New York, New York. They say in their foreword:

"To our readers we express the hope that The International Review, of which this is the first issue, may prove useful as a portal through which they may glimpse some of the world-wide activities in which the I. T. & T. System is continuously engaged, and sense the family spirit of the people who are part of it. The organization, operating in the telephone, radiotelephone, radio-telegraph, cable and electronics fields on an international basis, and engaged in the manufacture of equipment for its communications affiliates, today has the additional patriotic responsibility of producing equipment used in military communications of the Allied Nations. To us, I. T. & T.'s varied activities are highly interesting, and we must confess that despite the fact that we are members of the System, we are not insensible to the romantic aspects of it all. We hope that our readers may discern that spirit of adventure in these pages."

The contents of the first issue (April) include: "Brazil - Land of New Horizons"; "Around the World in I. T. & T."; "The Story of Federal Telephone and Radio Corporation"; "Technically Speaking - New techniques and developments by System scientists and engineers"; "Promotions and Movement of Personnel".

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RADIO TRANSFORMERS MAY AFFECT MFG. OF FIXTURES

If production of fluorescent lighting fixtures should be further curtailed because of lack of ballasts, additional controls on end uses of the fixtures may be necessary, members of the Fluorescent Lighting Fixtures Industry Advisory Committee stated at their recent meeting, the War Production Board reported Tuesday.

Specialty transformers for radio equipment are made with the same plant facilities and use the same components as ballasts for fluorescent lighting fixtures. Military requirements for the transformers are high and are expected to remain high even after the end of hostilities in Europe, a representative of the Radio and Radar Division told the committee.

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::: SCISSORS AND PASTE :::
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Senator Wheeler's Son Buys Interest In KFPY In Spokane
("Drew Pearson")

John Wheeler, Los Angeles lawyer and son of Senator Wheeler of Montana, has bought a big piece of radio station KFPY, in Spokane, Wash. This puts his father in an interesting position, because Wheeler as Chairman of the powerful Senate Interstate Commerce Committee, passes on all radio legislation going before the Senate. (Despite his reactionary stand on international affairs, Wheeler has been a consistent progressive in regard to radio.)

The Hallicrafters Stock Sale
(Robert P. Vanderpool in Chicago Herald American)

There was offered to the public today 225,000 shares of The Hallicrafters, Inc., stock at \$8 a share.

Hallicrafters, a Chicago company, is a "war baby". Before the war it was a small concern, originally formed in 1934, first selling and later manufacturing short wave receiving sets. No financial statements before 1939 have been made available, but for that year sales totaled \$866,000 and profit was a trifle over \$25,000.

Government war demand for electronics equipment brought opportunity to the company and for the fiscal year ended August 31, 1944, sales totaled \$37,000,000 and profit was \$691,000.

Last August the outstanding stock was increased from 300,000 to 600,000 shares by the simple method of giving two shares for each one. A year ago the outstanding stock was boosted from 220,000 to 300,000 shares by sale of 80,000 to Halligan and Durst at \$1 a share, pursuant to options granted in October, 1943.

At that time, in October, 1943, the company split its stock 100 shares for one. On Sept. 1, 1943, the company sold 200 shares of stock to four employees for \$100 a share. These apparently are the four minority owners.

In other words, each of these four employees on an investment of \$5,000 made a year and a half ago will have received \$17,500 in cash and still have a \$60,000 interest in the company.

(Editor's Note - Hallicrafters recently announced that in case the FM frequency band was changed, it would be able to put on the market a medium priced converter.)

Colonel Paley Gets A Glass of Water for the King
(Leonard Lyons in Washington Post)

Bill Paley of the Psychological Bureau was in London setting up a broadcast in which the heads of various Allied nations were to participate. Just before the King of Norway was to enter the room, Paley noticed that the pitcher of water near the microphone was empty. He saw a young man standing idly nearby, and said

"Hey, you. Go out and get some water. The King may want some during his speech." . . . The young man stared at Paley, who repeated, "Get some water." The young man called an elderly man and asked him to get the water. The elderly man, who was the Norwegian Ambassador to London, got the water. He did it because the young man was the Crown Prince, who was there to be at the side of his father, the King of Norway.

Philips License Termination Surprises Industry
(Edward A. Morrow in the "New York Times")

American radio manufacturers were confronted last week with a new set of problems in their reconversion planning when the trustee for the Philips Incandescent Lamp Works Company announced that all licenses issued by the Radio Corporation of America under the United States patents of Philips will terminate July 1.

While the Philips company announced that "it is taking steps to make the patent rights available to the Government and industry under appropriate terms", the licensing policies of the company, some manufacturers feared, would not be as "liberal" as those followed by RCA. These apprehensions, they explained, stemmed from what they know of the company's competitive history throughout the world.

With agents in practically every country, the Philips company has been one of the strongest competitors of American radio exporters, and has, "through its legal department and the use of patent laws", frequently closed markets to American traders, one large exporter explained.

1945 Air Talent Cost \$46,864,350
("Variety")

Sponsors of network radio shows shelled out \$46,864,350 during the past year for talent and production on their various programs, \$7,540,650 more than in the previous 12 months, when the talent bill amounted to only \$39,323,700.

Each week the network shows jolted the nation's bankrollers for \$1,201,650, exclusive of time and line charges, as detailed in "Variety's" 1945 Program Costs Index published in the radio section last week (4). The 1944 index (April 19, 1944) showed a weekly total of \$1,008,300 for network stanzas, \$193,350 less than the 1945 total. Annual totals were figured on an average run-of-the-show period of 39 weeks.

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TRADE NOTES

The first public showing of General Electric's large screen postwar television set is scheduled for next Sunday evening (April 22) to leading Schenectady citizens, company executives, and the press.

The public demonstration also will be the first to use a broadcast signal to demonstrate projection television on a postwar set. Previous private showings of other sets of this kind have used wire lines for transmission.

