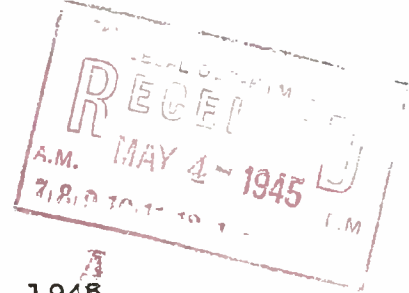


HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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May 2, 1945

GAMMONS, CBS, CHALLENGES GENE McDONALD IN FM FIGHT

A brand new combatant entered the FM allocations fight when Earl H. Gammons, Director, Washington office of the Columbia Broadcasting System, crossed swords with E. F. McDonald, Jr., President of the Zenith Radio Corporation, of Chicago, by sending the following letter to Senator Burton K. Wheeler (D), of Montana, Chairman of the Senate Interstate Commerce Committee, and Representative Clarence F. Lea (D), of California, Chairman of the House Interstate and Foreign Commerce Committee:

"Today I saw a wire, dated April 20, dealing with the proposed allocations for FM broadcasting sent to each member of Congress by E. F. McDonald, Jr., President of the Zenith Radio Corporation, Chicago.

"Mr. McDonald says in this wire, 'It is natural that the radio networks should wish to preserve their near-monopoly.' He adds further, 'and I believe the networks will be successful in their efforts to delay their new competitor FM.'

"I think the best evidence of how far-fetched these intimations are is the testimony which Paul W. Kesten, Executive Vice President of Columbia Broadcasting System, Inc., gave before the Federal Communications Commission during the hearings on reallocations of frequencies (Docket No. 6651):

"We (Columbia Broadcasting System) are less concerned with where frequency modulation is finally placed in the spectrum than that enough space be given to it. 40 frequencies, I believe, are presently available for FM stations. We should like to see that number doubled and then half again as many frequencies added. We recommend, in other words, 100 frequencies for FM broadcasting. While this is roughly the same number as the frequencies now available in AM broadcasting, it will produce vastly different results. The present 106 frequencies in broadcasting make possible something over 900 stations in the United States, and many of those are squeezed pretty tight. Under a policy of licensing which we hope the Commission will adopt, 100 FM frequencies should make possible between 4,000 and 5,000 stations.

"A rough estimate indicates that at least ten nation-wide networks could be possible under such a plan, with as many as 25 or 30 stations operating in such of the larger markets as New York, Chicago and Los Angeles.'

* * * * *

"We arrive at this position by no technical or complicated process, but by a simple philosophic one. It is so simple that I can state it in eight words!

"We want FM broadcasting to be wholly democratic."

"That objective, translated into terms of space in the spectrum and licensing policy, implies clearly two things:

'First, that the supply of frequencies, the total number, be enough or more than enough to meet any visible demand. Second, that what we have called the prince-and-vauper status of big and little stations be avoided as the end-result of licensing."

"You can readily see from this statement that nothing could be further from the truth than the intimations that Columbia is trying to prevent development of FM broadcasting or is trying to create a monopoly in it; in fact, the exact opposite is the case."

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MILITARY MONTH'S RADIO AND RADAR DELIVERY \$218,364,000

Deliveries of radio and radar equipment on prime contracts during March totaled \$218,364,000, an increase of 7.3 per cent over February deliveries, which totaled \$203,446,000. The average monthly delivery in 1944 was \$223,344,000.

The figures include radio and radar end equipment only and exclude such items as power equipment, tubes, test equipment, wire communications and miscellaneous equipment, unless incorporated in the end equipment, WPB said.

Deliveries to the Army during March were \$112,425,000, an increase of 14 percent, while deliveries to the Navy, which amounted to \$103,253,000, represented an increase of one percent over February Deliveries to others, totaling \$2,686,000, represented an increase of seven percent.

The undelivered balanced on outstanding prime contracts as of April 1 was \$2,571,920,000, of which \$1,444,783,000 was specified for delivery in the next six months. In order to meet this, an average monthly delivery of \$240,797,000 will be required, or an increase of 7.8 percent over the 1944 average delivery rate.

The total undelivered balance on prime contracts has increased \$35,027,000 since last month.

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LONG DRAWN OUT MEMORIAL PROGRAMS LAID TO "TERROR OF FCC"

Among the numerous letters commending the article "Were the Roosevelt Radio Memorial Programs Too Long Drawn Out?" in our release of April 18th, one from the radio industry read: "I think you did a splendid job in insisting that the broadcasting industry laid it on a little too thick, but there again you see the terror of these stations that are constantly in fear of the Federal Communications Commission and will resort to anything to carry their favor." The writer then referred to a proposition before the Commission where a large number against it "have not dared make a move", and concluded:

"Here is an industry, both broadcasting and manufacturing that is in constant terror of offending the judge, namely the FCC, before whom each and every one of them must appear one day. It just isn't right."

Our contention had been that although well intentioned and carried out magnificently in spirit as well as in letter that the broadcasting industry had imposed too great a hardship on itself, as well as on the listening public, by observing such a lengthy and continuous mourning period. We believed that all regularly scheduled programs should have been cancelled the night the President died, that the funeral and burial services should have been carried as they were, and that there might have been a great memorial service participated in by all networks, but that otherwise programs could have gone on pretty much as usual, judgment being used to eliminate those obviously inappropriate.

Certainly, however, this is not the first time "fear" of the FCC and even "terror" has been expressed. That is the way many a man in the industry feels deep down in his heart. Perhaps not so much now with the new regime as was the case with Chairman James Lawrence Fly, so thoroughly backed by the White House and who appealing the U. S. Supreme Court, even made broadcasters and manufacturers stand while he and his colleagues were being seated. Chairman Paul Porter cut out this "standing at attention" stuff on his first day. The writer has a feeling, having seen President Truman in action at the White House, that when he gets around to it, he may also have a few suggestions for deflating the FCC. With such advisors as J. Leonard Reinsch, Chairman Burton K. Wheeler, of the Senate Interstate Commerce Committee, Ranking Minority Member Wallace White and Chairman Porter, the broadcasters and manufacturers may not have as much to fear in the future as they have in the past.

Getting back to the Roosevelt memorial programs, another high official in the radio industry wrote with regard to the observance being too long drawn out:

"I agree with you 100 percent. However the public and the other networks had us out on the limb, and there was nothing for us to do but go all the way. We suffered and felt it was an awfully long stretch. Those were our real feelings in the matter."

Despite this criticism, which of course was all in the family, there was continued high praise for the way the broadcasters handled an unprecedented situation. Said Variety:

"The manner in which radio responded to the death of President Roosevelt, the good taste and dignity with which it acquitted itself during the trying days which followed the tragic event, will long remain in the memory of the public. Gone, for the harrowing days, were any thought of commercial radio, regular schedules were scrapped, sponsors willingly disappeared from the scene while all the resources of radio were mobilized to assume a burden thrust upon the vast medium.

"The finest artists were humble at the opportunity offered them to personally voice their deep feelings and so rose to new heights. Cities, towns and hamlets throughout the nation and all corners of the globe were linked in one vast circuit as the major networks brought to the listeners the reactions of a stunned and grief-stricken world. Simplicity was the keynote of the hour; sincerity banished from the air all affectation and personal egotisms.

"Radio distinguished itself in this moment of tragedy. That it unhesitatingly brushed aside millions in revenue during the period of mourning is proof enough that it is fully cognizant of its obligation to the public. And because it acknowledges its responsibility to the people it gave them its very best."

Newspapers likewise joined in the praise.

"It was the greatest test ever applied to radio, and was well met . . . in a manner that gives greatest promise for the future." - Springfield (Mass.) Union.

"National radio companies and their affiliated stations deserve unrestrained praise." - Winston-Salem (N.C.) Journal and Sentinel.

"It was a deeply moving manifestation of sorrow and respect, befitting the emotions that were universally felt. The radio has never done a finer thing." - Richmond (Va.) Times-Dispatch.

"Never was the radio more thorough and more striking . . . revealed its greatness." - Watertown (N.Y.) Times.

"The four major networks . . . have just cause for pride. There was a dignity, even a reverence. The radio . . . proved itself an institution which has come of age." - Birmingham (Ala.) News.

In remarks to Congress, Representative Clifton A. Woodrum, Democrat, of Virginia said:

"I think one of the splendid things in the way of expressing the great esteem of President Roosevelt was the very fine way in which American radio responded. The several broadcasting chains, as well as individual stations, laid all commercial activities aside and brought only appropriate news and information in the hour of mourning

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"In my judgment, one of the classics of the several programs was the description of the ceremony at Hyde Park made immediately thereafter by Baukhage of the American Broadcasting Company."

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U.S.-CANADIAN MONTREAL RMA MEET BIG SUCCESS; N.Y. NEXT

The Canadian Radio Manufacturers' Association ran out the red carpet so hospitably last Wednesday and Thursday in Montreal to the Radio Manufacturers' Association of the United States, and the meeting was such a success, that the Canadians have been invited to hold another meeting in New York City next September. The Canadian meeting, which was attended by thirty-one American and an equal number of Canadian industry leaders, marked the first joint session of the two American trade organizations.

"Off the record" general outlines of war production of radio and radar equipment both in the United States and Canada were detailed by high-ranking officials of the two countries, and the industry conferees discussed mutual problems and means of bettering relations. President R. C. Cosgrove, of the U. S. RMA, and President R. M. Brophy of the Canadian RMA, as well as other officials of the two organizations, expressed the opinion that the joint meetings had been constructively beneficial.

At the conclusion of the final session on Thursday, President Brophy presented to President Cosgrove a Canadian hand-carved, wood-bound register carrying the signatures of all Canadian and U.S. radio manufacturers who attended the Montreal conference.

Highlights of the Montreal meetings were talked by Maj. Gen. William H. Harrison, U. S. Signal Corps; Capt. Jennings B. Dow, Director of Electronics Division, Bureau of Ships, Navy Department; Director Louis J. Chatten, of WPB Radio and Radar Division, and Ray C. Ellis, special WPB consultant with the Johns Hopkins University and former Radio and Radar Division Director. Other speakers included J. A. Beckingham, Director General, Signals Production Branch, Department of Munitions and Supply, and M. C. Lowe, Administrator of Capital Equipment and Electrical Products, Wartime Prices and Trade Board.

General Harrison paid high tribute to the radio and electronics industry of both the United States and Canada for their outstanding war production. He pointed out that the Canadian radio manufacturers had provided a considerable amount of radio detection equipment to the U. S. armed services following the Pearl Harbor attack and before American military production got under way.

Both Mr. Beckingham and Mr. Lowe, at the meeting of the Canadian RMA Directors, discussed the much greater reduction in military production and requirements in Canada and the need for earlier reconversion of the Canadian industry to domestic production.

The question of postwar price increases was discussed by Mr. Lowe and the Canadian Directors. Present Canadian regulations hold civilian prices to the 1941 level.

A code for identifying production of radio apparatus, including the name of the manufacturer and date of production was approved by the U. S. RMA Board of Directors. On recommendations of Chairman R. C. Sprague of the Parts Division and Chairman T. A. White of the Amplifier & Sound Equipment Division, as developed by the Data Bureau of the RMA Engineering Department, a numerical production source and date code was adopted, to consist only of numerals. A code number will be assigned to each RMA member and probably extend also to non-member companies. The manufacturer's code numeral will be registered at RMA headquarters, with three digits and provide for following indications of the year and the manufacturer's code name.

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EDGAR KOBAK SEES GREATER POSTWAR USEFULNESS FOR RADIO

That radio will not doff the uniform once peace has been written and signed, is the contention of Edgar Kobak, President of the Mutual Broadcasting System. In an article to be published in the May issue of the Free World magazine, dealing with broadcasting's role in waging the peace, he says that radio "will not return exclusively to its former role of entertainer and salesman of shirts, soups, soaps and automobiles. Radio has discovered and developed potentials and techniques in far wider fields of human endeavor, and these it will not allow to lie fallow."

"In radio warfare", Mr. Kobak writes, "the United States made a late entrance into the field - later even than Britain's. For a long time we offered no opposition to the Nazi propaganda aimed at this country; and only recently have we found our stride. What radio has done on the home front is too well-known a story to need elaboration here. It has ranged from war bond drives to recruitment; from campaigns against inflation, the black market and waste to programs designed to help bring home a deeper realization to each man and woman of the part he has to play in the total effort."

"The same efficiency which the nations found in radio during their years of warring against one another, will also be found - but heightened and expanded - in the day when radio is put to work for a common end."

"There are six attributes in radio - some far along in development, others showing need for improvement. First, radio must be universal. Second, radio must be democratic. The word is here used not in the political sense, but as 'belonging to the people'. Third, radio must be free - free from censorship, free to present such material as may be in the best interests of the people. Fourth, radio must be kept out of the cynical control of totalitarian dictators. Fifth, radio must be guarded as a vehicle for truth. Sixth, radio in its role of educator must be made worth listening to."

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WPB CLAMPS DOWN ON FLORIDA RADIO SUPPLY HOUSE

Kinkade Radio Supply and "The Windmill" restaurant, Jacksonville, Fla., establishments have been placed under suspension orders, following violations to WPB regulations, the Compliance Division of the War Production Board reported last week.

Kinkade Radio Supply, operated by E. T. Kinkade, who also maintains a branch office in Tampa, Fla., was charged with selling about \$15,000 worth of radio parts to supplies and consumers. These violations of General Limitation Order L-265 took place between January and August, 1944, compliance officials said.

The wholesale-retail supplier also violated the Preference Rating Order P-133 by selling apparatus for other than maintenance, repair and operating supplies, it was pointed out.

Suspension Order S-765, effective April 24 to July 24, 1945, forbids E. T. Kinkade to sell or transfer any electronic equipment except on preferred orders as controlled by L-265, or to fill orders with preference ratings of A-1-a or higher.

Charged with violating the building construction order L-41 between September and October, 1944, J. Baker Bryan, operator of "The Windmill" restaurant and nightclub near Jacksonville, must cease construction on which \$3,000 has already been expended. The Suspension Order S-768, effective April 24, points out that the illegal alterations and construction work violated the \$200 limit imposed by L-41.

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SIGNAL CORPS TO INSTALL ARMY HOSPITALS RADIO SYSTEMS

A standard radio distribution system for General Hospitals in the United States, capable of handling any type of program except television, has been developed by the Army Signal Corps. Plans under way assure that 36 of the Army's 65 general hospitals will have received complete installations by the end of this year.

The system, approved by the Surgeon General, is considered the finest ever installed. Special additions have been made for the pickup of bedside interviews for rebroadcasting or for "live" shows that may originate in any part of the hospital.

Each patient may choose his program by the mere pull of a string placed under the pillow or hung at the head of the bed. By means of an adapter the unit also may be used as an acoustical headset for the hard of hearing.

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TRUMAN DECIDING FACTOR IN OVERSEAS RADIO-CABLE MERGER

It was learned on high authority that President Truman will have the say as to whether or not consideration of merging our international communications will be pressed at this time. The hearing of the Senate Interstate Commerce Subcommittee, of which Senator Burton K. Wheeler (D), of Montana, is Chairman, scheduled for last Monday, which would have been the first since Mr. Truman assumed the presidency, was suddenly called off. On the same day, Senator Wheeler, who heretofore hasn't been at the White House more than once or twice in many years, called on President Truman. It was given out that they discussed the food situation. No doubt they did. However, it is believed that Senator Wheeler also put up the international communications merger to the President, if indeed the entire radio legislative situation and the FCC was not touched upon.

According to the story on Capitol Hill, after the Senate subcommittee had voted to resume the hearings, the date being set for last Monday, somebody suddenly woke up to the fact that since there was a new President in the White House, it might not be a bad thing to see if he had any preferences in the matter. It was felt that President Truman, having himself served so long on the Senate Interstate Commerce Committee, might have some definite ideas on the subject. And there the matter seems to rest.

In the meantime at least one official of importance in the communications industry took quite a fall out of a speech made by Chairman Paul Porter of the Federal Communications Commission at a celebration in Baltimore last Friday night to mark the anniversary of the birth of Samuel F. B. Morse, inventor of the telegraph, in which Mr. Porter again advocated the consolidation of our overseas radio and cable communications.

"Just who is Paul Porter whose knowledge of the communications field has been confined to broadcasting to say what shall be done with U. S. international communications? What does he know about that?" the official exclaimed. "Paul Porter saying a thing is so doesn't necessarily make it so."

Chairman Porter prefacing his remarks at Baltimore did, however, offer the following apology:

"In discussing international communications, I want first to enter a plea of confession and avoidance. As a newcomer to this field, I make no pretense to that sort of expertise which sometimes lends authority and on other occasions breeds dogmatism. Nor do I subscribe to the conclusion that a person must have been a class-mate of Marconi to have an opinion about the subject."

Mr. Porter then went on to say:

"The more I study the problem, I am convinced that if the present companies were operating exclusively in the international communications field, without collateral and supporting interests,

the processes of competition would result in insolvency for some of them. If, as we hope, the art of communications is going to bring the light of democracy in many dark corners of the world, I do not believe the nation should assume the risk that may be inherent in divided effort by the existing companies."

"I do not know how long those presently engaged in the business will want to continue upon the basis of the division of relatively small profits; I have no way of predicting how long the incentives of prestige, as distinguished from competition, will provide the impulse to further lower rates and improve service. But I do suggest that were it not for the fact that our existing international carriers have strong and beneficent parents, failure to consolidate might ultimately result in the necessity for Government operation.

"I am, therefore, hopeful that from all of the discussion that has been underway upon this problem, there shall emerge a program which will give to the people of America a strong, aggressive international communications carrier, exclusively engaged in this important function, that will be able to hold its own throughout the world, and cooperating with other governments and foreign correspondents give to America the eminence in this field which its leadership in world affairs and its responsibilities for the world of tomorrow so amply justify.

"In developing such a program, there are four important considerations:

"First, international communications must be cheap and uniform.

"Second, they must be rapid.

"Third, they must be available to and from even the remotest points.

"Fourth, they must travel by direct routes, unrelayed, wherever possible."

"The American Telephone and Telegraph Company has proposed a postwar New York-London telephone rate of \$12 for 3 minutes, which means that a business man could pick up his phone and talk to London for the present cost of a 30-word cable plus a 30-word reply. Under this same company proposal, a three-minute conversation in which 300 words or more can be readily spoken would not cost more than \$15 to any point on earth. You could talk to French Indo-China, for example, at less than the present telegraph rate for a three-word name, a three word address, the one-word message, 'Well?', and a two-word signature, plus a similar reply. The international airmail, too, will have a profound effect in increasing the volume of international messages and in keeping telecommunications rates in line."

"In recent testimony before the Senate Committee on Interstate Commerce, I have urged that the prompt merger of the many companies which now render international cable and radio service would do much to ensuring the United States a cheap, rapid, efficient, and direct communications service to and from all parts of the world. This is a basic question of national policy which must be wisely - and promptly - decided if the United States is to emerge from the war ready to play its part in the world order now being framed in San Francisco, and in the world trade which will follow. A single American international communications organization, pledged to build without delay the kind of worldwide communications structure, which our role in world affairs required, appears to me to be a prerequisite if other plans for a peaceful, prosperous world order are fully to materialize."

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McGRADY OF RCA CONSIDERED FOR SECRETARY OF LABOR

Among those mentioned as a possible choice for Secretary of Labor, if they succeed in prying Madam Perkins loose, is Edward F. McGrady, former Assistant Secretary of Labor, and Vice-President of the Radio Corporation of America in charge of labor relations. Mr. McGrady, who is one of the best known labor authorities in the United States, has been serving as special labor consultant of the Secretary of War since 1940.

Mr. McGrady was born in Jersey City, January 29, 1872, and was educated in the public schools of Jersey City and Boston, where he went as a young man. Mr. McGrady began in the field of labor as a newspaper pressman in 1894. He became President of the Newspaper Printing Pressmen's Union, Boston Central Labor Union and Massachusetts Federation of Labor. He served as First Assistant Secretary of Labor from 1933-1937.

In addition to being in charge of RCA labor relations, Mr. McGrady is also a Director in the RCA, R.C.A. Communications, Inc. NBC and Intertype Corporation. He was Assistant Administrator of the NRA. Mr. McGrady has been a member of the Patent Planning Commission since 1941 and was formerly a member of the Boston Common Council and the Massachusetts House of Representatives.

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One of the plans now said to be under consideration for the easing of China's plight is to bring, in two transport planes, equipment for setting up two radio stations and 2000 loudspeakers. These loudspeakers are to be placed in the public markets so that even the illiterates could be enlightened on current events.

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AM. CABLE & RADIO NETS \$2,197,476; FUTURE UNCERTAIN

Although the 1944 annual report of the American Cable and Radio Corporation and subsidiaries issued by Warren Lee Pierson, President, shows a consolidated net income of \$2,197,476, after all expenses and charges, compared with a net of \$1,957,655 in 1943, there was no prediction as to what 1945 might bring.

"While the year 1944 marked a definite improvement in the consolidated financial condition of the Corporation and its subsidiaries, the future trend of earnings is difficult to forecast due to recent drastic and far-reaching rate reductions which in the past have not generally been followed by completely offsetting increased use of communications facilities", the report stated. "The management believes, however, with further improvement in commercial practices and the combined efforts of the personnel in the several operating units, we will continue to hold and even improve our present excellent position in the field of international communications. Meanwhile, we intend to make a definite contribution towards facilitating and increasing the foreign trade of the United States and towards the development and rehabilitation of the many countries in which we operate throughout the world by providing fast, modern and economical communications."

"Due largely to conditions resulting from the war", Mr. Pierson informed stockholders, "the volume of traffic handled increased from approximately 89,000,000 words in 1938 to 223,500,000 words in 1944. Revenues, however, increased at a slower pace. This was principally due to the decline in commercial traffic from 84 per cent of the total in 1938 to 42 per cent in 1944, and the progressive increase in the proportion of traffic handled at Government rates from 3 percent in 1938 to 40 percent in 1944." Government traffic generally is handled at one-half of the price charged the general public for messages of corresponding categories.

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HEARINGS ON WASHINGTON, D. C. TELEVISION AND FM ZONING

Hearings on a zoning amendment which would allow the erection in residential areas of antennae towers for television and frequency modulation broadcasting in Washington, D. C., will be held at 10 A.M. Monday, May 14th, by the District Zoning Commission.

Use of buildings for transmission equipment also would be permitted in residential areas under the proposed amendments, although the opinion of the National Capital Park and Planning Commission would be sought before any television projects are approved, it was pointed out.

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CALIFORNIA STATION OPPOSES RADIO LIQUOR ADVERTISING

Senator Capper (R), of Kansas, read the following letter to the Senate from Ken Randolph, Commercial Manager of KDON, Monterey, California:

"Relative to your proposed bill prohibiting the transportation in interstate commerce of alcoholic beverage advertisements, we thought you might be interested in the policy recently adopted by this station, which reads as follows:

"No advertising of liquor, beer, or wine will be accepted. This also applies to establishments or portions of establishments engaged in the sale of liquor, beer, or wine. Current contracts will not be renewed at expiration."

"We are in complete agreement with you in this matter."

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PHILCO WAR PRODUCTION UP 31% TO \$152,933,250 IN 1944

Sales of Philco Corporation in 1944 amounted to \$152,933,250, after voluntary price reductions of \$17,917,736 on Army and Navy work, as compared with \$116,395,598 in 1943, an increase of 31%, according to the Company's annual report signed by John Ballantyne, President, and Larry E. Gubb, Chairman of the Board of Directors, which was mailed to stockholders Monday.

Net income of Philco Corporation in 1944 amounted to \$3,938,455 or \$2.87 per share, after all taxes, as compared with \$3,573,569 or \$2.60 per share in 1943. Renegotiation conferences have been held for 1944 with the Price Adjustment Board of the Navy Department, and the earnings as reported reflect provision for final renegotiation of the Company's income for the year, the report points out.

"Philco is one of the largest producers of airborne radar equipment", the report states. "The use of radar both as an offensive and defensive weapon continued to increase in 1944 and, in response to the needs of the Army and Navy, the Company completed more research and development work and produced far more equipment than in any previous year." The most important wartime Philco products in addition to radar were communications equipment quartz crystals, armor-piercing shot, artillery fuzes, rocket projectiles, industrial storage batteries and office equipment.

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::: SCISSORS AND PASTE :::

Not "Monkey Wrench"
(John O'Donnell in "New York News")

The Washington correspondents are watching carefully and hopefully the moves of the new White House Press Secretary - J. Leonard Reinsch, 36-year-old radio executive, borrowed from newspaper radio chain of former Governor Cox of Ohio. (Mr. Reinsch was, of course, later recalled by Governor Cox). He was completely unknown to the newswriters at the first Truman White House conference and they had to ask the President how to spell his name - pronounced wrench.

"Bet they nicknamed you Monkey Reinsch when you were in school", cracked one of the veteran White House reporters later. "You lost the bet", came back the new press secretary. "They called me Lucky Len because I was a hot basketball player back at Northwestern."

Pres. Roosevelt Credited With Saving U.S. Radio Patents
(O. H. Caldwell in "Electronic Industries")

Radio's debt to FDR began in 1919 when Capt. (now Admiral) S. C. Hooper discovered that the Alexandersen patents were to be sold abroad, a step which would have stripped the U.S. of technical control of the new radio art. Hooper in alarm went to Admiral Bullard who in turn reported the danger to the young Assistant Secretary of the Navy, F. D. Roosevelt. From that point action was swift. Shortly at the request of President Wilson himself, the contracts to sell the patents were cancelled, and instead a U. S. radio patent pool was formed with Admiral Bullard on the Board. But back of this critical nick-of-time move which made radio preeminently an industry with American leadership stood the vision and quick action of Franklin D. Roosevelt.

Radio Gives Turkish Women Voice

(Dr. Maynard Owen Williams in the May "National Geographic Magazine")

From the Turkish Press and Printing Bureau in Ankara, where I got my press card, I drove to a modern broadcasting studio. A recording was being made for transmission to America. Few studios have finer equipment.

Perhaps it was the glow of the young woman announcer, who was wearing a new engagement ring; but every time this dark-eyed girl spoke over the microphone, it was as if an inarticulate race of women suddenly had found voice.

F.M.

(Pettengill, "The Gentleman from Indiana")

Conventional radio broadcasting, known in the trade as A.M. (amplitude modulation) has done much for the communication of ideas and will do more. But to prevent traffic jams on the ether, it is necessarily limited to about 900 channels.

F.M. can supply from 2000 to 5000 additional outlets to the air. The cost of construction and operation is but a fraction of that of A.M. stations.

F.M. with its limited range serves the local community. A.M. chains cover the nation. There is plenty of room for both. F.M. is to A.M. as the home town paper is to magazines of national circulation.

Due to the limited number of channels available to A.M., many people and organizations feel that they are shut off the air. Here is a way for churches, the smaller newspapers, schools, labor unions, farm organizations, candidates for public office, and every other legitimate group in the country to talk to the people.

With 2000 to 5000 additional F.M. stations, with a greatly diversified ownership, radio itself would be freed, in large degree, from the suspicion held by many people, that it is falling under the domination of government. Nothing would be better for radio than to lift this cloud, and few things better fo America. A free America depends on free speech, free assembly, a free press - and a free radio.

Mrs. Roosevelt

(Frank R. Kent in "Baltimore Sun")

Mrs. Roosevelt's announcement that she will continue her newspaper and magazine writing, the revenue from which has been estimated at more than \$75,000 a year (it was only her radio-receipts which she specified as going to charity) makes discussion of her plans entirely legitimate and permissible.

"Now, no one thinks that Mrs. Roosevelt is going to pursue her literary activities just for the money there is in them. After 12 years of most lucrative broadcasting, lecturing, column and magazine writing, she has made a substantial fortune of her own.

"This being the case, there seems to be two likely reasons for her announced purpose to continue her work. Undoubtedly one is to give her something to do. The other is to provide channels of communication to the people which can be used to promote the causes to which she is devoted and the policies she advocates.

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Entry of the ANPA into the field of press communications to the end that adequate frequencies will be demanded for the press was mentioned by Linwood I. Noyes, President of the American Newspaper Publishers' Association at its annual meeting, as one of the most important current activities. He also took occasion to emphasize the necessity for seeing to it that censorship ends with the war.

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::: TRADE NOTES :::
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The argument presented by Congress in the U. S. Court of Claims in the case against Robert Morss Lovett, formerly Executive Assistant to the Governor of the Virgin Islands, Goodwin Watson and William E. Dodd, Jr., of the Federal Communications Commission, charged with subversive activities, is reprinted on Page A-2140 of the Congressional Record of April 30th.

The State Department has been advised that the Brazilian Government has decided to postpone to September 3, 1945, the Third Inter-American Radio Conference which was scheduled to take place in Rio de Janeiro on June 1, 1945. The Conference is being postponed in order to afford the governments participating in the Conference more time to prepare their preliminary proposals for the Conference.

Crosley Corporation and Subsidiaries - March quarter: Net profit, \$856,764, or \$1.57 a share, against \$1,423,365, or \$2.61 a share, last year; net sales, \$28,826,322, compared with \$25,440,577.

Col. Luther L. Hill, Deputy Chief of War Department Bureau of Public Relations, is a brother of Senator Lister Hill of Alabama. Colonel Hill is Executive Vice-President on leave from the Cowles Broadcasting Company of Des Moines.

The Raytheon Manufacturing Company announced Friday the acquisition of all outstanding stock of the Belmont Radio Corporation for 270,000 common shares of Raytheon exchanged in the ratio of nine-tenth of a share of Raytheon for one share of Belmont. Raytheon now has 1,002,836 shares of 50 cents par value common stock outstanding.

At the regular meeting of the ASCAP Board of Directors last week, the following officers were elected for the coming year: Deems Taylor, President; Gustave Schirmer, Vice President; Oscar Hammerstein II, Vice President; George W. Meyer, Secretary; J. J. Bregman, Treasurer; Donald Gray, Assistant Secretary, and Irving Caesar, Assistant Treasurer.

J. J. Bregman replaces Max Dreyfus as Treasurer, and Donald Gray takes over Bregman's place as Assistant Secretary. These are the only changes among the officers.

Voicing the sentiments of many other correspondents who were shipped off to San Francisco that the Peace Conference was being badly "overcovered" by press and radio and that with a new President in Washington, there was more important news in the Capital than on the West Coast, Charter Heslep, Mutual Broadcasting System news chief from Washington was quoted as saying enroute to San Francisco:

"I feel as if I'm running away from a fire."

A one-ton electron microscope powerful enough to magnify the wind-pipes of mosquitoes to a size of approximately two inches has been added to the arsenal of scientific instruments for the study of cancer at the National Cancer Institute, Bethesda, Md.

Costing \$13,000, the microscope, built by the Radio Corporation of America, is the ninetieth in this country. It uses electrons instead of light rays, and magnetic fields instead of glass lenses, to peer into submicroscope worlds. The machine will enable scientists to compare diseased tissues with healthy tissues under direct magnifications of 10,000 to 75,000 diameters.

A study of the capital structure of Press Wireless, Inc., will be made by officers of the company with a view to expanding participation and ownership by users of press communications, A. Warren Norton, President, has announced. Among reasons for the study, he said, were the company's greatly increased operations and the necessity for maintaining free channels for communications for the press throughout the world. The company is owned by newspapers and press association.

Michael Barkway, newly appointed BBC Canadian representative will arrive in Toronto to assume his new duties on May 15th.

Mr. Barkway, who succeeds S. J. deLotbiniere in the Canadian post, has been with the BBC since 1934 when he was Assistant in the News Department. Since then, Mr. Barkway has been Chief Editor of the Empire Services, BBC's News Correspondent in Washington and New York, Organizing Secretary of the recent Commonwealth Broadcasting Conference in London, as well as Deputy Chief, Radio Section of the Psychological Warfare Division of SHAEF.

The Golden Gate Quartet, singers of negro spirituals, heard at 7 A.M. over WWDC in Washington, have aroused considerable interest in an up-to-date "spiritual" entitled "Stalin wasn't stallin'."

Retreating German troops fleeing before the Canadians in Holland have blown up the Kootwijk radio and telegraph station, built to connect the Netherlands and the East Indies with rapid communication, the Netherlands Information Bureau learns.

The station was erected during the last war after faint signals had been heard from the Netherlands East Indies station at Malabar, Java, audible only in the heath country around Kootwijk.

It was continually modernized and eventually became a telegraphic station of world importance. Run by the Dutch post office, it linked Holland's telegraph circuit by direct beam connections with those of the world's biggest telegraph stations.

Ten commandments of salesmanship are presented by L. W. Teegarden, General Manager of the RCA Tube & Equipment Division, Radio Corporation of America as basic guides for every sales representative. These commandments are: (1) Know your product. (2) Know your customer. (3) Know your market. (4) Be honest - deal with facts. (5) Be careful of commitments. (6) Keep your promises. (7) Get the order - but at a profit. (8) Watch your conduct and your health. (9) Be on the job. (1) Be loyal - cooperate.

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

INDEX TO ISSUE OF MAY 9, 1945

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FSA, K. E. HULL

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MAY 14 1945

J. H. MacDONALD

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May 9, 1945

ASCAP COURT DECISION STINGAREE FOR BMI; WILL FIGHT ON

In a sweeping decision, which Broadcast Music, Inc., immediately announced it would appeal, Supreme Court Justice Ferdinand Pecora last week dealt a blow to the claims of exclusive performance rights of BMI, the organization formed by the National Association of Broadcasters to combat the American Society of Composers.

By his decision, Judge Pecora has settled a question which has been rife in the music business since 1940, when the disagreement arose between the radio industry and ASCAP. The plaintiff (Broadcast Music, Inc. and Edward B. Marks Music Corp.) brought suit for declaratory judgment against ASCAP and a number of writers of three musical compositions to determine whether BMI had exclusive performance rights of these three songs in the Marks catalog. ASCAP contended that when Marks' membership in ASCAP terminated he could not take with him the rights which had been vested theretofore by the writers and himself.

The Court held that ASCAP and the membership of the writers and composers was a joint venture and that neither party to the joint venture could take his rights away without the consent of the other party. Judge Pecora held that the five-year contracts which were executed from time to time between ASCAP and its members could not be construed by themselves, but that they must be construed in the light of the entire relationship in this joint venture, and that these five-year contracts were merely confirmatory of the rights which were granted by virtue of the membership. He said, "The underlying compact was the joint venture expressed and employed in the varied structural arrangement of ASCAP itself. To that all else was incidental." He held that the publisher, while he held the copyright nevertheless held the performing rights in trust for ASCAP as the real beneficiary of those rights.

Judge Pecora further declared that when Marks made his arrangement with BMI and ignored ASCAP, he was guilty of a breach of trust, and he said, "Trust responsibility is not a garment to be doffed at the pleasure of the wearer." He said that by reason of Marks' acts these writers received not one cent of the million dollars which Marks received from BMI. The Court not only dismissed the complaint, but it granted affirmative judgment on the claim which had been asserted by the writers, and it reaffirmed the publication contracts which these writers had given to Marks upon these three compositions, and in effect turned back the copyrights on these compositions to the writers.

Under this decision ASCAP now retains the exclusive performing rights in all the Marks compositions which were written solely by ASCAP writers.