To keep from colliding with Paul Porter, FCC Chairman, at the broadcast of the Peabody Awards dinner in New York City, Harold Ryan, President of the National Association of Broadcasters, had to cut his 25 minute prepared speech down to 13 minutes.

Dr. Phillips Thomas, of Pittsburgh, research engineer, Westinghouse Electric and Manufacturing Company, spoke to the Washington Board of Trade last Tuesday on "Adventures in Electricity", explaining radar and the latest developments in short-wave communications.

Five additional applications for television stations were filed with the Federal Communications Commission during the past two weeks, bringing the total number of commercial applications to 118 in 31 States.

"Broadcasters use a radio channel which is public property", says Chairman Porter of the FCC. "Therefore, they are obligated to operate in the public interest, including the obligation to present balanced discussions of controversial questions."

March production of copper communication wire increased 22 percent to a new record total of 267,000 miles, which elicited a tribute from the Army Signal Corps on the industry's splendid performance.

Communication wire production in March was divided into 185,000 miles of field wire, 64,000 miles of assault wire and 18,000 miles of W143 (heavy wire). The field wire and W143 represent the more permanent types of communication wire, but it is assault wire that is used in the bulk of the front lines' communication systems.

Two newspapers went through the formal procedure of asking the FCC to approve purchase of radio stations last week. John S. Knight's Miami Herald seeking to acquire WQAM for \$500,000, and the Evening News Publishing Company of Newark, N. J. bidding for transfer of WBYN in Brooklyn by acquisition of 71.25% of the common stock and 52.65% of the preferred for \$204,646. Station WBRW at Welch, W. Va. passed to the ownership of a group which includes Clarence H. Frey, publisher of the Logan Banner and co-owner with Robert O. Grever of Station WLOG at Logan.

Charles P. Taft has been given a new assignment in the State Department. He's in charge of aviation, transportation, and communications problems in the Office of Assistant Secretary Will Clayton. Mr. Taft has also been spoken of as the next Governor General of the Philippines, a position once held by his father, former President William Howard Taft.

"During the critical weeks and months that lie ahead, American radio will play the leading role in reaffirming our faith in free inquiry and full discussion as the surest road to a listening peace." - Paul A. Porter, Chairman, Federal Communications Commission.

Press Wireless offices in New York handled the heaviest volume of outgoing news transmission in its history during the night of April 12 beaming stories of President Roosevelt's death to all corners of the globe. Wordage on that news alone would jump to 100,000, it was estimated on the basis of early filings. In a normal day, Prewi emits about 300,000 words. Officials said the outgoing stories on the President did not cause any interference with the usual volume of incoming reports from the war fronts.

Frequency Modulation broadcasting will be a \$2,000,000,000 business in the first post-war year providing steady employment for 300,000 persons, according to Walter J. Damm, General Manager of the Milwaukee Journal radio stations and President of FM Broadcasters, Inc., the trade association for the FM system which is also opposing the new FM allocation.

Ralph B. Austrian, Executive Vice President of RKO Television Corporation and Chairman of the Program Committee of the Television Broadcasters' Association, has named the following to serve on his Committee:

Dan Halpin of RCA Victor Division, Radio Corporation of America; Martin B. Jones, Buchanan & Company, Norman Livingston, WOR; G. Emerson Markham, GE; Samuel H. Cuff, DuMont Television; Earl I. Sponable, 20th Century-Fix Film Corporation; George Shupert, Television Productions, Inc.; Will Baltin, TBA; John T. Williams, National Broadcasting Company; John Gilligan, Philco Radio and Television Corporation, and Prof. Edward C. Cole, Yale University Department of Drama.

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APR 27 1945

FRANK E. MULLER

INDEX TO ISSUE OF APRIL 25, 1945

Deny Reinsch Forced Out Of White House Because Of Radio.....	1
Reinsch To Stick To Radio; Does Not Seek Public Career.....	3
Tom Joyce, Formerly With RCA, Joins Raymond Rosen & Co.....	4
Transfers From WPB Radio Division To Be Considered.....	4
One Hundred Watters Time Sales Up 37%.....	5
Sensing Early FM Decision, McDonald Again Wires Congress.....	6
FTC Charges Philco With Representing Wrong No. Of Tubes.....	7
Federal Radio Sales Jump To \$90,788,199 In 1944.....	7
Invasion Of Europe Caused AP To Enlist Wireless.....	8
More Comments On Pres. Truman's Handling Radio-Press Men.....	9
Clear Channel Hearing Postponed To September 5.....	10
Overseas Communication Merger Hearings Resume April 30.....	11
WPB Radio Advisory Group To Discuss Military Output.....	12
FCC Backs Up WPEN On Religious Broadcasts.....	12
Radio Getting Bigger Play In Newspapers.....	13
Scissors And Paste.....	14
Trade Notes.....	16

April 25, 1945

DENY REINSCH FORCED OUT OF WHITE HOUSE BECAUSE OF RADIO

There was a quick denial by Washington newspaper correspondents that they had high-pressured J. Leonard Reinsch, who was temporarily serving as press and radio secretary to President Truman, out of the White House because he was a radio man. They also denied that they had any hand in the subsequent appointment of Charles G. Ross, Washington correspondent for the St. Louis Post-Dispatch, as press secretary. Mr. Ross, they said, was the new President's personal selection and one prominent correspondent declared: "It was well understood that Mr. Reinsch's field was radio and that he was only helping out temporarily. We knew all along a permanent press secretary was to be appointed. The newspapermen had nothing to do with Mr. Reinsch leaving the White House or the naming of Charles G. Ross, President Truman's former classmate as press secretary."

According to the unfounded story, the newspapermen resented Mr. Reinsch, a radio man, occupying the highly important press position. The story intimated that the newspaper men "got" Reinsch by "turning the pressure" on the Democratic National Committee and the White House and causing former Governor Cox of Ohio to telegraph President Truman withdrawing the services of Mr. Reinsch, who is the Managing Director of the Cox radio stations, WSB, Atlanta; WIOD, Miami, and WHIO, Dayton, Ohio.