BMI and the Marks corporation said in a statement that they would appeal from Justice Pecora's decision, but added that the ruling would not deprive broadcasters or other users of performing rights in works now being licensed by BMI.

"Justice Pecora's decision will not deprive broadcasters or other users of performing rights in any works which are now being licensed by BMI", they said. "BMI has not included in its catalogue compositions which are wholly of ASCAP authorship, and it is to these to which the decision applies. It is, therefore, not necessary for BMI licensees to discontinue the performance of any works which have been made available to them under the BMI license in the past.

"Indeed, the decision of the court will make possible the addition to BMI lists of licensed compositions a substantial number of works which are not now included. There are the works of joint authorship in which one author is a member of ASCAP and the other a non-member. During the pendency of this suit BMI did not include these works in its licensed compositions. In view of the decision of the court that BMI has at least non-exclusive performing rights in these works, they will be added to the BMI catalogue."

The case took four weeks to try. ASCAP was represented by Louis D. Frohlich of Schwartz & Frohlich, John Schulman, represented the individual songwriters and SPA, and Sydney Kay, general counsel for BMI.

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FORT INDUSTRY CLAN TO GATHER AT VIRGINIA HOT SPRINGS

Located in almost the geographical center of the area covered by their seven stations, officers and managing directors of The Fort Industry will spend this week-end, May 10-13, at Hot Springs, Virginia, discussing plans for the coming Spring and Summer Also the postwar outlook.

Both Commander George B. Storer, USNR, on leave as President of the company, and J. Harold Ryan, President of the National Association of Broadcasters and Vice-President of the Storer company, will attend the Virginia sessions. George W. Smith, of WWVA, Wheeling, West Virginia, Chairman of the Executive Committee will preside.

Others to be heard from and their topics will be: Sales by E. Y. Flanigan, Managing Director of WSPD, Toledo; Promotion, by Charles Smithgall, Managing Director of WAGA, Atlanta. Other Managing Directors in attendance will be: Stanton P. Kettler, WMMN, Fairmont, W. Va.; Ralph G. Elvin, WLOK, Lima, O.; Allen Haid, WHIZ, Zanesville, O.; Robert G. Venn, WGBS, Miami, Fla., and John Poole, General Counsel for The Fort Industry.

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REP. MONRONEY GETS ACTION ON BILL TO CURB PETRILLO

Representative Mike Monroney, fighting Democrat of Oklahoma, said that he had received assurance from Representative Hatton W. Sumners (D), of Texas, another fighter, Chairman of the House Judiciary Committee, that the latter would start hearings soon on a bill Mr. Monroney introduced recently to strengthen the anti-trust laws by outlawing "five evil practices" that have grown up in labor unions.

The bill, according to Mr. Monroney, is aimed specifically at curbing the activities of James C. Petrillo, President of the American Federation of Musicians, and John L. Lewis, bushy-browed chieftain of the United Mine Workers. As explained by the Oklahoma Congressman, his bill, if it became a law "would re-affirm labor's exemption from the anti-trust acts so far as legitimate objects are concerned. But the law would remove or qualify the blanket immunity from such union practices as (1) jurisdictional fights; (2) payment of side money; (3) unreasonable restrictions on materials, machines, or equipment; (4) price fixing, and (5) unreasonable requirements for extra stand-by labor."

Discussing the bill in the June issue of the American Magazine, Mr. Monroney states:

"Congress must face, and face soon, whether a new, extraordinary power by union leaders will be permitted. I refer to the 'royalty' method, first adopted by Petrillo and now demanded by John L. Lewis, so that a certain charge will be made on each item or ton of coal produced by labor.

"This, eventually, throws upon the public the responsibility of maintaining special union funds, for the ultimate consumer, in the long run, will be called upon to pay the royalty. Heretofore, almost without exception, union funds of all kinds were raised and contributed in membership fees charged the union membership. This new step brings the royalty idea into the picture, which will eventually spread to other unions. It is too pat a method of fund-raising to be overlooked, if it is held to be a legitimate claim of union bosses. It could spread and greatly increase the cost of every article used by the public.

"Point Five in the Monroney bill would aim at the union practice of requiring stand-by crews, drivers, musicians, or other 'feather-bedders' who are, in fact, in excess of the number reasonably required to perform the work.

"This would bring within 'federal legislative control' (to use Justice Byrnes's words) those men who waylay trucks and demand tribute for services neither desired nor performed.

"It would enable Uncle Sam, who can lick Hitler and Hirohito but is baffled by James Caesar Petrillo, to lay a firm hand at last on the shoulder of the little music czar. At present he can cripple the networks by refusing to permit them to serve stations

which do not employ the number of musicians he demands. In many cases these employees are 'musicians' by courtesy only, but their dues go to swell Petrillo's union treasury. If his order is defied, the big-name bands, which are the lifeblood of the networks trade, can be pulled out at a word from Petrillo. Thus is monopolistic control practiced today."

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GIBBONS, R.C.A. COMMUNICATIONS SOLICITOR, RESIGNS

John F. Gibbons has resigned as General Solicitor of R.C.A. Communications, Inc., effective May 31st. Mr. Gibbons has been prominent in the communications field for some time.

As a youngster in 1920, he began in the telegraph business and after 17 years with the wire, cable and radio companies, comprising the old Mackay System, he joined the RCA Law Department in 1937. While associated with RCA, he participated in many important proceedings before the Federal Communications Commission.

Mr. Gibbons states that his future plans cannot be disclosed at this time, but as a member of the Committee on Communications of the New York County Lawyers' Association and of the Communications Section preparing an Annual Survey of American Law for New York University, he expects to keep himself interested in the field of communications.

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REINSCH COACHES PRES. TRUMAN ON V-E DAY BROADCAST

J. Leonard Reinsch, Managing Director of former Governor Cox's stations, who President Truman wanted for his radio secretary, was back on the job at the White House temporarily Tuesday (May 8) to help President Truman on the latter's V-E Day broadcast. Seated beside General Marshall and Republican Leader Joe Martin, of Massachusetts, who had assembled with other high officials to hear the President's proclamation, Mr. Reinsch followed every move of his distinguished "pupil" evidently pleased with the progress Mr. Truman was making as a broadcaster.

Mr. Reinsch, however, came to Washington only for that particular occasion and will return to his regular duties at Atlanta but will return to the Capital whenever the President needs him.

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RADIO CABINET MAKERS MEET TO CONSIDER POSTWAR PRICES

G. A. Huth, President of Adler Manufacturing Company, Louisville, Kentucky, was elected Chairman of the Office of Price Administration's Radio Cabinet Manufacturers' Industry Advisory Committee at its recent organization meeting in Chicago, OPA announced Monday.

J. C. Williams, President of Niles Cabinet Company, Niles, Michigan, was elected Secretary-Treasurer.

The meeting was held to discuss prices that will prevail when all types of wood radio cabinets again are produced. Radio-cabinet production was discontinued early in 1942, and since that time manufacturers have been making furniture, toys and war items such as instrument cases and packing boxes.

OPA has in preparation a form that will be sent to the radio-cabinet manufacturers within a short time, asking for radio-cabinet-production cost data.

Some increases in costs of materials, especially in plywoods and veneers, have occurred since March 1942, and wage rates have also risen, the Committee said.

It recommended that its membership include manufacturers of covered wood cabinets, such as the types used for portable phonographs and radios.

In normal times, some 40 companies make radio cabinets. About half this number make radio cabinets exclusively. Most of these companies are located in Illinois, Indiana, New York, Pennsylvania and Michigan.

Maximum prices for radio cabinets at the manufacturing level are now established in Maximum Price Regulation No. 188 - Manufacturers' Maximum Prices for Specified Materials and Consumer Goods - at the levels prevailing in March 1942.

Other members of the Committee are: James Sechrist, Pres., Red Lion Cabinet Co., Red Lion, Pa.; O. Lindgren, Pres., Illinois Cabinet Co., Rockford, Ill.; V. R. Trabucco, Pres., Steger Furniture Co., Steger, Ill.; Henry DeWitz, Vice Pres., Tell City Furniture Co., Tell City, Ind.; J. Dunn, Pres., Winnebago Mfg. Co., Rockford, Ill.; Ford Smith, Pres., Smith Cabinet Co., Salem, Ind.; S. Goldstein, Pres., Royal Wood Prods. Mfg. Co., Brooklyn, N. Y., and Spencer Gullicksen, Pres., Churchill Cabinet Co., Chicago, Ill.

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A new daily paper for Station Managers and time buyers, Radio Reporter and Time Buyers' Guide will begin publication the latter part of the month at 2 W. 45th Street, New York, New York.

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"BRIGHTER FUTURE FOR TELE THAN FM" - DUNVILLE, CROSLEY V-P

Discussing FM and television after the war before the Engineering Society of Cincinnati, Robert E. Dunville, General Manager of Station WLW and Vice-President of The Crosley Corporation, predicted a brighter future for television than for FM. The WLW General Manager pointed out that in FM "we are not really changing the art in any way. True, I'll admit there are certain advantages, it might be more static free, etc., but I feel that the cost from the standpoint of the advertiser is entirely too high for the rather small advantages that FM would offer.

"Television, however, is an entirely different thing. From a broadcaster's point of view, and I might say from the advertiser's point of view, for he, after all, is the man who really bankrolls the whole operation, is extremely interested in television. Unlike FM, television adds a new dimension -- that is sight.

"The radio advertiser has learned, as has the public, I believe, the influencing power of the spoken word. When you can combine the spoken word with an illustration and simultaneously animate the illustration -- that combination should be very powerful as an advertising force. Therefore, I think that television, while it has only been in the laboratory stage during the war, has nevertheless made great strides during the past four years, and will eventually be the new 'man of the family' in the broadcasting world.

"I think, further, that other developments in the engineering field that have been created because of the necessity of creating devices of warfare, will find for the first time an advertising medium in television that will permit the use of unusual advertising on products that heretofore did not lend themselves particularly well to any form of advertising in the past. I mean such things as plastic gadgets for the home that need demonstration for their best advertising impression."

Touching on the future of international broadcasting, Mr. Dunville said that the development of this phase of the industry depends to a large extent on what is happening now in San Francisco. "That is, if it becomes necessary to continue psychological warfare in times of peace, if it becomes necessary for free competition in foreign countries, if the whole system of international broadcasting could be completely changed from what we have known it in the past, then it can conceivably become a major factor in the broadcasting industry."

Mr. Dunville was introduced by L. M. Clement, Vice-President in Charge of Research and Engineering of The Crosley Corporation.

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CAPT. BUTCHER, FORMER CBS V-P, SEES GERMANY SURRENDER

Capt. Harry C. Butcher, Naval Aide to General Eisenhower, and Washington Vice-President on leave from the Columbia Broadcasting System, had the distinction of being the only official of the U. S. broadcasting industry at the dramatic surrender of Germany in the little schoolhouse at Rheims at 2:41 A.M, European time, on Monday. There were seven American news and radio reporters present but Captain Butcher was a participant in the proceedings and was seated with the signatories when by the strokes of their pens, they ended the European War.

Captain Butcher was mentioned in a story in the New York Times by Raymond Daniell on the A.P. and general press and radio mix-up, who wrote:

"A hand-picked group of the Army's choosing was selected to witness and report the historic German surrender. This consisted of four American radio network broadcasts and three press association representatives from the United States. All the rest were British, French or Australians. The last named were included on express orders from London, a SHAEF spokesman said.

"When the allocations were criticized, Capt. Harry Butcher, General Eisenhower's sea-going aide who used to be an executive of the Columbia Broadcasting System, said he had no intention of debating decisions already made. Then, when Lieut. Gen. Frederick E. Morgan came along and found representatives of most of America's great newspapers standing on the sidewalk, he said it was a disgrace and he would see to it that something was done.

"The British general was a man of his word. In a few minutes MP's came out of the school-house where the surrender was signed and ordered all except five of the correspondents to get into jeeps and 'get the hell out of there'. Later it was learned that General Morgan went to General Allen and said it was disgraceful to keep the cream of British and American journalism outside, and General Allen interpreted that to mean that he wanted them chased away instead of admitted to the proceedings. * * *

"The correspondents themselves were building their own doghouse to house only General Allen, who so arranged things that out of fifteen places for correspondents at the signing of the surrender, only three went to American newspaper agencies, and not one individual newspaper was represented legally, although space was found for four American broadcasters."

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Press released from the ABC are now headed:

"News from The Blue Network of American Broadcasting Company, Inc."

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CENSORSHIP ON BROADCASTERS QUICKLY EASED AFTER V-E DAY

Byron Price, Director of Censorship, lost no time on V-E Day issuing the following:

"Note to Broadcasters: (For Publication or Broadcast if Desired)

"The end of German resistance alters security requirements materially although it by no means erases the need for, or importance of, voluntary censorship.

"A new, shorter Code will be issued soon. Meantime, the present Code (Edition of December 1, 1943) is amended effective at once as shown below:

- 1 (a) - WEATHER -- Eliminate
- 1 (d) - DAMAGE BY ENEMY LAND OR SEA ATTACKS -- Eliminate but note reference immediately following.
- 1 (e) - ACTION AT SEA -- Eliminate and substitute following:
"Information about the sinking or damaging from war causes of war or merchant vessels in any waters; information about actual or impending enemy attacks on the continental United States."
- 1 (f) - ENEMY AIR ATTACK -- Eliminate
- 1 (j) - SABOTAGE -- Eliminate
- 1 (k) - PRODUCTION -- Eliminate and substitute following:
"New or secret weapons, identity and location of plants making them; secret designs, formulas, processes or experiments connected with the war.

"Rate of production of materiel used in or for specialized military operations.

"Movement or transportation of war materiel."
- 1 (m) - WAR PRISONERS, INTERNEES, CIVILIAN PRISONERS -- Eliminate and substitute the following:

"Information as to arrival, movements, confinement or identity of military prisoners from war zones."

SECTION II, PROGRAMS -- Eliminate in entirety.

SECTION III, FOREIGN LANGUAGE BROADCASTS - Eliminate in entirety.

"With regard to foreign language programs, however, Broadcasters should remember that all provisions of the Code still in effect apply equally to all broadcasts including those in languages other than English. A vigilant check should be maintained over foreign language broadcasts at all times.

"The identification and location of all American military units in Europe may be broadcast up to and including May 8, 1945, but their subsequent movements require appropriate authority under the Armed Forces section of the Code.

"A continuance of the excellent cooperation received from the American Broadcasters since the war began is earnestly requested."

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EDUCATIONAL BROADCASTERS WANT FM TO STAY WHERE IT IS

Frank E. Scooley, President of the Educational Committee of the Executive Committee of the National Association of Educational Broadcasters, meeting in Chicago last Thursday, sent a telegram to the Federal Communications Commission requesting the Commission not to move the FM band.

The Committee also respectfully requested the continuation of the reservation of twenty channels for educational non-commercial purposes.

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PRESS WIRELESS PLANS BROADER OWNERSHIP BASE

Following the annual meeting of Press Wireless in New York City, A. Warren Norton said:

"As authorized by the directors, the corporate officers are undertaking a study of the capital structure of the company with a view to substantially broadening participation in and ownership of the company on the part of the users of its service all over the world. The vastly increased operations of the company and the growing necessity of maintaining free communications channels for the press throughout the world were among the reasons for studying the proposed amplification of the company's present structure.

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RCA REPAYS ITS \$75,000,000 WARTIME V-LOAN CREDIT

Brig. Gen. David Sarnoff, President of the Radio Corporation of America, announced on V-E Day that the Corporation had terminated the \$75,000,000 V-Loan Credit which it made in September, 1942, with thirty-five banks and trust companies.

The Corporation originally borrowed the full amount of the V-Loan Credit and gradually repaid \$40,000,000. The remaining \$35,000,000 was paid off on May 7, 1945. The repayment of this amount leaves the Corporation with no loans or fixed indebtedness outstanding.

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CBS SEES FRENCH GOV'T TELE STANDARDS SAME AS THEIRS

Full endorsement of post-war television standards in France, similar to those advocated by the Columbia Broadcasting System for this country, has been reported to the International Telegraph & Telephone Corporation in a cablegram from their Paris laboratories.

In the announcement of French authorities that the public will insist on high quality television comparable to the movies, and in their decision to make it available at the earliest possible moment, CBS officials see a clearcut parallel with their own post-war television policy as stated in April, 1944.

"Columbia feels that the American public is entitled to these improved standards", said Joseph Ream, CBS Vice-President, in commenting on the French report released by I. T. & T.

In line with CBS efforts to secure "twice as good" pictures in the U.S., French authorities now support further rapid development of the 1,000-line pictures which have already been successfully demonstrated in France through wireless transmission, as well as through use of coaxial cables.

The I. T. & T. cablegram was signed by Guy Rabuteau, French scientist in charge of the laboratories of Le Materiel Telephonique, I. T. & T. associate which in 1938 designed and installed in the Eiffel Tower the world's most powerful television station. Its text follows:

"Robert Buron, French Broadcasting Administrator, speaking on behalf of Jean Guigenbert, Broadcasting Director, held a conference on March 1st to inform French television manufacturers of his administration's plans for television. He explained that at the outbreak of war France was about to start television on a wide scale and that the Eiffel Tower television station, built by Le Materiel Telephonique, was at that time the most powerful station in the world working with the highest definition. Due to war, television service has not been started and consequently the French Broadcasting have their hands free to decide on future television standard.

"Despite German occupation, French research organizations have continued developing television technique and manufacturers are now in a position to deliver pick-up equipment, transmitters, receivers suitable for black and white high definition television and later on full color television. French Administration considers that the public will insist on a television service having a quality as comparable as possible to that of the movies and the French Broadcasting Administration feels bound to make this available at the earliest possible moment. Their plans for 1945 are to order from the various manufacturers experimental equipment so as to be able to choose in about a year's time an up-to-date television standard. Experiments will be made on both 750 and 1000 line black and white images. Low power transmitters will be ordered to enable field

tests on 1500, 600 and 150 megacycles! Meanwhile, the pre-war Eiffel Tower station working on 455 lines with 30 kw peak power will temporarily resume operation in order to build up experience in studio technique which is lacking at the present time."

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WHEELER SAYS RADIO GIVES ONLY ONE SIDE OF MAJOR ISSUES

Charging that the radio chains carry "one-sided propaganda" on international and national issues, Senator Wheeler (D), of Montana, served notice that if the industry does not voluntarily work out plans to present both sides of such problems, he will introduce legislation to require it.

Senator Wheeler is Chairman of the Interstate Commerce Committee, which handles bills relating to control of radio or other forms of communication. His criticism followed the speech of Senator Taft (R), of Ohio, in which he accused the State and Treasury Departments of flooding the country with one-sided versions of the Dumbarton Oaks plan, the Bretton Woods international monetary plan, and the administration's new reciprocal trade bill.

"To have a democracy you must have an informed people", Senator Wheeler told reporters, "and you can't have an informed people when they hear only one side and that full of misrepresentation."

"It is outrageous the amount of propaganda that is going on the air about Dumbarton Oaks, Bretton Woods and the reciprocal trade agreements", he said. "Some of it is from commentators but mostly it is the people they invite to speak."

Senator Wheeler indicated to the Senate he had in mind the possible need for legislation under which, if a radio chain invited a speaker to present one side of a controversial issue it would have to allot time to a speaker for the other side.

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RADIO MESSAGE GIRDLES WORLD IN 9½ SECONDS

A new record for round-the-world radio transmission was established by the Army Signal Corps recently when it sent a nine-word radio teletype message completely round the earth in nine and a half seconds, it was announced.

The message that established the new record was a test to demonstrate the flexibility of the Army communications services world girdling system. It was transmitted from Washington through relay stations at San Francisco, Manila, New Delhi and Admara, Eritrea, then back to Washington.

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ALL AMERICA CABLES AND RADIO ELECTS LeBARON V-P.

Eugene LeBaron, formerly Vice President and a member of the Board of Trustees of the Export-Import Bank of Washington, has been elected a Vice-President of All America Cables and Radio, Inc., an affiliate of the International Telephone and Telegraph Corporation.

During the fifteen years prior to his association with the Export-Import Bank, Mr. LeBaron had lived in Mexico and Central and South America, representing a number of American corporations and handling their legal affairs there.

Born in Mexico of American parents in 1900, he was graduated from the University of California with a B.A. degree in 1921 and received an LLB degree from Harvard Law School five years later.

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FCC STAFF HERE WILL END FOREIGN MONITORING JUNE 30

The Federal Communications Commission said its Washington staff of the Foreign Broadcast Intelligence Service will stop monitoring short-wave broadcasts from Europe on June 30.

The Commission said, however, the Washington-monitored programs represented less than 10 per cent of the total daily European report which FCC furnishes to the Office of War Information, the War and Navy Departments and other Government agencies.

The vast majority of this European material, the announcement said was obtained by the FCC's London office, which made its selections from broadcasts monitored by the British Broadcasting Corp. This arrangement will continue, FCC said, and clients will continue to receive the European material at least until the end of this year.

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SETS FM-AM POSTWAR RECEIVER PRICE AT \$59.50

Ira A. Hirschman, Vice-President of Metropolitan Television, Inc., in New York City was quoted as saying that the public may expect combined FM-AM sets to be available at prices as low as \$59.50. In Mr. Hirschmann's opinion, the public will not delay purchases of aural radios in order to wait for television sets. The potential replacement and new receiver demand will range into the hundreds of millions of dollars, he indicated.

Metropolitan Television, Inc., operates the frequency modulation station WABF, in New York, and television station W2XMT.

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:::: SCISSORS AND PASTE ::::
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N.Y. Times Frisco Facsimile Called "Straw in the Wind"
("Variety")

The Times front-paged its flash coverage as an experiment in facsimile with the following announcement:

"This special 2 A.M. edition of the N.Y. Times is being distributed daily among the delegates to the United Nations Conference in San Francisco. It is made possible through the cooperation of the Associated Press and the Richmond Independent, Richmond, Cal., and is circulated as a public service of the N.Y. Times and its associates in the enterprise, and as an experiment in facsimile reproduction of newspapers. Its pages are transmitted photographically each morning from New York over the Wirephoto facilities of the Associated Press and printed on the presses of the Richmond Independent. "

For a rush job from film to the printed page it is as easily readable as the Times can be with its closely crowded type. As an experiment in facsimile, it is highly successful and may be a straw in the wind on the useage of facsimile in the printing of a paper in your own home, tapeworming out of your radio set during the night.

Quick Acceptance Seen for Radio Newspaper
(Jerry Walker in "Editor and Publisher")

If the Times Telephoto Equipment Company, a subsidiary of the newspaper, were not engaged 100% in producing facsimile sets for the armed forces, there might have been a full-fledged demonstration of publishing a "radio newspaper" instead of merely reproducing the Times across the continent by the well-standardized and time-tested principles of AP Wirephoto.

The Times' enterprise, however, in transmitting photographs of its pages to the Pacific Coast where they are run through the regular engraving and printing-press processes stirred up talk of the "radio newspaper" and how near it might be to realization and practicality after the war.

Elbert B. M. Wortman, who writes publicity for Finch Telecommunications, Inc., is certain that facsimile on FM broadcasting channels will be gobbled up by the public just as quickly as sets can be produced, and, he visions a whole new field of advertising. As for circulation, Wortman believes the time will come when "space" salesmen will be quoting readership in terms of "rolls of paper", for in the consumption of rolls of facsimile paper lies an accurate estimate of the number of facsimile machines in active use.

The Truman Radio Voice - "General American"
(James F. Bender, Consultant, the National Institute for Human Relations)

The President speaks the same dialect he learned in his native Missouri, the dialect spoken by the majority of Americans - ninety millions of them. Although it is known variously as Middle Western, Western and General American, the last of these names is most meaningful when we consider that the dialect spreads west of Philadelphia, reaching to California and Washington, even cutting across Texas, which linguistically is half Southern and half General American.

To Look Into How the Church Radio Platter Is Passed
("Washington Times-Herald")

Churchmen's appeals for funds via the radio soon may come under the scrutiny of the FCC. Paul Porter, Chairman of the FCC, whose father was a Baptist preacher and whose pretty wife is Assistant Superintendent of Presbyterian Sunday Schools in Chevy Chase, Md., says, "One of our problems is the passing of the spiritual, ethereal platter by radio, to the detriment of the Institutional Church.

Six Out of Seven Million in N. Y. City Listened to V-E Broadcast
(Frank Adams in "N. Y. Times")

Just how many of the city's 7,677,000 residents gathered around radios in homes, offices, factories, schools and in the streets to hear the President will never be known, but it seemed probable the listeners numbered at least 6,000,000. Virtually every one but children too young to comprehend, the very old, the critically ill and those engaged in essential services gave ear to the momentous tidings.

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"V-E DAY MARKS ONLY A PAUSE" - PAUL KESTEN, CBS

Paul W. Kesten, Executive Vice President of the Columbia Broadcasting System, yesterday issued the following V-E Day statement:

"Although another war with Germany has ended, there is this time a more experienced, more sober people to receive the news. They will receive it, I think, with relief rather than elation; with gratitude rather than hilarity. In 1918, America was conscious of a mission successfully completed. Today, there is recognition of a responsibility that must be continued, if peace is to be assured. Today marks a pause, but a pause only long enough to turn the full force of our attention westward - to San Francisco and to Tokyo."

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::: TRADE NOTES :::

Admission of ten additional new members to the Radio Manufacturers' Association by the Association's Board of Directors at its meeting April 25 in Montreal, Canada, brought the membership to a total of 246, a new high water-mark.

The Federal Trade Commission has approved a stipulation in which The Sun Radio Service and Supply Corp., 938 F Street, N.W., Washington, D. C. agrees to stop representing that any radio set contains a designated number of tubes when one or more of the tubes referred to do not perform the recognized and customary functions in the detection, amplification and reception of radio signals.

"Television Programming and Production" is the title of a new book by Richard Hubbell, to be published May 10th by Murray Hill Books, Inc., technical division of Farrar and Rinehart, New York. Based on years of television experience, the book defines authoritatively the nature of television and lays down the fundamental principles of video programming and production.

The author is Production Manager and Television Consultant of the Broadcasting Division of The Crosley Corporation.

In 1942 his "4000 Years of Television" was published by Putnam and is being brought out this Spring in an English edition by Harrap, publishers in Great Britain.

The Board of Directors of the Columbia Broadcasting System, Inc. last week declared a cash dividend of 40¢ per share on the present Class A and Class B stock of \$2.50 par value. The dividend is payable on June 1, 1945, to stockholders of record at the close of business on May 18, 1945.

The opinion was expressed by Drew Pearson in a Blue Network broadcast that new large radio sets might begin to be available a year after V-E Day and smaller sets may be within three months.

Swiss radio broadcasting stations are running short of spare parts, especially of radio tubes, and it was reported late in January that unless supplies were made available soon the stations would be compelled to reduce the number of hours on the air.

Before the war the broadcasting stations imported most of their equipment from England, France, and the United States. In 1943 Switzerland began manufacturing radio tubes. These now have been installed in some short-wave broadcasting stations. Old radio tubes also have been regenerated quite successfully.

Utah Radio Products Company and Subsidiaries - For 1944: Net profit, \$559,579, or \$1.90 a share, against \$405,724, or \$1.38 a share, the year before.

Commercial telegraph service between the United States and Italy has been resumed by R. C. A. Communications and Commercial Cable at substantially lower than the pre-war rates; for example, they will be 20 cents per word from New York to Italy for full rate messages, 12 cents per word for code, 10 cents per word for deferred, and 6-2/3 cents a word for letter messages.

Fada Radio & Electric Co., Inc., 30-20 Thomson Ave., Long Island City, N. Y., and its president, Jacob M. Marks, are charged in a complaint issued by the Federal Trade Commission with misrepresentation in connection with the sale of radio sets.

In newspaper and periodical advertisements and by means of radio broadcasts, the respondents, the complaint alleges, have represented falsely that they originated Fada radio sets and have manufactured them since 1920.

The complaint charges that the original Fadas, which from 1920 to 1932 were widely known and enjoyed a national reputation for quality and performance, were manufactured by F. A. D. Andrea, Inc., whose corporate name later was changed to Fada Radio & Electric Corporation. According to the complaint, the respondent Fada Radio & Electric Co., Inc., in 1934 acquired the assets of Fada Radio & Electric Corporation through the respondent Marks, and since then has been manufacturing radios under the trade name Fada.

The respondents are granted 20 days to answer the complaint.

Sylvania Electric Products, Inc., Wakefield, Mass., plant won an Army-Navy Production Award for Excellence last week.

Television Broadcasters' Association have unanimously approved an application for affiliate membership the E. I. duPont de Nemours & Company, Photo Products Department, of Wilmington, Del. The firm is the first film manufacturing organization to become affiliated with TBA. Film producing groups already allied with the Association include 20th Century-Fox Film Corporation, Television Productions, Inc., a subsidiary of Paramount Pictures; RKO Television Corporation and Cecil B. DeMille Productions.

Manor Park Citizens' Association in Washington, D. C. voted opposition to the proposed amendment to the present Zoning Act whereby the zoning regulations would be changed to grant authority for the construction of television towers of 150 to 500 feet in height.

Voting that such towers would be unsightly, lead to a depreciation in property value and also create safety hazards, the Association declared the amendment is in direct violation of the provisions of the Zoning Act.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

RECEIVED

MAY 22 1945

WASHINGTON, D. C.

CLAY MORGAN

RECEIVED

MAY 1 1945

FRANK E. MULLEN

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No. 1681

May 16, 1945

"BMB NAME MISLEADING. IS POPULARITY POLL" - RALPH L. ATLASS

Although the National Association of Broadcasters announced not long ago that 505 stations had pledged their financial support to the Broadcast Measurement Bureau (BMB) for a total backing of \$735,000, evidently all of the broadcasters don't see eye to eye with regard to the project. One of these is Ralph L. Atlass, of Chicago, President of WIND, one of the most prominent broadcasters in the country. As a matter of fact, when a meeting was held in Chicago last month to cover the plan for a standardized method of measuring station coverage, WGN was the only station in that city to sign on the dotted line. In delivering the contract for WGN, Frank P. Schreiber, General Manager, declared:

"As far as WGN is concerned, we consider BMB to be the first effort of the industry to establish a sound basis of self evaluation. WGN is delighted to be the first Chicago station to subscribe to the Bureau."

Mr. Atlass, a veteran in the business, who recently sold another of his stations, WJJD, to Marshall Field, wasn't quite so enthusiastic. In fact when it came to signing up, he balked. He still hasn't pledged his support. When asked last week by this writer to state his objections, Mr. Atlass said:

"I am opposed to the NAB measurement bill as it is now set up because the express purpose and its name are misleading. The Industry, including the agencies, has indicated they want an analysis of circulation similar to that provided by the Audit Bureau of Circulation. It is a popularity poll. I would be glad to see a popularity poll along the very lines BMB has recommended if it is clearly labeled as a popularity poll.

"We feel it is an injustice to the broadcasting industry and the agencies to encourage the belief that the BMB plan is a measurement of circulation. A few modifications to the BMB plan could make these measurements an analysis of circulation comparable to the ABC survey provided by the newspapers. This would entail some additional work and expense. The broadcasting industry can certainly afford this added effort and expense.

"The BMB plan, if it is to be known as a measurement of radio audience, should get actual circulation figures which can be compared with newspaper circulation figures. Their present routine includes such vague terms as 'primary', 'secondary' and 'tertiary' coverage. This leads to confusion through the fact that a circulation of 100,000 might give some stations a primary coverage of 40 counties while a station with a circulation of a half million might

not have so-called primary coverage of one county. No such indefinite terms are used by competing advertising media."

Associated with the National Association of Broadcasters in sponsoring the Broadcast Measurement Bureau, which is headed by Hugh Feltis, formerly General Manager of KFAB of Lincoln-Omaha stations in Nebraska, are the American Association of Advertising Agencies, of which Frederic R. Gamble is President, and the Association of National Advertisers, Paul West, President. The 4-A's assumed \$15,000 of the initial survey expense of \$75,000. Both of the advertising groups have six members on the BMB Board of Management, with six from NAB. On any major policy question, there must be at least three votes from each group to ratify it.

Mr. Feltis was quoted as saying when the initial efforts were being made to set up a uniform radio yardstick, the standard in BMB will be once-a-week listening.

A 50% response will give a station primary rating. A station which gets under 10% won't even be considered in the market data picture.

Since the survey is to be undertaken every two years, a newly established station might have to wait two years before a market data report could be available for its use.

Due to details of copyright procedure with the maps, field work by research organizations and other factors, Mr. Feltis said the first survey might not be completed before 1946.

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SENATE GROUP OFF TO INSPECT EUROPEAN COMMUNICATIONS

Headed by Senator Burton K. Wheeler (D), of Montana, Chairman of the Senate Interstate Commerce Committee, a subcommittee of three members left Washington on Monday for a flying trip to Europe to secure on-the-spot information upon which to base recommendations for postwar re-establishment of communications - both wire and wireless.

Those on the subcommittee are Senators Ernest W. McFarland (D), of Arizona, Albert W. Hawkes (R), of New Jersey, and Homer E. Capehart (R), of Indiana. Among those accompanying the Senators are Chairman Paul A. Porter of the Federal Communications Commission and Lieut. Ed. Cooper, communications advisor of the Senate Interstate Commerce Committee, who is at present clerk of the subcommittee considering the international communications wire and cable merger. Data will be especially sought pertaining to such an amalgamation.

Since broadcasting in this country also comes under Chairman Wheeler and his Committee, it is expected they will look into

the foreign situation as well. Likewise television. No doubt the group will get into touch with Capt. Harry C. Butcher, USNR, Vice-President of the Columbia Broadcasting System on leave, now attached to the staff of General Eisenhower. Also Col. William S. Paley, President of CBS, still on the job over there.

No indication has been given how long the Senators may remain abroad but it is expected about two weeks. Commissioner Paul A. Walker will act as Chairman of the FCC during the absence of Mr. Porter.

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OHIO STATE BESTOWS 1945 RADIO EDUCATIONAL HONORS

After reviewing 115 recordings which had been chosen as the best of several hundred examined by an earlier Screening Committee in the ninth American Exhibition of Educational Radio Programs sponsored by Ohio State University's Institute of Education by Radio, of which Dr. I. Keith Tyler is Director, final awards today (Wednesday, May 16) went to:

Religious Broadcasts: First Award - "Salute to Valor", National Council of Catholic Men; WEA, New York and NBC; Honorable mentions (two), - "Pulpit in a Foxhole", broadcast by WNEW, New York. "Victorious Living", International Council of Religious Education, broadcast over local and regional stations.

Agricultural Broadcasts: No First Award. Honorable mentions (two) - "Ohio Farm and Home Hour", by Ohio State University Agricultural Extension Service, WOSU, Columbus. "Farming with Kenneth Yeend", KIRO, Seattle.

Women's Programs: First Awards (two) - "Consumer Time" by the War Food Administration, Washington, WRC; Washington and NBC. "Martha Deane Program", by WOR, New York.

Cultural Programs: First Awards (three) - "Stage 45", CBL, Toronto, and CBC. "Mulrooney's New Year's Party", over CLB, Toronto, and CBC. "Montreal Drama", CBM, Montreal, and CBS. Honorable Mention, "Words at War", by Council on books in Wartime, over WEA, New York and NBC.