Mr. Reinsch had charge of radio for the Democratic National Committee during the last campaign and is a personal friend of Mr. Truman. He had pleased the latter with his work in the campaign and was hastily called to the White House shortly after President Truman had been sworn in. The general understanding was that Mr. Reinsch was simply being borrowed from the Cox organization for the time being but confusion was added to the situation when President Truman later announced that Reinsch would assist him in press as well as radio matters. And Mr. Reinsch, in fact, had served in this dual capacity for several days when a telegram was received from Governor Cox which read:

"Some time ago you made an appeal to me which I think I responded to at the moment in good spirit. Now I am going to make an appeal to you. Please let us have Leonard Reinsch back. When we gave our consent we were not sufficiently mindful of the tremendous task ahead of radio in connection with the television, frequency modulation and what not. On special occasions for your personal uses his services could be availed of without embarrassment to us. It might not seem a patriotic impulse which prompts this message, and yet I am sure on reflection you will see it is justified."

Mr. Truman then commented that Mr. Cox is his friend and that he was complying. The President added that he then called in

Mr. Ross and the writer agreed to take over the White House assignment after the San Francisco Conference.

That was all there was to it. Governor Cox, newspaper men declared, had sent the telegram entirely of his own accord and they had had nothing to do with it. The Gridiron Club, of which Mr. Ross is a past president, was charged with being the prime mover in having Mr. Reinsch replaced by Mr. Ross. Lyle Wilson, of the United Press, President of the Club, was in San Francisco attending the Peace Conference but Raymond P. Brandt of the St. Louis Post-Dispatch, Vice-President of the Gridiron Club and the Washington colleague of Mr. Ross, declared: "The report is utterly unfounded that the Gridiron had made any effort to have Ross replace Mr. Reinsch. It is just not true."

When asked if the White House Correspondents' Association had had anything to do with "the heat having been put on in high places" to prevent Mr. Reinsch, the radio man, from serving as press secretary, J. A. Fox of the Washington Evening Star, President of the Association, said: "If they did, it is news to me. Nothing to it so far as I know."

Samuel W. Bell, of the New York Herald-Tribune, Chairman of the Standing Committee of the Press Galleries of Congress, when asked if he had heard the story, answered in the affirmative but added: "I didn't get excited about it as it was my understanding that Mr. Reinsch was to handle radio matters and was serving temporarily in radio and press capacities until a press secretary could be appointed."

Edward Jamieson, of the Houston Chronicle, President of National Press Club, seemed to laugh at the idea that newspaper men had anything to do with having Mr. Reinsch replaced as press secretary. "I don't think it was ever the intention that he was to be the regular man", Mr. Jamieson said.

Apparently the misunderstanding as to the status of Mr. Reinsch at the White House was caused by what was apparently a slip of the tongue on the part of the President himself at the first press and radio conference. Here it was that the first announcement was made with regard to radio matters. Based on this, the story was sent out that Mr. Reinsch was the new press and radio secretary.

When Governor Cox read that his General Manager, loaned temporarily, was to be the new press and radio secretary, he saw himself losing one of his best men and then appealed to President Truman to "send Leonard Reinsch back" and this the President immediately agreed to do."

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REINSCH TO STICK TO RADIO; DOES NOT SEEK PUBLIC CAREER"

Although he will continue to be President Truman's #1 radio advisor, will keep in the closest possible touch with Mr. Truman and will return to Washington as often as is necessary, J. Leonard Reinsch has no desire for a Government career. Official position in Washington has no glamour for him.

Therefore, Mr. Reinsch, as much as he would like to have stood by Mr. Truman a little longer during the reorganization period, did not fly off the handle or suffer any delusions of grandeur when former Governor Cox telegraphed President Truman "please let us have Leonard Reinsch back". Certainly here must be the most valuable young man in the country if his boss can't even let the President of the United States have him. Nor did young Mr. Reinsch get a swelled head as far as anybody could notice. As a matter of fact, though very sorry to leave the President at that particular time, he seemed less concerned when Governor Cox's telegram was received than most anyone about the White House.

The reason for this was that long ago Mr. Reinsch decided to stick to radio. Even before the campaign was over, his name began to be mentioned for a FCC commissionership which, with a powerful friend behind him such as Vice-President Truman, he could probably have had. Now with Mr. Truman President, and his old National Committee chief, Paul A. Porter as Chairman of the Federal Communications Commission, all Mr. Reinsch would have to do when there is another vacancy would be to walk in and hang up his hat. However, he is a different kind of a bird from what Washington is accustomed to and, put this down in your little book, is one young gentleman who is not trying to feather his nest with a soft Government job. That was a thing they couldn't understand about him at the Democratic National Committee. There is evidently nothing in the Government service that can tempt this former son of Illinois.

His one consuming desire is to help Mr. Truman.

"I think he is fine", Mr. Reinsch declared with genuine enthusiasm. "I believe he is going to make a great President and I want to do everything in the world I can to help him."

Next to that Mr. Reinsch's whole heart is in radio. "I think radio has a big future and I want to make a success in it."

Leonard in his present position of presidential Radio Advisor will be a sort of a dollar a year man only he will not get the dollar and will continue to faithfully punch the time clock on his old job. Mr. Reinsch (who pronounces his name "Wrench" though his brother calls it "Rhine-sch") created a precedent by taking with him to the White House press and radio conference his good friend Dr. Frank Stanton, popular Vice President of the Columbia Broadcasting System, and another very promising young man in the broadcasting industry. Not only did Mr. Reinsch get Dr. Stanton in to the conference, but had him there with him behind the railing

along with President Truman. It should have been quite a gala day for Dr. Stanton, himself a noted psychologist, to have a front seat and be able to look over such a group of correspondents and commentators as gathered at the White House that day.