Public Discussion Programs: First Awards (two): "America's Town Meeting of the Air", WJS, New York, and the Blue Network. "University of Chicago Round Table", by the University of Chicago, WMAQ, Chicago, and NBC. Honorable mention: "St. Louis Speaks", broadcast by KMOX, St. Louis, Mo.

Personal and Family Life Programs: First Award: "Our Children", by WHA, University of Wisconsin; over WHA, Madison, Wis., and WLBL, Stevens Point.; Honorable Mention - "The Baxters", by the National Congress of Parents and Teachers, over WMAQ, Chicago, and NBC; Special mention - "Alcoholics Anonymous", by WMJ, Detroit.

News Interpretation Programs: H. V. Kaltenborn over WEAJ and NBC.

Programs in Furtherance of the War or the Peace: First Awards (three) - "America Unlimited", by WGN, Chicago. "The March of Minnesota", by Minnesota Resources Committee over WCCO, Minneapolis and Minnesota network. "Russian War Relief Presents", broadcast over local stations. Honorable Mention - "Voice of the Army", by Recruiting Publicity Bureau, U. S. Army, Governor's Island, for broadcast over local stations.

Children's Programs for Listening Out of School: First Award: "Books Bring Adventure", by Association of Junior Leagues of America over local stations.

Programs for Use in School by Primary Children: First Award: "Your Story Parade: Texas School of the Air", Texas State Department of Education over WBAP, Fort Worth, and Texas Quality Network. Programs for Use in School by Elementary Children: First Award: "Standard School Broadcast", by Standard Oil Company of California over KPO, San Francisco, and NBC Pacific Coast network. Programs for Use in School by Junior and Senior High Pupils: First Award - "Conserving Canada", by Canadian Broadcasting Corporation, by CBL, Toronto, and CBC network.

Awards for entries by a local station or organization are:

Cultural Programs: First Award - "WNYC American Music Festival - 1945" by WNYC, New York.

Public Discussion Programs: First Award - "Free Speech Forum", by WMCA, New York, in cooperation with the New York Newspaper Guild.

Personal and Family Life Programs: No First Award. Honorable Mention - "Let's Talk about Children", WEEI, Boston.

News Interpretation Programs: First Award: "History in the Making", University of Colorado and the Rocky Mountain Radio Council, KVOD, Denver.

Children's Programs for Listening Out of School: First Award: "Story Time", Colorado State College of Education and Rocky Mountain Radio Council, KLZ, Denver.

Programs for Use in School by Elementary Children: No First Award. Honorable Mention: "News Today - History Tomorrow", by Rochester, N.Y. public schools, Visual Education Department, over WHAM, Rochester. Programs for Use in School by Junior and Senior High Pupils: First Award: "Our America", by Radio Council of the Chicago public schools, over WBEZ, Chicago. Honorable mention: "Behind Today's News", by WIP, Philadelphia.

Programs entered by the Canadian Broadcasting Corporation were singled out for special praise as examples where "radio was at its best".

The judges at the Ohio State Institute this year were Judith Waller, Central Division, National Broadcasting Company, Chicato; Edwin F. Helman, Station WBOE, Cleveland Board of Education; and Mark L. Haas, Station WJR, Detroit.

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SOUND EQUIPMENT SALES PRIORITIES RATINGS CLARIFIED

Noting that there has been a definite increase in the amount of sound equipment being delivered by manufacturers on orders bearing ratings of or maintenance, repair and operating supplies, the War Production Board's Radio and Radar Division has reminded manufacturers that in Priorities Regulation No. 3, Interpretation 8, it is clearly stated that inter-communication systems and public address systems may not be sold on the basis of these ratings.

For an inter-communication system that was originally sold to accommodate more stations than were in service at the time of purchase, however, additional stations may be bought to build it up to its maximum operation capacity by the extension of an MRO rating, WPB said.

Sound systems may not be installed by the use of an MRO rating under any conditions, the Radio and Radar Division said.

Amplifiers, however, may be replaced through the use of MRO ratings, but only if the amplifier has been damaged beyond repair, or made unusable in some other way, making replacement necessary. Other parts of sound systems, such as speakers, microphones, and input equipment, are subject to replacement by extending an MRO rating. Portable sound systems cannot be considered as legitimate MRO orders, WPB said. The distributors and sales organizations all over the nation are ignoring the restrictions on the purchase of this equipment on an MRO basis, in many cases, according to WPB. The Radio and Radar Division said that sales outlets for this equipment should be thoroughly familiar with just what constitutes a legitimate MRO purchase.

In those cases where equipment is required and where it is not permissible to use MRO ratings, a WPB-541 form should be completed and filed with the nearest local field office.

Officials expressed the hope that this reminder would preclude the necessity of turning over any of the more flagrant cases to the Compliance Division for attention. Sales organizations and manufacturers are urged to contact WPB in any case where there is a question as to just what constitutes MRO orders. Inquiries should be addressed to H. B. Esterly, Radio and Radar Division, WPB, Washington 25, D. C.

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INTER-AMERICAN RADIO CONFERENCE TO PLAN FOR RIO

There will be a meeting of the Preparatory Telecommunications Conference at the State Department on Wednesday, May 23, 1945. The session will begin at 9:30 A.M. and is expected to last one day only.

According to Francis Colt de Wolf, Chief of the Telecommunications Division, it is planned to review at this meeting the specific items appearing in the agenda for the Third Inter-American Radio Conference in Rio de Janeiro. A copy of the agenda is available. The date for convening of this Conference in Rio de Janeiro has been changed to September 3, 1945. The agenda to be considered next Wednesday proposes a considerable number of specific subjects besides opening up the possibility of revision of any of the parts of the Habana Convention or its accompanying Agreement or Santiago revision thereof. Much preparatory work is necessary in order to have proposals ready on behalf of this government to forward to the other nations for consideration before the Rio Conference.

It is also planned to review the Habana and Santiago documents, and then to designate working committees to prepare draft proposals for consideration at another meeting to be called in the near future.

Since the Preparatory Conference on August 11, 1944, which set up Committees 1, 2 and 3, the preparatory work for a future international conference on telecommunications has been progressing. The substantial amount of work done to date has been on the preparation of proposals for revision of the International Telecommunications Convention and the General Radio Regulations. This material, when completed, will be available for consideration at a conference of world scope and also for interim informal discussion with other governments.

Reports on the Inter-American Radio Communications Convention, Habana, December 1937 (Treaty Series No. 938); the Radio communications Arrangement, Habana, December 1937 (Executive Agreement Series 200); and the Radiocommunications Agreement, Santiago, January 1940, (Executive Agreement Series 231) are obtainable from the Superintendent of Documents, Government Printing office, Washington 25, D. C., at 10, 15 and 15 cents respectively.

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The CBS Network of the Americas (Cadena de las Americas) - first radio chain linking all of the Latin American Republics with the United States - marks completion of three years of full-scale operations Saturday, May 19th. The network now includes 109 affiliated stations in important population centers of Mexico, Central America, South America and the Caribbean.

A separate Shortwave staff, patterned after the larger domestic network organization has its headquarters in the CBS Studio Building in New York, and operates under the supervision of Edmund Chester, CBS Director of Latin American Relations.

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LIMITED CIVILIAN RADIO PRODUCTION CONSIDERED FURTHER

Approval of plans of the War Production Board's Radio and Radar Division for authorizing limited civilian radio production as soon as military requirements fall below 90 per cent of the average monthly delivery rate for the first quarter of 1945, was expressed by members of the Radio and Radar Labor Advisory Committee, at their meeting last week, WPB reports.

Government presiding officer at the meeting was Harold R. Sharpe, Assistant Director of the Radio and Radar Division. The Committee is composed of men from representative unions in the industry.

Proposals for a step-by-step relaxation of Limitation Order L-265, released to the industry and unanimously approved by the Radio and Radar Industry Advisory Committee, were explained in detail to labor committee members by L. J. Chatten, Division Director.

Mr. Chatten said the estimated one-front war requirements for the last six months of the year average \$197,000,000 per month, or 79 per cent of present outstanding contracts and commitments. However, outstanding contracts and commitments averaging \$249,000,000 per month for the remainder of the year are 18-1/2 percent higher than the average monthly production rate of \$210,000,000 during the first quarter of 1945.

This reflects increasing military demand for new type electronic equipment for the Pacific war, Mr. Chatten continued. On three new items alone, he said, production of \$57,000,000 a month is called for by the end of the year. This is equal to 27 percent of the current production rate. In particular these new items will require 32 percent of the current tube production rate and about 23 percent of the present production rate on resistors, capacitors and other such standard components, Mr. Chatten said.

Under the Radio and Radar Division's plan, WPB explained, L-265 would be revised when military requirements fall below 90 per cent of demands in the base period, to permit unrestricted production of components, including tubes for replacement purposes and all end-equipment except broadcasting, receiving and reproducing equipment for entertainment purposes. Priority assistance would be given at this time to military and essential civilian requirements.

L-265 would be revoked, WPB said, when scheduled military requirements recede below 75 per cent of the delivery rate for the first quarter of 1945, but the two-band rating system would be continued to assure preference for military and highly essential civilian requirements over other civilian deliveries.

Because component production is completed two or three months in advance of end-equipment deliveries, WPB added, the revision and the revocation of L-265 would become effective, in each instance, three months in advance of the month in which military requirements are scheduled to reach stated reduced levels.

It was pointed out by WPB that retention of L-265 for the present, together with existing large military demands for electronic equipment, makes it feasible for all plants producing material of this kind to seek military contracts or sub-contracts at this time. Members of the committee said that some plants were laying off workers and planning to await opportunities to get into civilian production. WPB officials stated their belief that such practices would cease, now that the industry fully understands WPB's plan for the gradual relaxation of controls. This procedure, WPB said, should enable the industry to build up a cushion of components for use when L-265 is finally revoked, and should make for a minimum of unemployment among electronics workers in the months to come.

Labor Advisory Committee members made the following recommendations, WPB said:

1. Although the WPB plan for the radio and radar industry appears practical, it should be modified if considerable unemployment develops among workers trained and experienced in the production of electronics equipment.
2. Plant union leaders should be notified of military cut-backs at the same time this information is channeled to the manufacturers.
3. Any area where civilian production could be started and developed without interfering with military requirements should not be denied such reconversion activities by rigid rules of any Federal agency. It was proposed that WPB's "spot authorization" procedure might be used in individual instances to permit some production other than radio-radar, where such authorization would not interfere with any radio-radar work.

In connection with the third recommendation, WPB officials reminded committee members that the local Area Production Urgency Committee must determine whether spot authorizations to engage in civilian production can be utilized in any given locality. It is highly important, WPB emphasized, that no steps be taken that might prevent the fullest possible production of radio-radar equipment.

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ABC (BLUE NET) TO HOLD SUMMER RADIO LISTENER INSTITUTES

The American Broadcasting Company (Blue Network), in cooperation with five universities, will hold a series of Summer radio listener institutes, each to be of two days' duration, for the two weeks from July 9 to July 20. Dates, places and cooperating schools are as follows:

July 9-10 - Lexington, Ky:	University of Kentucky
July 11-12 - Indianapolis:	Indiana University
July 13-14 - Minneapolis:	University of Minnesota
July 16-17 - Ames, Ia.:	Iowa State College
July 19-20 - Denver, Colo.:	University of Denver.

The Institutes will present discussions of various aspects of radio from the standpoint of the listener - particularly the key leaders of organizations interested in radio, such as Parent-Teacher Associations, League of Women Voters, and Educational Associations.

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DRY CELL RADIO BATTERIES DUE IN QUANTITY IN 60 DAYS

Cutbacks in military requirements for dry cell batteries as a result of victory in Europe are expected to permit production of more than two and one-half times as many cells for dry cell batteries for civilians in the current quarter as were made in the first quarter of 1945, the War Production Board said last Saturday.

This means that in 30 to 60 days dry cell batteries will be available in large quantities for all civilian purposes - for hearing aids, farm and portable radios, flashlights, and other items requiring special types of batteries.

Production in the first quarter of 1945 totaled 791,000,000 cells, of which 102,000,000 were made available for civilian purposes. Estimated production in the second quarter totals 794,000,000 cells. Of these, 261,000,000 are expected to go to civilians.

Approximately 52,000,000 of these cells had been produced for civilians in the first half of the second quarter, before the military cutbacks occurred. WPB estimates that production for civilians in the latter half of the second quarter will total 209,000,000 cells.

Present indications are that military requirements for dry cell batteries for the present one-front war will remain lower than total military battery requirements for the previous two-front war. Even if military demands increase beyond the present level, however, civilians will be able to obtain more batteries in the future than in the past, WPB said.

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"Before the people of Charlotte realize it, television may be in their own back yard", Dan D. Halpin, television receiver sales specialist of RCA Victor, told members of the Charlotte, N.C. Rotary Club on Tuesday. Mr. Halpin called attention to the fact that a coaxial cable for television is already being laid between Washington, D. C. and Charlotte.

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NATIONAL CAPITAL ZONING BOARD CONSIDERS TELE TOWERS

The Zoning Commission of the District of Columbia on Tuesday heard witnesses on the question of allowing television towers and studios in Washington, D. C.

Maj. Gen. U. S. Grant III, Chairman of the National Capital Park and Planning Commission, backed the appeals to allow television facilities in residential zones and explained that soundproof studios would be less disagreeable than facilities like telephone stations already allowed in such areas. He protested any intrusion into the public parks, however.

During discussion of a proposed zoning change necessary to permit antennae towers in residential neighborhoods, the Zoning Commission heard a protest from George A. Corbin, representative of the Manor Park Citizens' Association, who insisted that property values would be depreciated by the introduction of such commercial activities.

Building restrictions prevent towers in downtown Washington from reaching heights necessary to insure adequate reception of television broadcasts from New York City, William A. Roberts, general counsel for the Television Broadcasters' Association, told the Zoning Commission yesterday.

Experimental equipment now set up on the roof of the Hotel Harrington shows that only on city residential property which reaches a height of 300 to 400 feet above sea level can television be given to the entire metropolitan area, he explained.

A 300-foot television tower, set off from adjoining property by a distance equal to one-fourth its height and embellished by landscaping and modern architecture, was described to the Commission by Eugene S. Thomas Sales Manager for the New York Station WOR. The station is operated by the Bamberger Broadcasting Service, which announced plans to establish a station in Washington.

Douglas Clark, Zoning Committee Chairman with the Federation of Citizens' Associations, announced the Federation had almost unanimously approved the necessary zoning change and pointed to tax revenues which will result from establishment of expensive television facilities here.

Films demonstrating the advantages of television were displayed by the New York experts, who said that home television receivers will cost as little as \$75 to \$125. The average man will pay from \$225 to \$250 for more elaborate sets, however, according to surveys quoted by the experts.

Others who testified in behalf of a change in zoning regulations include George C. Davis, consulting engineer for WOR; J. R. Poppele, President of the Television Broadcasters' Association, and representatives of Philco and NBC.

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A.T. & T. IS LOSING NO TIME GOING AHEAD WITH MICROWAVES

The American Telephone and Telegraph Company is moving ahead in its trial of microwave radio transmission and has filed application with the Federal Communications Commission for authority to construct seven relay stations between the terminals of the New York-Boston radio relay project. The New York terminal will be atop the Long Lines Headquarters Building in New York City, while the Boston station will be on the Bowdoin Square Building of the New England Company. FCC approval on the two terminals was granted last year.

The purpose of the trial, as explained in the current issue of Long Lines Magazine, is to determine in practical operation the relative efficiency and economy of radio relay for transmission of long distance telephone messages and of sound and television programs, compared with transmission over the familiar wires and cables, and the coaxial cable.

Bell System scientists view radio relay as a promising means of attaining very broad bands of transmission which can be carved up into different channels for telephone and telegraph messages and for sound broadcast and television programs. A technique by which this can be done on the new coaxial cable systems has already been developed by Bell Laboratories.

The intermediate stations will be built on the following sites:

Jackie Jones Mountain, 35 miles up the Hudson, five miles west of Stony Point, N.Y. in Haverstraw Township.
Birch Hill, five miles southeast of Pawling, N.Y.
Spindle Hill, four miles southwest of Bristol, Conn.
John Tom Hill, seven miles east of Glastonbury, Conn.
Bald Hill, three miles east of Staffordville, Conn.
Asnebumskit Mountain five miles from Worcester, Mass.
Bear Hill, 11 miles west of Boston.

Buildings will be erected at the seven relay points, to house transmitting and receiving apparatus. At each station, highly directive antenna systems will pick up and amplify the radio waves and beam them on a line-of-sight path to the next station.

The New York-Boston experiments are planned in three parts of the radio frequency spectrum - near 2,000, 4000 and 12,000 megacycles. Eight channel assignments, each 20 megacycles wide, are being requested from the FCC in each of these parts of the spectrum. It is planned to use the eight channels to provide two simultaneous transmissions in each direction, with different frequencies in adjacent relay sections.

If the experimental facilities prove as satisfactory as the radio engineers expect, and if this method of transmission is found to be economically feasible, apparatus will be standardized in

order that the Bell System may be prepared to install similar systems on other routes throughout the country as the need develops. The same set of frequencies can be used over and over at alternate relay stations on these systems. In cases where two or more systems radiate from one terminal or where branch circuits connect with the backbone network, additional frequency assignments may be necessary. The probable later addition of spur connections to nearby cities and towns points to a spreading out of radio relay channels in all directions from a backbone network. It is entirely possible that the radio relay systems eventually will be connected with the Bell System's coaxial cable network for nation-wide telephone service and for sound and television program transmission * * *

It is expected that at the completion of the experiments, the facilities will be available for commercial use. At that time applications will be filed with the FCC for commercial licenses.