Leonard Reinsch having thus been designated as radio advisor to the President, assures the broadcasting industry of one of the most powerful friends it has ever had at court. This is a tremendous responsibility for the 36-year old genius of radio (having already served 11 years in the industry). President Woodrow Wilson once said at a press conference, "Men in public life either swell or they grow." There is no evidence that "Mr. Wrench" has begun to swell.

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TOM JOYCE, FORMERLY WITH RCA, JOINS RAYMOND ROSEN & CO.

Thomas F. Joyce has acquired an interest in the firm of Raymond Rosen & Company, specialty wholesale distributors of Philadelphia, and will act as General Manager. He was formerly General Manager of the Radio, Phonograph and Television Department of the RCA Victor Division of the Radio Corporation of America.

In commenting on his new association, Mr. Joyce said:

"I am happy with my new business association, with Raymond Rosen and Joseph Wurzel, whom I have known for the past 15 years. While I have had several offers from manufacturers to join their organizations in an executive capacity, all of which I deeply appreciate, the offer made to me by Raymond Rosen & Company makes possible an ambition which I have always had - to be in business for myself."

Among the nationally known lines handled by the company are: Kelvinator and Leonard refrigerators, RCA Victor radios, phonographs and television receivers, Victor records and RCA sound systems, etc.

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TRANSFERS FROM WPB RADIO DIVISION TO BE CONSIDERED

Reflecting the transfer of control of certain products from the Radio and Radar Division to the Power Division of the Office of War Utilities and recent experience in administration of the order, amendments to Table 9 of General Scheduling Order M-293 were announced Monday:

One amendment transfers domestic and commercial watt-hour meters, demand meters, total hour meters and ampere-hour meters,

which are classified as "integrating instruments" from the Radio and Radar Division to Office of War Utilities. These items are deleted from Table 9 of the order and added to Table 8.

A small order exemption is established for transformers, reactors and chokes, which were placed under the Y procedure December 4, 1944. This procedure requires purchasers to obtain WPB approval before placing orders and also requires manufacturers to obtain similar approval before accepting them. Hereafter orders up to \$250 in value will not be subject to this review. The exemption is expected to reduce the number of forms to be processed from between 30 to 40 percent. A clarifying definition of transformers, reactors and chokes also is added to the table. The exemption from the Y procedure established for orders possessing Government contract or file number remains in effect, WPB said.

Because the supply and demand picture for ohmmeters, megohmmeters and megger testers is now somewhat easier, these items are removed from the XY procedure and placed under the Y procedure. This relieves manufacturers of the necessity of filing monthly delivery schedules with WPB. At the same time, the small order exemption is extended to all companies and is raised from one to four units.

Bridges, Kelvin and resistance units are removed from the X procedure by this amendment and are classified as undesignated. This has the effect of eliminating the requirement for submitting order boards, unless manufacturers are specifically directed to do so. Under the undesignated listing, these items still will be subject to the monthly operations reports, and the Radio and Radar Division said that it may be necessary in the future to re-establish the order-board filing from which the manufacturers were excused some time ago.

Another amendment establishes recording oscillographs as a separate item under Table 9. Hitherto these had been classified as a type of universal measuring equipment.

In order to meet urgent military requirements for an increased military production of 3,500,000 tubes per month, deliveries of filament tabbing machines are made subject to scheduling as X products under another amendment to the order.

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ONE HUNDRED WATTERS TIME SALES UP 37%

Net time sales for 1944 for 24 of the Nation's 33 standard broadcast stations (28 commercial and 5 non-commercial) operating with power of 100 watts, totalled \$983,639, an increase of \$263,476, or 37 percent, over the amount of \$720,062 reported by the same stations for the year 1943, the Federal Communications Commission has announced.

All of these stations showed increases in their net time sales; 4 reported increases of \$25,000 to \$39,374; 4 of \$10,000 to \$25,000; 8 of \$5,000 to \$10,000; and 8 of \$96 to \$5,000.

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SENSING EARLY FM DECISION, McDONALD AGAIN WIRES CONGRESS

Although he was reported to have been at the Capitol in Washington conferring with leaders and even to have had luncheon with Chairman Paul Porter, E. F. McDonald, Jr., President of the Zenith Radio Corporation, in addition, has fired another broadside at Senators and Representatives in his fight to prevent the Federal Communications Commission from changing the present FM band. The latest telegram to members of Congress read:

"It is natural that the radio networks should wish to preserve their near-monopoly, just as the transcontinental railroads for a long time opposed successfully the building of the Panama Canal,

"I am telegraphing you because it looks as though a letter might arrive too late. The FCC is about to make a decision that will, I believe, exercise a strong influence on whether radio broadcasting shall continue as a near-monopoly or be a vastly improved service with thousands of independent stations insuring free speech.

"The overwhelming preponderance of technical testimony at FCC hearings indicated that FM should be left undisturbed in its present wave band where it has given unexcelled service for five years. Nevertheless the usually well informed weekly magazine, Broadcasting, indicates in April 16 issue that FM will be kicked upstairs by the FCC decision.

"Every city in the U.S. over 2500 population can after the war quickly have an efficient low cost FM broadcasting station if FM is not crippled by the unnecessary and delaying move proposed by the FCC. Incidentally Zenith in peace or wartime does not sell broadcasting stations.

"Fortune Magazine, October, 1939, in its article titled Revolution in Radio well summed up the situation that now confronts the American public in the present FM controversy by saying, 'By controlling and linking key high power stations in the major markets of the U.S. the three big broadcasting chains exercise what is in practical effect a near-monopoly of coast to coast broadcasting. The Armstrong System would break up this situation by making as many high powered FM stations available as the U.S. economy could support.'

"Unless Congress uses its influence promptly to urge FCC to abide by the 7 to 1 preponderance of the technical evidence, the question ceases to be a technical one and becomes an economic and constitutional issue, and I believe the networks will be successful in their efforts to delay their new competitor, FM.

"If the influence of Congress is to be used in the interest of progress, small businessmen, and free speech, regardless of whom it hurts, it must be immediate, as there is no appeal to the courts.

"May I urge you to go on record with your views to the Federal Communications Commission promptly, as after next week it may be too late?"

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FTC CHARGES PHILCO WITH REPRESENTING WRONG NO. OF TUBES

Philco Corporation and Philco Radio & Television Corporation, both of Philadelphia, are charged in a complaint issued by the Federal Trade Commission with having misrepresented radio sets they sell with respect to their power and capacity for foreign reception and the number of tubes they contain. Philco Corporation owns a majority of the stock in Philco Radio & Television Corporation and manages its affairs and directs and controls its business policies.

The complaint alleges that in advertising in newspapers, magazines and other media, and by means of radio broadcasts, the respondents represented and caused their dealers to represent that Philco sets are equipped with either 5, 6, 8, 9, 10, 11, or 12 fully functioning tubes, and will bring in broadcasts from European stations five times easier, stronger and clearer than sets not so equipped.

According to the complaint, the sets so advertised contain one or more ballast nonfunctioning, tuning beacon tubes or rectifier tubes which do not perform any recognized and customary function of a radio tube in the detection, amplification and reception of radio signals, and will not, bring in broadcasts from Europe five times easier, clearer and stronger than other radio sets not so equipped.

The respondents are granted 20 days to answer the complaint.

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FEDERAL RADIO SALES JUMP TO \$90,788,199 IN 1944

The operations of Federal Telephone and Radio Corporation, manufacturing subsidiary of the International Telephone and Telegraph Corporation in the United States, continued to increase over the past year under the pressure of production for the armed forces, Sosthenes Behn, President, states in his annual report. Total sales amounted to \$90,788,199 in 1944 as compared with \$56,282,568 in 1943 and orders on hand at the close of 1944 amounted to \$81,000,000. The company now operates at 58 locations in the vicinity of Newark, New Jersey. As of December 31, 1944, the number of employees was 12,027 and floor-space amounted to 1,415,000 square feet, of which 306,500 were owned and the remainder leased.

The 61 percent increase in sales in 1944 over 1943 was accomplished with less than 20 percent increase in personnel and less than 8 percent increase in floor-space. This was made possible in a large measure by the consolidation of certain product lines in the company's permanent home at Nutley, where one unit of 80,000 square feet and another of 40,000 were added in 1944 to the original 105,000 square foot unit built in 1943.

Mr. Behn reports that engineers of the Laboratories have been pioneers in the development of a new method of modulation known as "Pulse Time Modulation". This system of modulation differs in fundamental respects from Amplitude Modulation and Frequency Modulation systems. In micro-wave systems, it may be advantageously applied to provide for a large number of simultaneous radiocommunications on a single carrier frequency. Other applications present themselves in coaxial cable transmission, multi-program broadcasting and the combination of sound with television.

Among the many types of radio direction-finders designed by Federal's laboratories to meet the special needs of our Army, Navy and Air Forces, mention can now be made of an instantaneous visual indicator of the direction of an incoming signal, one of the many developments of H. Busignies, Assistant Director of the Laboratories. Federal is the principal supplier of this equipment, which was developed to provide accurate position-fixes.

Mr. Behn reported further that for 25 years Federal has specialized in designing tubes of exceptional high power for rectifier, transmission and special purposes; and the Office of War Information awarded a contract to Federal to manufacture the transmitting equipment for America's most powerful shortwave international broadcasting stations consisting of two 200-kilowatt stations which are now under construction at Delano and Dixon, California. They will employ the most powerful high-frequency tubes ever manufactured commercially in this country, designed by Federal Laboratories and built in its factories.

The international radiotelegraph circuits of Mackay Radio and Telegraph Company now number 30 out of New York City and 8 out of San Francisco. There is also a New York-San Francisco trans-continental circuit. Of the 38 foreign circuits, those from New York City to Paris, Madrid, Montevideo and Bombay, as well as a circuit to Moscow by way of Algiers, were established in 1944.

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INVASION OF EUROPE CAUSED AP TO ENLIST WIRELESS

Associated Press London-New York traffic during the invasion of Europe, reached the unprecedented figure of 6,500,000 words. Since the cables could not handle the increasing load, greatly expanded wireless facilities were obtained from London to New York, the AP listening post at Armonk handling reception.

"Operation of portable wireless transmitting sets by commercial companies from practically the front lines, both in Europe and in the Pacific, marked an epochal advance in wartime news communications", Kent Cooper, General Manager of the Associated Press said in his annual report. * * * Despite the wartime shortages in the communications field, the Associated Press was able to establish during the year a comprehensive wireless news distribution system to serve Europe, Africa and Asia. Facilities have been obtained and at the year end the operation was moving speedily with exceptional success.

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MORE COMMENTS ON PRES. TRUMAN'S HANDLING RADIO-PRESS MEN

"President Truman bore himself at the Press and Radio Conference as one who does not shrink from his responsibilities and has assumed them firmly. The result was electric and the President came off with a high score.

"In one brief session he showed that he is neither afraid of his job nor of the hazards that lie in extempore questioning from the correspondents. And he showed that he intends everyone to know the President of the United States is just that."

- Arthur Krock in the New York Times

* * * * *

As the aide at the outer door called, across the heads of the crowded newsmen, "All in", Mr. Truman began, and his brisk promptness provided the first detail of the impression he was to make. One gathered instantly that he was in command of the situation, and would command any other situation presented to him; he was a man with a mind habitually affirmative, poised and ready.

- Mark Sullivan in New York Herald Tribune

* * * * *

With the facility of Mr. Roosevelt at these conferences fully in mind, it was inevitable that they came to make comparisons. Mr. Truman handled the conference easily, and with dignity. He used simple and clear language, at times colloquial in terms.

Mr. Roosevelt's handling of his press conferences was almost always a masterful job, indeed, a classical job. It was natural that the correspondents, having for 12 years met with the late President, should in the great majority be interested in the methods of the new man in the White House. Mr. Truman will not be as colorful as his predecessor, but if his first conference with the press is a criterion, he will do pretty well in the production of news, which after all is what the correspondents go to the White House for.