The radio research and development personnel of Bell Telephone Laboratories is now engaged almost entirely on war work. The New York-Boston project will be carried forward as rapidly as personnel may be released from this work.

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ACTION BY AND APPLICATIONS RECEIVED BY FCC

WSTN, Charles P. Blackley, Staunton, Va., adopted memorandum opinion ordering issuance of construction permit pursuant to Commission's order of December 19, 1944 - authorizing a conditional grant of application for a new station to operate on 1400 kc., 250 watts, unlimited time; Herman Anderson, Tulare, Calif., adopted memorandum opinion ordering reinstatement of construction permit for a new station to operate on 1240 kc., 250 watts, unlimited time, conditionally granted on Dec. 5, 1944, and set aside Dec. 12, 1944.

Also, The Journal Company (The Milwaukee Journal, Milwaukee, Wisc., granted construction permit for a new developmental broadcast station to be located at the transmitter site of applicant's FM station WMFM, Richfield, Wis.

Applications Received: W3XPD, W3XPE, W3XPF, W3XPG, W3XPH, W3XPI, W3XPk, and W3XPL, Philco Radio & Television Corp., Portable-Mobile, area of Central Maryland, N.E. Maryland, S.E. Penna. and District of Columbia - licenses to cover construction permits for new experimental television relay broadcast stations.; WNBH, E. Anthony & Sons., Inc., New Bedford, Mass., authority to determine operating power by direct measurement of antenna power; WFLA, The Tribune Co., Tampa, Fla., acquisition of control of licensee corporation by A.W. Curry and R. Keith Kane, Trustees under the will of John Stewart Bryan (deceased), D. Tennant Bryant, John Stewart Bryan, Jr., and Ananda Bryan Kane through purchase of 106 shares common stock by A.W. Curry and K. Keith Kane, Trustees under the will of John Stewart Bryan (deceased) from J. S. Mims, Truman Green, J. C. Council, H.L. Mims, Chas. Frank Familton and George P. Webb.

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SCISSORS AND PASTE

Newspaper Extra Stages Comeback; Radio Didn't Kill It
(Robert U. Brown in "Editor and Publisher")

Ever since the advent of network radio all the so-called newspaper experts have been bemoaning the death of the "extra". We plead guilty to being among the crepe-hangers on this subject although we agreed with others that radio's quick bulletin news service was whetting the public's appetite for details with a resulting increase in newspaper circulations.

The events of the last three weeks tend to prove we were all wrong - the "extra" is almost as big a seller as it ever was before radio. At least, that is the lesson learned in New York and most of the other large multiple-newspaper towns.

When President Roosevelt died, in New York we had the unusual situation of catching morning newspaper staffs just coming to work and evening paper staffs just knocking off. The result was a flood of "extras" by all papers that were snatched from the stands as if they were printed on sirloin steak.

Since then stereotyping departments have been almost worked to death replating continually for the big stories that never seemed to end - Death of Mussolini and Hitler, Fall of Berlin, Surrender in Italy, etc. Any one of them would have been worth an "3xtra" in the old days. But the stories broke too close together. It was all newspaper staffs could do to keep the presses rolling and constantly change the headlines and lead stories for new developments

On V-E Day which newspaper jokesters are already referring to as "AP Day", newstands couldn't keep a copy of any paper very long. Presses ran almost all day long with extra runs of up to 100,000. They were all sold, and the figure would have been higher if newspapers had the newsprint.

The spot surprise of the newspaper "extra" has gone for good, but the "extra" is not dead. Radio serves to tickle the public's desire for newspapers. The fleeting words on the air waves are too hard to catch and the public wants to be able to read the story and ponder the facts. What's more, they want details. They can read three times as many words as they can hear in 15 minutes, and they also retain a great deal more of it accurately.

San Francisco Press-Radio Parleys Biggest Things Ever
("New York Times")

It is nothing unusual for three or four hundred men and women to turn out for press and radio conferences at San Francisco. The audience represents newspapers, magazines, broadcasters and news-reel organizations from all over the world. There is no discrimination as to race, color or creed. Everybody has the same rights and privileges in the seating arrangements and in the question period.

2,000 Miles Of Coaxial Cable By End Of Year
(Television Broadcasters' Ass'n News Letter)

It was reported last week that the Bell System of the American Telephone and Telegraph Company expects that some 2,000 miles of coaxial cable, suitable for television network links, will have been manufactured by the end of 1945, and that at least three-fourths of this cable mileage will be underground by the same time.

This is part of the A. T. & T. project announced a year ago to provide facilities for television transmission and for long distance uses in telephony. It is expected to have coast-to-coast facilities in place within a few year period.

The Independent Radio Dealer Is Here To Stay
("Radio and Television Retailing")

The latest grist for the rumor-monger's mill is that the independent radio retailer is going to disappear from the American distribution picture. Spreaders of this propaganda tell us that chains and various large buying syndicates are going to swallow the independent merchandiser, and drive him out of business.

This talk is sheer nonsense, and absolutely without foundation. The independent dealer occupies a very important position in our national economy, and he is in this secure niche because he performs a vital service to the community.

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ARMY SALVAGING RADIO AND OTHER EQUIPMENT

Reports reaching the Office of the Chief Signal Officer reveal the magnitude of the salvage task being accomplished by the Signal Corps, with the aid of French civilians, in a Paris department store warehouse of enormous proportions. The warehouse has been converted into the U. S. Army's principal Signal Corps salvage and reclamation depot in the European Theater; and the depot is unique in that it is the only spare parts market for signal equipment on the entire Continent.

The depot is staffed by 500 Signal Corps officers and men and employs an average of a thousand French civilians to handle the varied demands of so big an assignment. The reclaiming task involves testing, splicing and re-winding the wires and cables, and this is done by the French civilian employees, working under the supervision of soldier technicians.

Other sections of the depot rebuild radios for tanks, grind crystals for secret communication channels, repair damaged radar units, telephones, teletypes and telegraph instruments, and power generators.

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::: TRADE NOTES :::
::: _____ :::

The speeches, statements and voting record of Senator Harry S. Truman from 1935-45 have been printed in booklet form and are being distributed with the compliments of the United States News of which David Lawrence is publisher, 24th and N Streets, N.W., Washington, D. C.

During a special fifteen-minute broadcast over WNAX, Cowles Yankton, S.D. station for decks of playing cards for war veterans who have been hospitalized, Mal Murray, WNAX announcer-emcee, reported that with only two announcements brought over 3,000 playing decks. The Sioux City Oriental Shrine Band gathered 7,000 decks.

Magnavox Company - Year to Feb. 28: Net earnings \$626,737, equal to \$1.50 a share, compared with \$401,388, or 56 cents a share, for preceding fiscal year. Net sales of \$28,052,000 were about double previous year's volume, report states. Richard A. O'Connor, President, said unfilled military orders for electronic and electro-mechanical equipment exceeded \$30,000,000, and orders on hand for civilian radio-phonographs exceeded similar products in 1941.

Conservation Order M-146, governing fabrication and use of quartz crystals, has been amended to eliminate the reference in the order that provides for application for certain production under Priorities Regulation No. 25 "the spot authorization plan", the War Production Board said Tuesday. Under the amended order, consumers in hardship cases are directed to appeal directly by letter to the Miscellaneous Minerals Division.

A liberalization has been effected in the order through allowing the use of quartz in the manufacture of research or production instruments on any rating, as compared with a previous limitation restricting such production to ratings of AA-2X or higher. The amended order also eliminates a former prohibition against fabricating radio oscillator plates and filters from quartz scrap.

Bendix Radio (Bendix Aviation Corporation) is carrying the following advertisement in Washington newspapers:

"We have openings for two qualified men to investigate patent disclosures. Must be able to recognize inventions by examination of log books and drawings, and by discussion with engineers. Also must be able to write disclosures for the engineers in such form that the patent attorney can make a search and prepare the application. Also must have the personality and ability to work with all engineers.

"Top salary and permanent position with unusually good working conditions in modern air-conditioned plant in a residential suburb of Baltimore, Maryland."

The big RCA sign on the RCA Building in New York City is again on the job following a blackout since Pearl Harbor.

Georgia School of Technology, area of Atlanta, Ga., has applied for a construction permit for a new relay broadcast station to be operated on 1646, 2090, 2190 and 2830 kc., power of 150 watts and A3 Emission.

Paul Chamberlain, s sales executive of the General Electric Company, told the Advertising Club of Boston recently that wired systems of television for theatres were practical. He said a live talent program originating at a central point could be sent to a number of theatres for simultaneous projection.

Music hath charms, not only to soothe the traditional savage breast, but also to ease the pangs of childbirth, take the terror from a surgeon's knife, and dull the agony of a dentist's drilling, according to Miss Violet Kmety, Program Director of Zenith Radio Corporation's FM Radio Station WWZR.

Speaking on the subject of Music as Therapy before the National Music Week Conference, Miss Kmety outlined the results of several years' cooperation between her station and local surgeons and dentists who use FM music to soothe and relax patients while subjecting them to tedious and painful operations under local anesthesia.

An address entitled "Communications for Peace" delivered by Paul A. Porter, Chairman of the Federal Communications Commission, at a dinner by the Baltimore Chapter of the Morse Telegraph Club of America April 27th was reprinted in the Congressional Record of May 10th at the request of Senator Ernest W. McFarland (D), of Arizona.

Net earnings of Philco Corporation in the first quarter of 1945 totaled \$846,109 or 62 cents per share, after estimated Federal and State income and excess profits taxes and after provision for adjustment and renegotiation of war contracts, it was announced today by John Ballantyne, President. In the first quarter of 1944, earnings amounted to \$946,326 or 69 cents per share.

Limitation Order L-21, issued Dec. 10, 1941, to halt production of coin or token operated automatic phonographs and amusement and gaming machines has been revoked, the War Production Board said today. Until the Controlled Materials Plan is opened, however, WPB pointed out, use of steel, cooper, and aluminum will be limited by the availability of these materials from idle and excess inventories.

Automatic phonographs (juke boxes) were defined by L-21 as including any coin or token operated phonographs. Amusement and gaming machines, under the order, included pin-ball machines, slot machines, and similar commercial games of amusement or chance, whether coin operated or not.

Says Broadcasting Magazine: "Under the inspired leadership of Paul A. Porter, the FCC these past few months has functioned with efficiency and with hitherto unequalled harmony."

No doubt about Paul making a good start but isn't "inspired" spreading it on pretty thick?

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C. 1 1945

CLAY MORGAN

MAY 2 1945

FRANK E. MULLER

RECEIVED

MAY 28 1945

J. H. MacDONALD

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No. 1682

RECEIVED

JUN 1945

W. S. HEDGES

May 23, 1945

FCC PROPOSES TO ADD ONE STANDARD BROADCAST CHANNEL

Having given out the final frequency allocations of the radio spectrum above 25,000 kc last week (except the highly explosive FM) the Federal Communications Commission on Monday made public its proposed allocation of frequencies below 25,000 kc. The foremost of these was to provide an additional channel to the standard broadcast band beginning at 540 kc. At present this band extends from 550 to 1,600 kc.

No decision has yet been made as to the number of new stations the 540 kc channel will accommodate or as to whether the channel will be used by local, regional or clear-channel broadcast stations. (There are now 928 standard stations broadcasting and 23 others under construction. The FCC has in its pending files approximately 180 applications to build new standard stations when manpower and materials again become available for civilian radio construction.) About 54% of the present receiving sets will be able to receive programs from stations operating on the 540 kc frequency. However, the channel including 540 kc is now used by the government and it is not known how soon it can be made available to broadcasters.

Summarized other proposals of the FCC are:

Addition of another radio channel to the lower end of the present standard broadcast band;

Provision of 120 radio channels, some of which will be available to the United States, for direct international short-wave broadcasting;

Allocation of frequencies for use by radio amateurs and others during times of disaster, such as floods, earth-quakes, hurricanes, etc.;

Increased emphasis on the requirements of aviation radio-communications, including navigational aids, after the war; and

Establishment of a greater number of "S O S" frequencies for use by aircraft and small surface craft in distress and to provide more reliable coverage over long-distances on radio distress calls.

The Commission points out that the radio spectrum below 25,000 kilocycles is so overcrowded it has been impossible to meet the requirements of all radio services operating in these ranges. However, the FCC has attempted to make an equitable distribution of frequencies among the various services. Wherever possible, radio services are expected to move into the very high and ultra high

portions of the spectrum and to take advantage of improved equipment and transmission techniques to enable them to make the most efficient use of the spectrum space available to them.

International Broadcasting - Six bands of frequencies - 120 channels - below 25,000 are set aside for direct international broadcasting on a worldwide basis.

The proposed report reads: "The United States has assumed and proposes to continue a role in world affairs, and international broadcasting is one of the means whereby that role may be made known and understood everywhere. The furthering of international understanding and amity hereafter will require international broadcasting as urgently as it has been required during wartime."

No technique such as the transmission of U.S. broadcasts over point-to-point facilities for rebroadcast over domestic stations in foreign countries can take the place of direct broadcasting from the United States to listeners abroad, according to the Commission's report.

The FCC proposes to discontinue use of the 25,600-26,000 kc band for international broadcasting but feels this will in no way handicap the service since little use has been made of this band by the U.S. or by other countries on a regular basis.

International Radiotelephone and Radiotelegraph - Unfortunately, only a small fraction of the available spectrum - from 3,000 to 25,000 kilocycles - is useful for long-distance radiocommunications. In view of the tremendous growth of overseas radio communications, it has been difficult to provide adequately for the needs of this country and the rest of the world in international telephone and telegraph service.

The report states: "The Commission is of the opinion that only through a properly organized system of assigning frequencies by geographical zones throughout the world, will it be possible to accommodate the post-war requirements of all nations."

Therefore, the Commission urges close cooperation among nations in planning their overseas communications and the use of improved equipment and techniques to cut down the spectrum space required for long-distance communications.

Amateur Radio - Although the Commission proposes to assign only three bands (rather than the four now used) to radio amateurs, this loss is more than offset by their enlarged frequency assignments above 25,000 kc.

Standard Frequency Broadcast Service - Six channels are included for use by the National Bureau of Standards to provide a highly accurate standards for the measurement of frequencies, including time signals, to be used by scientists, observatories and radio station operators throughout the world to calibrate their equipment.

Oral argument on the proposed report will be held at the FCC beginning June 20, 1945, at 10:30 A.M. After all arguments have been heard, the Commission will issue a final allocations report covering non-governmental radio services in this portion of the spectrum.

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FCC SIDESTEPS FM ALLOCATIONS; McDONALD WINS 1ST ROUND

As a result of the great hullabaloo raised over the allocation of FM, the Federal Communications Commission discretely walked around the proposed change "pending the outcome of measurements and tests during the coming Summer." This decision to "stop, look and listen", was a victory for E. F. McDonald, Jr., President of the Zenith Radio Corporation, who almost single-handedly waged one of the most bitter fights on the FCC that it has ever experienced. Other manufacturers were likewise opposed to the proposed change but he was the only one who openly fought the Commission. In a final grand slam, Commander McDonald directed first one and then another telegraphic broadside at every member of the Senate and House.

An observer commented:

"The members of the FCC in their fight with Gene McDonald came up against a new kind of treatment to which they were not accustomed. They have been in the habit of having broadcasters come in with their hats in their hands and even rising to their feet when the Commission walked into the room.

"Any fighting that has been done with the FCC in the past has been done by attorneys and very adroitly, gently, and meekly. They haven't seen anyone come out in the open and fight them cleanly and fearlessly and pull Congress into it. I don't know of a single instance where the Commission has thus been fought in the open without attorneys except many years ago where McDonald as a test case deliberately appropriated a wavelength in defiance of Secretary of Commerce Hoover, which act forced the passage by Congress of the first radio law and the creation of the Federal Radio Commission to enforce it."

The FCC in explaining why FM was too hot a potato to be handled in a hurry, ignored the opposition aroused by Commander McDonald (in which he had succeeded in enlisting the personal interest of Senator Burton K. Wheeler (D), of Montana, Chairman of the Senate Interstate Commerce Committee, Senator Charles W. Tobey (R), of New Hampshire, Senator Homer E. Cephart (R), of Indiana, and others. The Communications Commission said:

"The reason for not making a final decision at this time was that the Commission felt that further measurements were desirable before making a final allocation for FM. In this connection the Commission pointed out that its decision not to make a final

allocation for FM at this time would not in any way hamper the future development of that service because the Commission has received advice from the War Production Board that the radio industry will not resume production of new AM, FM and television transmitters or receivers "in 1945 or even in the first part of 1946 unless Japan capitulates. This is not to say that a small quantity of receivers and possibly a few transmitters may not be made available. However, this will have little or no effect on the future expansion of AM, FM and television services."

When informed that the FCC had delayed final allocation of frequencies to FM broadcasting, pending tests to decide between the 50-68, 68-86, or 84-102 megacycle wave bands, Commander McDonald said:

"Excellent! I am delighted by the Federal Communication Commission's wise decision to conduct tests to determine the best wave band for FM, instead of arbitrarily kicking it upstairs to the undesirable and untried 84-102 megacycle band.

"Although the preponderance of technical experts favored leaving FM in the 50 megacycle area where it has given unequalled service for the past five years, a series of tests to further prove that this is the best location will be helpful.

"I am confident that these tests will indicate the desirability of assigning to FM the 50-68 megacycle band, rather than the alternative bands of 68-86 or 84-102 megacycles which have been proposed. The selection of the 50-68 megacycle band will save the public millions of dollars in the purchase of new radios. If FM cannot use the 50 to 68 megacycle band, then certainly television cannot, because television is much more susceptible to interference than is FM.