- Gould Lincoln in Washington Star

* * * * *

The first press and radio conference was a success in the sense that Mr. Truman showed himself to be on his toes - alert to the pitfalls of imprompty answers to questions of public policy and at the same time forthright in his desire to carry out the basic program domestic and foreign, of the late President.

- David Lawrence

* * * * *

At his first press conference his answers were quick and sharp. Two or three seemed almost curt to correspondents who had not seen much of him in the Senate. He may have put on a little extra steam, out of nervousness, or for the deliberate purpose of making himself seem incisive. His decision to conduct his press conferences according to the Roosevelt custom of permitting oral questions, instead of written questions submitted and culled in advance, took courage. The result of his first try was a business-like, if not highly informative, session.

- Ernest Lindley in Washington Post

* * * * *

What happened in 15 swift minutes was exciting to the Washington correspondents who had known Truman since the day 10 years ago when he modestly took his seat in the back row of the Senate chamber and was pushed around a bit by some of the brother Democrats who sniffed at his political tie-up with the old Pendergast machine of Kansas City.

The transformation of Truman, the modest Senator, whose quiet industry and fairness had won him deep friends but little national fame on Capitol Hill, into Truman, Chief Executive of the United States, a decisive, assured, alert, frank-spoken Truman - was astounding.

- John O'Donnell, in New York News

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CLEAR CHANNEL HEARING POSTPONED TO SEPTEMBER 5

The Federal Communications Commission on Tuesday announced that the clear channel hearing scheduled to open May 9, 1945 has been postponed until Wednesday, September 5th.

The Commission is of the opinion that it is important that preparation for the clear channel hearing be thorough and complete so that the decision can be made upon the basis of a comprehensive record. It is apparent after conferences with interested persons that this type of presentation cannot be ready in time for May 9. Hence, a postponement at this time is necessary.

Substantial preparatory work has already begun in connection with the hearing. Three engineering committees have been established for the purpose of preparing comprehensive reports on the basic underlying data necessary for the hearing. These committees are composed of representatives of the Commission and other interested persons. These committees are:

Committee 1 - Determination of what constitutes a satisfactory signal.

Committee 2 - Determination of what constitutes objectionable interference.

Committee 3 - Determination of distances to which and areas over which various signal strengths are delivered.

It is expected that these committees will continue their work during the Summer and be ready to report well in advance of the September 5th hearing. It is expected that after reports are ready, they will be made available to interested persons in advance of the hearing.

A fourth committee consisting of Commission personnel and other interested persons has also been established. This committee is concerned with the problem of conducting a survey of listeners. The desirability of such a survey has been urged upon the Commission by many interested persons. It has been stated that the Commission rather than the industry is best equipped to conduct such a survey. Full cooperation, however, has been offered by members of the industry. Preliminary meetings have already been held by the Commission with representatives of other government agencies who would cooperate with the Commission in making such a survey. It is hoped the results of this survey will be ready for the opening of the hearing on September 5th.

In addition to the foregoing committees, the Commission has also set up staff committees to prepare material on all the issues covered by the proceeding. It is expected that members of the industry will likewise proceed diligently in the preparation of their material. The Commission's staff is available at all times for conferences or assistance in connection with this proceeding. Arrangements for such conferences should be made through the Commission's General Counsel or Chief Engineer.

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OVERSEAS COMMUNICATION MERGER HEARINGS RESUME APRIL 30

Hearings looking into the possibility of merging our international communications systems will be resumed next Monday, April 30th by the Senate Interstate Commerce Subcommittee, of which Senator Burton K. Wheeler (D), of Montana, is Chairman.

The next to testify will be the representatives of the commercial companies. Among those to be heard will be R. C. A. Communications, Inc., International Telephone and Telegraph Corporation, Press Wireless and others. It was said at the Committee today (Wednesday) that who would appear first had not as yet been determined.

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WPB RADIO ADVISORY GROUP TO DISCUSS MILITARY OUTPUT

Members of the WPB Radio and Radar Industry Advisory Committee will be invited to Washington during the week of April 30th to discuss military production, V-E-Day cutbacks and plans of the Radio and Radar Division for post-V-E-Day order modification.

While the situation is still uncertain, Louis J. Chatten, Director of the Radio and Radar Division, said that present indications are that initial post-V-E-Day cutbacks, which are not expected to run to more than 10 percent during the first six months, probably will come in the simpler types of communications equipment, with the more complex equipment absorbing the component capacity of the industry.

He noted that about 98 percent of the productive capacity of the equipment industry has been diverted to direct military construction since the start of the war. He said the first civilian production freed by cutbacks probably will be equipment for such essential civilian fields as air and rail transport and law enforcement. He said that it is difficult to forecast when home radio manufacture will be resumed.

The Radio and Radar Industry Advisory Committee is now composed of the following:

Max Balcom, Sylvania Electric Products, Inc., Emporium, Pa.; M. Cohen, F. W. Sickles Co., Springfield, Mass.; Ray C. Cosgrove, Crosley Radio Corp., Cincinnati, Ohio; George W. Henyan, General Electric Company, Schenectady, N.Y.; W. P. Hilliard, Bendix Radio, Baltimore, Md.; Fred Lack, Western Electric, New York, N.Y.; J. A. Milling, Radio Corporation of America, Camden, N. J.; E. A. Nicholas, Farnsworth Television & Radio Corp., Fort Wayne, Ind.; Percy L. Schoenen, Hamilton Radio, New York, N. Y.; Joe M. Spain, Packard-Bell Co., Washington, D. C.; Otto Schriber, Philco Corp., Philadelphia, Pa., and A. S. Wells, Wells-Gardner & Co., Chicago, Ill.

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FCC BACKS UP WPEN ON RELIGIOUS BROADCASTS

The Federal Communications Commission Tuesday denied a petition filed March 24, 1945, by the Philadelphia Gospel Broadcasters' Association protesting the cancellation by Station WPEN, Philadelphia, of religious broadcasts sponsored by ten of their member groups which had been regularly heard over the station for several years.

The following letter was sent to Attorney William S. Bennet for the Association:

"The Commission has considered the petition and complaint which you filed on behalf of Philadelphia Gospel Broadcasters Association with reference to the action of Station WPEN, Philadelphia, Pa. in discontinuing religious broadcasts which had been sponsored by the various organizations in your group.

"In response to Commission inquiry regarding the new policy in handling religious programs, Station WPEN has advised that approximately three hours will be sold for religious programs on Sunday to be divided among the several religious groups, including the groups which you represent. In addition, approximately three hours will be made available on Sunday without charge to the various religious denominations. Moreover, during the week periods of time will also be allotted for various religious broadcasts.

* * * * *

"The Commission has carefully considered the matters alleged in your complaint and the representations made to it by the licensee of Station WPEN to determine whether there has been a violation of the licensee's obligation to operate in the public interest. The Commission is of the opinion that the representations of Station WPEN are consonant with the licensee's obligation to present a diversified and well-rounded program service. For the foregoing reasons, the Commission has today denied your petition."

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RADIO GETTING BIGGER PLAY IN NEWSPAPERS

An increase in space allotted to radio listings is revealed in a survey made by the National Broadcasting Company's Central Division, Chicago, Press Department, of newspapers in 22 States.

A majority of the 400 papers checked in the survey made little or no change in their radio setups in the last year, it was stated. However, where changes were made, most of these were toward increased space.

One of the heaviest losses was in the Shreveport (La) Times which cut a half page of daily radio material to listings only and dropped one of two pages in its Sunday issues. The Detroit Times eliminated its Sunday column and the Detroit News no longer runs highlights. Both continue to carry listings. The Battle Creek (Mich.) Enquirer and News also has eliminated its gossip column. It was pointed out, however, that the Detroit News, since the survey was completed, has resumed publication of a daily column and is also running highlights.

The Chicago Daily News and Chicago Tribune have reinstated daily gossip columns, it was stated. Other Illinois dailies which have added daily columns include Joliet Herald-News, Springfield State Register, Mt. Vernon Register-News and Dixon Evening Telegraph.

Two Fort Worth papers - Star-Telegram and Press - have added daily columns. Other notable increases were in the Birmingham News and Mobile (Ala.) Press-Register. The former has doubled its daily column space and the Mobile paper has added a Sunday column and has doubled the space devoted to station listings. In Michigan, the Adrian Daily Telegram has given a 50% increase to its listings and the St. Joseph Herald-Press is carrying six times the amount of highlight listings of a year ago.

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::: SCISSORS AND PASTE :::
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Durr Loses As Loan Administrator; Porter, Labor Secretary
(Drew Pearson)

"I have been thinking of appointing a fellow named Durr of the FCC as head of RFC", the late President Roosevelt told one of his assistants. "But I have received word that he's a Jesse Jones man and I don't want any more of those reactionaries around me. I had too much trouble with Jesse. So I don't think I'll take a chance."

"But, Mr. President", protested his aide, "you have Durr all wrong. He's a real liberal and 100 per cent supporter of yours. Did you know that he is Hugo Black's brother-in-law?"

Roosevelt said that being a brother-in-law didn't mean anything.

In the end, however, one aide who was returning to Washington told the President he would send detailed documentation on Durr's record as a liberal. The President replied that if this proved to be a fact he would nominate Durr when he returned to Washington the following Monday (April 16).

And that is how Clifford Durr missed the boat as head of the all-powerful Federal loan agency. * *

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President Truman ruled out Paul Porter as a possible Secretary of Labor on the ground that Porter was doing a better job where he is as FCC Chairman.

"Nets Lost \$4,000,000 On Roosevelt Programs" - Siegel
(Norman Siegel, Radio Editor, "Cleveland Press". Reprinted from the National Association of Broadcasters' Bulletin.)

Radio reached its peak as an instrument of public expression in bringing to the world the full impact of the tragedy that befell mankind in the passing of Franklin D. Roosevelt. Never in the 25 years of American broadcasting has radio made itself so felt as it did during the sad hours which brought the past week to a close. * * *

The tragic words that brought news of Roosevelt's death were still being teletyped into that first shocking sentence when radio went into action. Within 10 minutes after the initial flash had been broadcast, network chiefs cleared the airwaves of everything but news and tributes to the late President. All programs were cancelled indefinitely. Those regular shows, sustaining and commercial, which were not in keeping with the solemnity of the occasion, were revised or dropped entirely.

From 4:49 P.M. Thursday until Monday morning radio, which once brought the masterful voice of Franklin D. Roosevelt to the world, transmitted tributes to his memory from leaders in every walk of life. Eulogies, music, news of global reactions, and descriptions of personal contacts with the President were substituted for the regularly scheduled programs.

The cost to the networks in the loss of commercial revenue and added expense of substitute musical programs ran in the neighborhood of \$4,000,000. It far exceeded the service performed by radio on "D-Day" and such other momentous historical events of recent war years as "Pearl Harbor Sunday" and the nation's entry into the conflict to preserve democracy. It was the crowing achievement of the 20th Century wonder of communications * * *

In this hour of international sadness radio came closer to the hearts of the public it serves than it ever has in the quarter-century of its existence."

Has Hopkins Turning To Radio
("Washington Times-Herald")

Harry Hopkins is expected to take over an important job as liaison man between Washington and the radio networks.

The New President's Radio Teacher
(Drew Pearson)

Few people know it, but right after the election, former Governor Cox urged Vice-President Truman to start improving his speaking technique. Result was that Leonard Reinsch, Managing Director of the Cox stations, returned to Washington and went to work with Truman day after day, teaching him the fine points of public speaking. President Truman's speech to Congress was partly a product of Reinsch's strenuous teaching. He had the speech typed up so that there was only one paragraph on each page, which made Truman slow up in his delivery. Reinsch is a political wiseapple, is sure to make a good press and radio secretary for the new President.