"I am sure that the radio industry, if called upon, will cooperate, and Zenith will do its share, to conduct these tests as rapidly as possible. It will take some time after final allocations are announced for manufacturers to complete their engineering and get ready for production. In the meantime, the date of reconversion is rapidly approaching. Unless FM is ready to go, on the day we get the green light from WPB, tens of thousands of new jobs will be lost.

"Should, as I believe probable, the final decision be to place FM in the 50-68 megacycle band, I earnestly recommend that for a period of two or three years the Commission widen it to include also 48-50 megacycles. These are in tuning range of FM sets now in the hands of the public, and by assigning a number of stations to these frequencies present set owners would continue to get value from their receivers."

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JIM KNOWLSON TO DISPOSE OF U.S. ARMY SURPLUS IN EUROPE

James S. Knowlson, of Chicago, former top assistant of Donald Nelson in the War Production Board, has been selected to direct disposal of surplus Army property in Europe. His appointment was announced last Saturday by Thomas B. McCabe, Army-Navy Liquidation Commissioner.

Mr. Knowlson, who is President and Chairman of the Board of the Stewart-Warner Corporation and was formerly head of the Radio Manufacturers' Association, came into the limelight conspicuously several years ago defending Philip D. Reed, Chairman of General Electric, dollar-a-year head of WPB's Bureau of Industry Branches, whom the Truman Senate Committee accused, along with other dollar-a-year men, of resisting maximum conversion of civilian industries to war work.

The Committee, headed by Senator Truman of Missouri, investigating the national defense program, said the dollar-a-year men were of unquestioned capacity and "the overwhelming number are possessed of patriotism and integrity" but that they should not be allowed to have a voice in any decisions or determinations affecting the thing they know most about, namely their own industries. The reason given was that "they are unable to divorce themselves from their subconscious gravitation to their own industries."

Mr. Knowlson, Director of WPB industry operations and himself a dollar-a-year man, said in 1942 when the controversy arose: "I believe industry has been more or less maligned by those who claim it has resisted conversion.

"I do not believe industry has resisted conversion. They have resisted what they felt might be liquidation. But all that is over.

"Within the next two or three months what is left of civilian production will be but an appendix to war production."

Mr. Knowlson said conversion of plants already was proceeding faster than most people realized, but cautioned:

"We must not confuse haste with speed. We must not let ourselves become hysterical and create problems which would otherwise not exist."

All of which has added interest now that Senator Truman is President of the United States.

Mr. Knowlson, who was born in Chicago, is 62 years old. He was graduated from Cornell in 1905 and began as an electrical engineer with General Electric at Schenectady. He is Chairman of the Postwar Economic Advisory Council of Chicago. Mr. Knowlson was President of the Radio Manufacturers' Association from 1940 to 41 and was elected to a second term but resigned September of 1941 to go into the Government service at which time he was succeeded as RMA President by Paul V. Galvin of Chicago.

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JUAN DE JARA ALMONTE OF NBC IS DEAD

A man known to many in the broadcasting industry, Juan de Jara Almonte, Assistant to the President, of the National Broadcasting Company, in New York, died of heart failure last Sunday at West Nyack, New York.

Mr. Almonte came into fame as Night Manager - host would be a better word - at NBC. He was the perfect receptionist. The most distinguished the visitor, the more capable Almonte proved for he was himself a distinguished man who seemed to know exactly how much attention each and every visitor should be accorded. His office in the old days was a show place, almost a museum in fact. He was a collector of miniature china animals and other little figurines, such as became so familiar to White House visitors on President Roosevelt's desk.

Born in Paris of Spanish parents, Mr. Almonte was raised in England where his father was a member of the Spanish Legation. A Washingtonian, noting Mr. Almonte's courtly manner, once wrote suggesting that he should be made U. S. Ambassador to Spain. "Splendid", replied the diplomat of the kilocycles. "Judge A. L. Ashby has promised me the sword, I have the knee breeches, so all I'll need will be the appointment."

Mr. Almonte, after residing some time on the Continent, came to America for a visit and remained to become a newspaper reporter and later an advertising man.

He joined the Marconi Company, and afterward worked in South America and London. In 1927 he joined the National Broadcasting Company and soon after was made Assistant to the President.

Mr. Almonte was 65 years old.

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SEN. WHEELER STARTS SOMETHING SEEKING TO VISIT BERLIN

Senator Burton K. Wheeler, (D), of Montana, Chairman of the Senate Interstate Commerce Committee, now heading a delegation abroad in connection with international communications and radio, has them running around in rings at the State Department as a result of a request that his party, which includes Paul A. Porter, Chairman of the Federal Communications Commission, be allowed to visit Berlin. When Senator Wheeler asked General Eisenhower to seek the necessary permission from the Russians, he was informed that such a request would have to go through the State Department. But the supreme commander added that if the State Department could obtain the authorization, the Army would be happy to furnish transportation.

Incidentally, it must seem like a Columbia Broadcasting System old home week at Supreme Allied Headquarters to Paul Porter, former CBS counsel in Washington. Other CBS alumni at Allied Headquarters are Capt. Harry C. Butcher, USNR, aide to General Eisenhower, CBS Vice-President on leave; Col. William S. Paley, CBS President on leave, and Sam Pickard, now with the Red Cross, former Federal Radio Commissioner and CBS Vice-President.

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ELMER DAVIS IS RIBBED UNMERCIFULLY; OWI JEOPARDIZED

Following the rebuke by President Truman of Elmer Davis for the latter's prize boner of ordering newspapers excluded from Germany and stating he would give the country "only the press and radio news the doctor ordered", a storm of criticism broke over Elmer that not only threatened to blast him out of the Government service but has apparently jeopardized the entire Office of War Information, of which he is the head. Mr. Davis has had some pretty rough going in the government service since he left the Columbia Broadcasting System several years ago but nothing like the jolt he received the past week.

The first man to be heard from on Capitol Hill was Representative Leon H. Gavin (R), of Pennsylvania, who declared:

"The suggestion made by Elmer Davis to bar newspapers and magazines from occupied Germany, a proposal that was vetoed by General Eisenhower and President Truman is evidence that the OWI should be blotted out and war propaganda turned over to the Army and Navy where it belongs.

"A grand opportunity awaits the Members of Congress when the \$50,000,000 appropriation comes up for the Office of War Information. This war agency should be abolished to save \$50,000,000 for the taxpayers and a lot of headaches to the American people.

"On Monday, June 21, 1943, I stated on the floor of the House:

"Now along comes Director Davis - and I am referring to O.W.I. Elmer Davis - and he threatens to resign unless Congress restores the funds to the domestic branch of O.W.I. If he wants to resign, he can resign, and I know the press will be only too pleased to record it under the heading of public improvements."

"What I said then still goes now - double for the whole O.W.I. set-up. Mark me, there will be no threats to resign this time."

Newspapers all over the country opened up on their former colleague. The Washington press was unanimous in denouncing him.

"This Capital's most distinguished graduate of Queen's College, Oxford, the worthy Dr. Elmer Holmes Davis, Director of the Office of War Information, has just had the seat of his pants booted way up between his shoulder blades by an official White House rebuke" John O'Donnell wrote in the Washington Times-Herald.

"With the White House directness and candor that now makes a presidential press conference a refreshing and informative session, President Truman 'reversed' (to put it gently) an OWI program which very pompously and with a 'papa-knows best' smirk, Director Davis had proclaimed from his OWI ivory tower only last Friday.

"This was the Davis decision, handed down as an expert on the 'psychology' of public information in wartime, which would bar henceforth all American newspapers and magazines from occupied Germany.

"In their place, Davis proposed to use Treasury funds to print newspapers in German cities staffed by some of the pay roll patriots of OWI - whose draft exemption had been requested and obtained months ago when they climbed aboard the gravy train.

"The important fact behind all this is that President Truman's 'reversal' of Director Davis may not only mean the end of Davis' turbulent wartime career but may also mean the end of OWI and its \$50,000,000 a year spending program.

"And if that happens, few of the working press in Washington will grieve. * * * * *

"The reason for all this is that OWI from its very start has been cursed with an overload of propagandists, press agents, self-appointed psychologists and advertising experts who wanted to 'sell the war to America', etc., etc.

"The idea that if you're handling news and information it might be a good idea to have a few competent newspapermen around never got very far in OWI.

"A few respectable members of the craft were lured into the Davis setup to give it the window-dressing of journalistic respectability. But they were few and most of them quit in disgust.

"In all decency they couldn't stand the phony atmosphere created by the breast-beaters and psychopathic crackpots, the sweepings of editorial rooms, the draft dodgers who battled to get on the OWI pay roll, and the slobbering do-gooders and world-savers."

In an editorial captioned: "Rebuking Mr. Davis", the Washington Post said:

"President Truman has considerably enhanced the rising public confidence in his Administration by insisting that his predecessor's hope for 'freedom of speech and expression everywhere in the world' must at least be realized in those portions of the world which are now under the American Flag. To make this plain he was forced publicly to humiliate Mr. Elmer Davis, Director of the Office of War Information, although the President sought to spare his subordinate as much 'face' as the circumstances permitted. Mr. Truman said that he believed Mr. Davis had acted in good faith and in accordance with what he mistakenly thought were the wishes of the military commanders. * * * * *

"But if Mr. Davis has been humiliated, it is not for the first time. Indeed, his capacity for accepting humiliations has been his distinguishing characteristic. It is strange now to remember that Mr. Davis, a professional journalist of high repute, was the

nominee of virtually the whole American press for the OWI assignment. On taking office he said that his policy would be 'to give more news and to clarify news'. Mr. Davis' humiliations began when he sought to obtain more and clearer news from the Army and Navy. He was humiliated again when he failed to get a representative of his office admitted to the trial of the Nazi saboteurs before a military tribunal. He was still more pointedly humiliated when he was not invited to the Tehran and Yalta conferences.

"When, very early in his bureaucratic career, Mr. Davis discovered that the 'information' part of his job was to be taken only in the Pickwickian sense, he had the choice of resigning or making the best of his status as an official propagandist. He seems to have first endured and then embraced the role thus thrust upon him."

The Washington Star, usually the mildest in tone of all the papers in the Capital, joined with an editorial entitled "A Welcome Repudiation", which read in part:

"The American people will applaud the President's forthright disavowal, in which he stands with General Eisenhower, of the policy so recently announced by Director of War Information Elmer Davis regarding access of the German people to information from the outside world.

"Mr. Davis, as the President took pains to say, obviously was acting in good faith and in pursuance of a policy which was supported by agreement on the lower levels at SHAEF. The levels, though were not high enough.

"The trouble with Mr. Davis' policy was its similarity to the policy pursued by the Nazis themselves. They, too, looked on the German people as 'a sick man' who could have only what 'the doctors prescribe' in the way of reading matter. If that is the medicine, heaven help the patient - regardless of the doctor who administers the dose. * * * *

"It is doubtful if many Germans will have the means, if they have the inclination, to obtain American or British reading matter. Military security will require a degree of censorship which would be insufferable in ordinary times.

"But the announcement from official sources, before the surrender was a week old, that the German people would be permitted to read and to know only 'what the doctors prescribe' did not sit well with the American people and General Eisenhower and the President were well advised to repudiate it."

The Washington Times-Herald reprinted a cartoon from the Chicago Tribune by Parrish, captioned "The Specialist". It pictured Elmer Davis as a doctor sitting at the bedside of Germany, a patient. In the background as consultants were an Englishman with a monocle and one of Parrish's "New Deal Crackpots". The cartoon was further adorned by the following verses:

"When Doctor Hitler took the case
 To cure the ailing master race,
 He said, "The remedy I choose
 For this disease is doctored news;
 I'll feed the patient printer's ink,
 And tell him just what he must think."
 So Doctor Hitler tried and tried -
 And in the end the Doctor died.

"A new Doc now, that Rara Avis,
 That specialist, Doc Elmer Davis,
 Essays a super-diagnosis,
 And says he thinks the proper dose is
 Some more of what his late confrere
 Concocted as the sick man's fare.
 This double dose of double dope
 Will surely cure or kill, we hope!"

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CRAVEN NAB PRES. GROUP HEAD; REINSCH, RYAN DIRECTORS

With Paul W. Morency of WTIC, Hartford, Conn., getting off the hook as a possible temporary President, the National Association of Broadcasters, at its Omaha meeting named a new Committee headed by T. A. M. Craven, Vice-President of the Cowles Broadcasting Company, to continue the search. The other members are J. Leonard Reinsch, of WSB, Atlanta, Ga., Dr. Frank Stanton, Vice-President, Columbia Broadcasting System; William B. Way, KVOO, Tulsa, Okla.; G. R. Shafto, Columbia, S.C., and J. Gillin, Jr. of WOW, Omaha, Nebr. Thus the search for the right man for the Broadcasters' president will be vigorously pursued. J. Harold Ryan hopes to retire as President of the Association July 1st.

In the referendum election taken in lieu of the annual meeting this year, three new members were elected to the NAB Board of Directors - Mr. Ryan, Mr. Reinsch and Tam Craven.

Runoff elections will be held for the one remaining Director for medium stations and for the two small station Directors. Under the election procedure the three candidates receiving the highest number of ballots will contest for the remaining position in the medium class. These are G. Richard Shafto, WIS, Columbia, S.C., Clarence T. Hagman, WTCN, St. Paul, Minn., and Clarence Leich, WGBF, Evansville, Ind.

In the small-station class there are four candidates for the key positions, having polled the highest number of votes among six candidates. These contestants are: Matthew H. Bonebrake, KOCY, Oklahoma City, Okla.; Dietrich Dirks, KTRI, Sioux City, Ia.; Clair R. McCullough, WGAL, Lancaster, Pa., and Marshall Penegra, KRNR, Roseburg, Ore., or Frank King, WMBR, Jacksonville, Fla.

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WNAX "MIDWEST FARMER DAY" SEPT. 3; DREW 60,000 LAST YEAR

"Midwest Farmer Day", sponsored by the Cowles Broadcasting Company's Station WNAX this year will be held on September 3rd, Labor Day, in Yankton, South Dakota. Last year the event attracted 60,000 visitors.

" brochure "Typical Midwest Farmer Goes to Washington" designed to tell the story of Station WNAX's big "Midwest Farmer Day" promotion in sending Anton M. Ettesvold, of Morris, Minn., "Typical Midwest Farmer of 1944" to the Capital, is being distributed to all agency and client lists and to all banks, county extension agents and newspapers in the States of North and South Dakota, Nebraska, Iowa and Minnesota.

The cover of the brochure carries a picture of Senator Chan Gurney of South Dakota at the Capitol with Mr. and Mrs. Ettesvold. They are later seen with Senator Henrik Shipstead of Minnesota. Another picture shows them, convoyed by Merle Jones, General Manager of WOL in Washington, at the head of a line registering at the Hotel Statler. Also with FCC Commissioners Case and Wakefield at a banquet. They are subsequently pictured at the inaugural of President Roosevelt at the White House.

There are introductory pages depicting broadcasts of the 1944 "Midwest Farmer Day" participated in by Gov. M. Q. Sharpe, of South Dakota, Gov. Ed. Thye of Minnesota, Maj. Gen. James A. Ulio, Adjt. General of the Army; Maj. Gen. C. H. Danielson, U.S.A., Gardner Cowles, Jr. and others.

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HITS PREJUDICE AGAINST ERECTING TELE TOWERS IN WASHINGTON

"Television is here to stay, and opposition to the erection of towers here is a block to progress", one of the three Commissioners who govern the District of Columbia, told the Chillum Heights Citizens Association in defense of the erection of television towers in Washington, D. C.

Speaking at a bond rally which the group held, the Commissioner deplored the attitude of "prejudiced opponents" to the plan. Actually, he said, the towers look like "the beautiful Christopher Wren church steeples", and the buildings upon which they will be erected will be of a colonial design in keeping with the architecture of surrounding homes.

Because a television beam, unlike a radio beam, must have no intervening opaque objects to interfere with its operation, the Commissioner explained the necessity for erecting tower stations in outlying districts. He said he hoped that the District would be able to have 10 or 12 stations.

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RECONVERSION CHAIRMEN APPOINTED

Appointment of reconversion chairmen for approximately 400 industries was announced Thursday (For release Thursday morning papers, May 24th) by the Committee on Period One (COP) headed by John D. Small, the War Production Board's Chief of Staff. "Period One" is the name given to the time between the victory in Europe and the victory over Japan.

This move is in line with WPB's announced intention of facilitating the change over from military to civilian production whenever it can be done without detriment to war production. The Chairmen will advise and consult with their various industries on problems affecting machine tools, directly in Washington, equipment, construction and materials for reconversion, and should be consulted on all reconversion problems. WPB officials cautioned that it is not within the agency's field of action to find the solution for all of industry's problems. Industry must use its own initiative. The reconversion chairmen will help each industry to help itself in its reconversion problems.