Hallicrafters Stock Sale
(Robert P. Vanderpoel, Financial Editor, "Chicago American")

Of the 225,000 shares of Hallicrafters stock publicly offered at \$8 a share Monday only 75,000 came from the treasury of the company, the other 150,000 shares comprising 25 percent of the holdings of the previous sole owners, the two leading officials of the company and their families and four employees.

The corporation will receive \$525,000. William J. Halligan, president of the company and the leading stockholder, will receive \$752,000. However, the entire cost of the insurance and registration of the securities, estimated at \$20,000, will be borne by the company.

In summary these facts stand out: 1. The public is being invited to buy into Hallicrafters 33 percent to supply new capital and 67 percent to "bail out" present stockholders; 2. The stock is priced on a basis of capitalizing extraordinary war profits. The offering price of \$8 a share is more than three times the book value and sixteen times what insiders paid just a year and a half ago; 3. There is no way of judging at this time the postwar prospects of the company in a competitive enterprise system.

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TRADE NOTES

A meeting of the Board of Directors of the Television Broadcasters' Association, Inc., will be held at the offices of the Association, 500 Fifth Avenue, New York, on Friday, April 27th. J. R. Poppele, President, will preside. A meeting of the Publicity and Promotion Committee of TBA will also be held the same day.

The announcement that the Office of War Information will have 36 news, radio and film specialists at the San Francisco Conference (10 more men than are in the New York Times Washington Bureau) coupled with the news that Elmer Davis, OWI head, is back from Europe, leads to speculation as to how Mr. Davis, an ardent New Dealer, and lavish spender, stands with the Truman Administration.

Net income of the National Union Radio Corporation in 1944 amounted to \$269,735, after provision for income and excess profits taxes and adjustments applicable to prior years, as compared with \$539,663 for the year 1943, it was announced by S. W. Muldowny, President. The 1944 net income was equivalent to 12.6 cents per share of common stock, after deducting 37% to which the preferred stock would be entitled if these earnings were distributed as dividends. The decrease in net income in 1944 was due to the fact that the Company's excess profits tax credit carryover had been exhausted in 1943 and the full impact of excess profits taxes was felt in 1944 for the first time, Mr. Muldowny said.

Writing in the April issue of "Domestic Commerce" on "Television and its Postwar Outlook", Mort N. Lansing, of the Specialties Unit, Bureau of Foreign and Domestic Commerce, forecast a rising volume in postwar sales of radio and television sets for the first four years after V-E Day, reaching a retail value of \$1,870,000,000 in the fourth year, compared with the 1941 volume of \$460,000,000.

Mr. Lansing predicted that radio sets after the war would be priced about 30% higher than 1941.

The New Haven is the first railroad in New England to experiment with three-way radio contact. In cooperation with the Westinghouse Electric and Manufacturing Company, the road, since last September, has conducted constant tests of radio communication between both ends of the train and stationary wayside points.

Historic events and utterances during the solemn hours following the death of President Roosevelt, given instantaneously to the nation and world by the Columbia Broadcasting System, form the prologue of the charity-dedicated new book, "Franklin Delano Roosevelt - A Memorial", published by Pocket Books, Inc. The book begins with a 54-page compendium of CBS broadcasts, with air times as they were heard April 12, 13, 14 and 15 from New York, Washington, Warm Springs, London, Paris, Guam and other points.

Gov. Dwight Griswold of Nebraska, last week signed the bill repealing Nebraska's Anti-ASCAP Law, which had prohibited the American Society of Composers, Authors and Publishers from operating in Nebraska since 1937. Nebraska was the only State in the Union with such a regulation. The repeal measure becomes effective ninety days after final adjournment of the Legislature.

A manpower sharing plan, under which a war manufacturer in need of additional production personnel brings the war work to office workers at their regular place of employment, was placed in operation cooperatively this week by the electron tube manufacturing department of the Radio Corporation of America and the Prudential Insurance Company at Newark, New Jersey.

A nucleus group of 40 Prudential girl typists and clerks are now working, in two shifts of four hours each, on the RCA tube assembly operation. However, both companies have completed their arrangements to place 200 girls on the job within a few weeks as special work benches become available.

The development by General Electric of a revolutionary disk-sealed "lighthouse" electronic tube, which gave the Allies a decided advantage over the Axis in the military radio field, was mentioned by Charles E. Wilson, President of the General Electric, in a statement to stockholders, and he told of radio apparatus built by the company so "tough that they can be thrown overboard and washed ashore when the Marines establish a beachhead."

A banking group headed by Paul H. Davis & Co., Chicago, are offering a new issue of \$1,000,000 of ten-year 5 percent convertible debentures and 350,000 shares of \$1 par value common stock of the Oak Manufacturing Company of Chicago and Crystal Lake, Ill. The debentures will be offered at par and accrued interest from April 1, and the common at \$10 a share.

The company, a leading manufacturer of parts for radio, radar and radio-electronic apparatus, will receive all the proceeds from the sale of the debentures and from 50,000 shares of the common stock, a total of about \$1,340,950, which is to be used to retire \$960,000 of five-year 4 percent debentures and \$440,000 of ten-4 percent debentures.

George Morrill, 31, was sentenced in Utica, N.Y. last week to 30 days in jail for giving false information to a newspaper. Morrill pleaded guilty April 4 to a charge of falsely informing the Utica Daily Press that his mother had died. He explained later that he hoped to win sympathy of a creditor and thereby obtain deferment of a \$24 bill.

Herrick, Waddell & Co., Inc., and associates will offer to the public 225,000 shares of Hytron Radio and Electronics Corporation \$1 par value common stock at \$5 a share. Of the stock offered, 200,000 shares represent new financing by the company. The other 25,000 shares are stock being sold by certain stockholders.

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