The industries, with their Chairman and WPB code numbers follow with respect to the radio industry:

Communications Division
Reconversion Officer, Maynard A. Cook

<u>Code No.</u>	<u>Code Description</u>	
515	Telephone, telegraph equipment	Maynard Cook
533	Communication equipment: special military; not electronic	"
577	Head sets: radio	"

Radio And Radar Division
Reconversion Officer, M. E. Karns

255	Vacuum tube manufacturing, processing and testing machinery	M. E. Karns
405	Transformers: specialty: natural draft dry type: not nonpower electronic	"
500	Capacitors	"
501	Cable: coaxial: radio frequency	"
505	Microphones and speakers	"
506	Resistors: electric carbon, wire mound: fixed, variable	"
507	Sockets: radio tube	"
508	Vibrators: electronic Vibrapacks	"
509	Test equipment: electrical & electronic: standard	"
510	Transformers including reactors, chokes and coils: not IF, RF: for nonpower electronic applications such as radio, radar, communications	"

<u>Code No.</u>	<u>Code Description</u>	
511	Tubes: electronic: cathode ray, military hearing aids, receiving, special purpose, transmitting: not X-Ray	M. E. Karns
512	Intercommunication equipment: wire: electronic	"
601	Instruments: electric measuring: not automotive nor self synchronous aircraft types	"
608	Sound systems: industrial	"
729	Hardware: radio	"
730	Switches: radio, radar	"
825	Radio and Radar Division: repair parts	"
910	Transmitters, receivers: radio: not military procurement	"
911	Generators: electronic heating	"
912	Radio apparatus and accessories: specialized: not military procurement	"
600	Control valves and regulators: industrial	E.A. Capelle
602	Instruments: industrial type	"
611	Instruments: commercial	"

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RCA RESUMES SERVICE TO DENMARK AND NORWAY

Resumption of radiotelegraphic service between the United States and Denmark and Norway by R.C.A. Communications, Inc., was announced last week by Lieut. Colonel T. H. Mitchell, Vice-President and General Manager of RCAC.

Effective at once, RCAC will accept personal and "non-transactional" business messages, Colonel Mitchell said. This service supplements the transmission of government and press messages which was resumed two weeks ago.

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REPUBLICANS INTRODUCE THEIR NEW RADIO DIRECTOR

Herbert Brownell, Jr., Chairman of the Republican National Committee, is having a party today (Wednesday) at the Statler to introduce John McCormick, the new Republican National Committee Radio Director.

The event was originally scheduled to be held on the day President Roosevelt died but was postponed on that account.

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WEISS PRESIDES FOR FIRST TIME AS MBS VICE-CHAIRMAN

Lewis Allen Weiss of Los Angeles, Vice-President and General Manager of the Don Lee Broadcasting System, presided for the first time since his election as Mutual Broadcasting System Vice-Chairman, at the regular May meeting of the Board of Directors of the MBS held Monday in Chicago. Mr. Weiss was accompanied to Chicago by Willet H. Brown, Vice-President and Assistant General Manager of the Don Lee System.

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::: SCISSORS AND PASTE :::
::: SCISSORS AND PASTE :::
::: SCISSORS AND PASTE :::

Believes Radios May Be Late Starter
(Thomas F. Conroy in "New York Times")

Radios, because of the huge demands for electronic equipment in the war against Japan, may be the last of the appliances to get the reconversion green light. This, it was pointed out, does not mean radios will be the last to get to dealers' shelves, owing to the rapid rate of production which may be quickly attained. By contrast, according to trade estimates, no refrigerators may be turned out in the first two or three months of reconversion, with output rising successively in the fourth, fifth and sixth months.

Movies Considering Tele Studio Sites
("Wall Street Journal")

Movie companies are lining up television studio sites and executives are scanning productions for their television possibilities. Players are rehearsing new techniques and mechanics are devising gadgets to meet the demands of the new art.

Interest in television has reached the "colossal" stage, the article indicates.

The "Radio Newspaper"
(Jerry Walker in "Editor and Publisher")

The "radio newspaper", as the broadcasters see it, will be delivered directly into the home on a facsimile machine which will be made available at "a moderate price". Before the war they were being quoted at around \$75. They will come on the market at a much lower figure. The machine is about the size of a typewriter and it can be plugged into any FM radio receiver. Even while the owner sleeps the machine can run on, turning out pages of the newspaper. An 8 x 10-inch sheet filled with headlines, news text, pictures, and advertising copy can be transmitted, ready for reading, within 10 minutes and it is likely it takes much less than that time on machines the Army and Navy have been using and about which the manufacturers can say little.

Radio-Appliance Merchant Will Stay In Business
("Radio & Television Retailing")

The Radio-Appliance merchant will stay in business because: Customers have faith in his ability to choose the best in merchandise; he gives that "personal touch" to retailing; he has knowledge of customers' financial standing; he is the buyer for his locality; he has rendered excellent wartime service; he is reliable and strives to turn out good work; he goes "out of his way" to please customers; he takes an active interest in his community; millions of people are employed in independent establishments; and he accounts for the bulk of the business in the radio-appliance industry.

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 ::: TRADE NOTES :::
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A meeting of the Federal Communications Bar Association is planned for sometime in June. This will be for the purpose of making certain changes in the Constitution and By-Laws, and, also, to determine whether the Association should sponsor certain proposed changes in the Communications Act and in the Rules and Regulations of the Commission.

Typical of the response Col. Robert McCormick, Editor of the Chicago Tribune has been receiving from his MBS broadcasts were 1500 requests for his speech a week ago last Saturday night.

President Truman has requested Secretary of Commerce Wallace to undertake a study of the alleged misuse of patents to support monopolies and to recommend appropriate action to Congress. Mr. Wallace later announced that a Committee had been formed, headed by William H. Davis, Director of Economic Stabilization, and that it hoped to make its recommendations by June 30.

The President asked Mr. Wallace to consult with Mr. Davis, Attorney General Biddle, Dr. Charles F. Kettering, Chairman of the National Planning Commission and Dr. Vannevar Bush, Director of the Office of Scientific Research and Development and they were included as the Committee. The Patent Office is part of the Commerce Department.

The Federal Communications Commission and the War Production Board have granted the Electronics Division of Maguire Industries, Inc., authority to use its newly developed railroad radio equipment to conduct experimental tests with the Reading Railroad.

It is planned that the tests will begin about July 15th and will cover the operation of very high frequency space radio equipment in freight yards, terminals, and for end to end communications on freight trains. The frequencies allocated for these tests are within the 156 to 162 megacycle frequency band that has been proposed for railroad service.

Enroute to the Greek Theatre of the University of California's campus to attend ceremonies incident to the bestowing of degrees on several leading international statesmen, a number of radio commentators were joined by a distinguished elderly gentleman, Dorothy Lewis of NAB states in a release to the Association of Women Directors from the San Francisco Conference. He politely asked about the background of each person and then he said, "I am delighted to meet you all and to congratulate you. I find that news over the radio is trustworthy, surprisingly accurate and interestingly presented." The gentleman proved to be one of the outstanding Deans of this famous college. One up for radio!

A cartoon by Keller in the American Magazine for June has an excited stage manager answering the telephone and shouting to the producer: "It's Mr. Petrillo, sir; about the maid, in third act, humming while she dusts."

With six members of its staff now operating television sets in their homes in the metropolitan area, the Caldwell-Clements group of radio and television magazines, with offices at 480 Lexington Avenue, New York, is making a pre-V-day study of video reception and programs. These surveys look forward to the day when television will become a major U.S. industry.

To keep television stations, directors and featured performers in touch with the staff's observations of their current video efforts, a "Television Applause Card" has been prepared, and is being used by the observers, worded:

"We enjoyed seeing you on Television Station _____
Location of Teleset _____ Observer _____
Television Observing Staff Caldwell-Clements, Inc."

If the peacetime ratio of advertising to national income prevails in the post-war period, then advertising should reach \$3,300,000,000 to \$3,600,000,000 annually, Frederic R. Gamble, President of the American Association of Advertising Agencies, told the George Burton Hotchkiss Chapter of Alpha Delta Sigma at New York University.

The control of three Texas broadcasting companies - the majority of whose stock was owned by Brig. Gen. Elliott Roosevelt, his former wife, Mrs. Ruth G. Roosevelt Eidson, and their three children - has been transferred to the Texas State Network, Inc., Federal Communications Commission has announced.

KFJZ at Fort Worth, Texas, KNOW at Austin, and WACO, Waco, Texas and KABC at San Antonio, Texas, are the stations concerned.

R. C. A. Communications, Inc. is now accepting personal and "non-transactional" commercial messages for "transactional" commercial messages for transmission direct to Holland, Lieut. Colonel Thompson H. Mitchell, Vice-President and General Manager of RCAC, announces.

RCAC restored the direct circuit to The Netherlands, for Government and press messages only, on March 5th, following the end of German occupation. The Holland terminus is handled by The Netherlands Postal and Telegraph Administration.

Radiotype and high-frequency FM emergency radio communication demonstrations were the highlights of a two-day visit of the New York State Chapter of the Associated Police Communication Officers to General Electric Company at Schenectady, N.Y.

At the Helderberg mountain site of G.E., 50 police officers were shown a one-way demonstration of Radiotype when messages were sent from the company's plant, about 13 miles away. This operated on 35.46 megacycles. The engineers had voice communication between the mountain and plant by standard FM emergency equipment and used the same equipment to transmit the Radiotype. While no attempt was made to multiplex voice and Radiotype over the same carrier in this demonstration, the engineers explained that this has already been accomplished without interference on either channel.

As an aid to religious broadcasters in using the great potentialities of radio, E. Jerry Walker, staff consultant on radio for the International Council of Religious Education, has written a guide booklet form for those who prepare and present religious programs. This manual, entitled "Religious Broadcasting", has been published by the National Association of Broadcasters.

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

RECEIVED

JUN 7 1945

FRANK E. MULLEN

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No. 1683

May 30, 1945

FM APPLICATIONS PASS 400 MARK; 25% FROM NEWSPAPERS

More than 400 - 403 to be exact - applicants for FM are now waiting for the go ahead priorities signal when materials and manpower will become available for the construction of commercial frequency modulation (FM stations).

As far as can be learned from the applications, at least one-fourth are from newspapers. The proportion may be even higher.

The applications are from 41 states and the District of Columbia.

Ohio leads the other States with 36 applications on file; California is in second place with 33; New York is third with 31; Illinois and Pennsylvania tie for fourth place, each with 24.

Applications have been received from all the States except Arizona, Mississippi, Montana, New Mexico, South Dakota, Vermont and Wyoming.

At the present time there are 46 commercial FM stations throughout the country which are broadcasting regularly. Three other FM stations are licensed for experimental operation only.

Since April 27, 1942, civilian construction of radio has been sharply curtailed. Action on these applications awaits release of manpower and equipment for civilian radio construction and authorization of individual applications by the FCC as the licensing agency. In some vicinities, applicants have applied for identical frequencies or for some other reason their applications may be mutually exclusive.

Among those FM applications from Ohio are:

Akron, Allen T. Simmons; United Broadcasting Co.; Summit Radio Corporation; Cincinnati, Cincinnati Broadcasting Co.; Scripps-Howard Radio, Inc.; Cincinnati Times Star Co.; The Crosley Corp.; L. B. Wilson, Inc.; Cleveland, NBC; Scripps-Howard Radio, Inc.; UAW-CIO; United Broadcasting Co.; WGAR Broadcasting Co.; Columbus, Central Ohio Broadcasting Co.; The Pixleys; The Crosley Corp.; Dayton, The Crosley Corp. (2); Toledo, The Toledo Blade Co.; The Fort Industry Co.

FM applications from California include:

Glendale, So. Calif. Associated Newspapers; Hollywood, CBS, Warner Bros. Broadcasting Co.; Los Angeles, The Times Mirror Co. Blue Network Co., Consolidated Broadcasting Corp., Ltd.; Earl C. Anthony, Inc.; NBC; UAW-CIO; Standard Broadcasting Co.; Oakland,

Tribune Building Co.; Sacramento, McClatchy Broadcasting Co.; San Diego, Airfan Radio Corp., Ltd.; Union Tribune Publishing Co.; San Francisco, The Assoc. Broadcasters, Inc.; Pacific Agr. Foundation, Ltd.; NBC; Blue Network Co., Inc.; Don Lee Broadcasting System; KJBS Broadcasters.

Some of the FM Applications from other States are:

New York - Albany, WOKO, Inc.; Brooklyn, Frequency Broadcasting Corp.; Buffalo, WEBR, Inc.; Buffalo Broadcasting Corp., WBEN; New York, The American Network, Inc.; Bernard Fein, Blue Network Co., Inc.; Debs Memorial Radio Fund, Inc.; Greater, N.Y. Broadcasting Corp.; WLIB, Inc.; Hearst Radio, Inc.; News Syndicate Co., Inc.; WBNX Broadcasting Co., Inc.; WMCA, Inc.; Syracuse, WAGE, Inc.; Central N.Y. Broadcasting Corp., Onondaga Radio Broadcasting Corp.

District of Columbia: Washington, Capital Broadcasting Co. The Evening Star Broadcasting Co.; NBC; The Crosley Corp.; Washington Times Herald; Marcus Loew Booking Agency; Mid-Coastal Broadcasting Co.

Florida - Jacksonville, Fla. Broadcasting Co.; The Metropolis Co.; Miami, Miami Broadcasting Co.; Isle of Dreams Broadcasting Corp.; Tampa, Tampa Times Co.; The Tribune Co.

Georgia - Atlanta, The Constitution Publ. Co.; Columbus, Columbus Broadcasting Co., Inc.; Southeastern Broadcasting Co.; Macon Teleg. Publ. Co.

Illinois - Chicago, Agr. Broadcasting Co.; Blue Network Co., Inc.; UAW-CIO; Chi. Fed. of Labor; Raytheon Mfg. Co.; Drivers Journal Publ. Co.; NBC; Oak Park Realty and Amusement Co.; WJJD, Inc.; Peoria, Peoria Broadcasting Co., Commodore Broadcasting, Inc.; Quincy Quincy Newspapers, Inc., Ill. Broadcasting Corp.; E. St. Louis, Miss. Valley Broadcasting Co.; Springfield, WCBS, Inc.; Commodore Broadcasting Co.

Indiana - Ft. Wayne, Farnsworth Tele & Radio Corp.; Indianapolis, Ind. Broadcasting, Inc., Ind. Broadcasting Corp.; Capitol Broadcasting Corp., Scripps-Howard Radio, Inc.; WFBM, Inc.; Evansville on the Air, Inc.; The Wm. H. Block Co.

Iowa - Burlington, Burlington Broadcasting Co.; Des Moines Central Broadcasting Co.; Dubuque, Telegraph Herald, Dubuque Broadcasting Co.

Kentucky - Louisville, Courier-Journal and Louisville Times Co., WAVE, Inc.; Northside Broadcasting Corp.

Louisiana - New Orleans, Loyola University; Mayoral, Cortada & Cordada; The Times Picayune Publishing Co.;

Maryland - Baltimore, The A. S. Abell Co., Balto. Broadcasting Corp.; The Balto. Radio Show, Inc.; Hearst Radio, Inc.; Md. Broadcasting Co.; The Monumental Radio Co. Olney, Edw. Armstrong, Jansky & Bailey, d/b as FM.

Massachusetts - Boston, E. Anthony & Sons, Inc.; Fidelity Broadcasting Corp.; CBS; Matheson Radio Co., Inc.; Worcester Teleg. Publ. Co., Inc.; Filene's Television, Inc.; New Bedford, E. Anthony & Sons, Inc.; Pittsfield, Eagle Publishing Co.; Monroe B. England; Worcester, Worcester Teleg. Publishing Co.; Waltham, Raytheon Mfg. Co.

Michigan - Detroit, UAW-CIO, Jas. F. Hopkins, Inc.; King-Trendle Broadcasting Corp.; WJR, The Goodwill Station; Grand Rapids, Fetzer Broadcasting Co.; Grand Rapids Broadcasting Corp.; King-Trendle Broadcasting Co.; Leonard A. Versluis; Jackson, WIBM, Inc.

Minnesota - Minneapolis, Minn. Broadcasting Corp.; CBS; Rochester, Southern Minn. Broadcasting Co.; St. Paul, WMIN Broadcasting Co.;

Missouri - St. Louis, Thomas Patrick, Inc.; CBS; Globe-Democrat Publ. Co.; Mo. Broadcasting Corp.; The Pulitzer Publ. Co., St. Louis University; Star-Times Publ. Co.

Oregon - Portland, Broadcasters Oregon, Ltd.; Oregonian Publishing Co.; KOIN, Inc.

Pennsylvania - Harrisburg, Keystone Broadcasting Corp.; The Patriot Co.; WHP, Inc.; Philadelphia, Gibraltar Service Corp., Phila. Inquirer, a division of Triangle Publications, Inc.; WDAS Broadcasting Stations, Inc.; Pittsburgh, Liberty Broadcasting Co., Pittsburgh Radio Supply House, WCAE, Inc., Scripps-Howard Radio, Inc.

Texas, Dallas, A. H. Belo Corp.; KRLD Radio Corp.; Galveston, The KLUF Broadcasting Co., Inc.; Houston, Houston Printing Corp KTRH Broadcasting Co.; San Antonio, The Walmac Co.; Southland Industries, Inc.; Wichita Falls, Rhea Howard

Washington - Seattle, Queen City Broadcasting Co., Inc.; Evergreen Broadcasting Corp.; Radio Sales Corp.; Spokane, Louis Wasmer, Inc.; Seattle, Fisher's Blend Stations, Inc.

West Virginia, Charleston, Charleston Broadcasting Co.; Morgantown, W. Va. Radio Corp.

Wisconsin, Milwaukee, Wisc. Radio, Inc.; Hearst Radio, Inc.; Myles H. Johns; Milwaukee Broadcasting Co.

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BMB LEASES SPACE FOR N.Y. OFFICE

The Broadcast Measurement Bureau has leased 6,000 square feet of space in 270 Park Avenue, New York City and will take occupancy as soon as alterations are completed. The Bureau, sponsored by the National Association of Broadcasters, the American Association of Advertising Agencies and the Association of National Advertisers, is an independent, non-profit organization set up for the purpose of measuring individual radio station coverage.

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RADIO MANUFACTURING RECONVERSION RMA CONVENTION TOPIC

Conclusion of the military radio-radar manufacturing program against Japan being well in hand, the big subject for discussion at the Radio Manufacturers' Association's annual meeting on June 13th and 14th in Chicago will be plans for the reconversion of the radio manufacturing industry to a peacetime basis.

Because of wartime travel restrictions only, the Association's officers, Directors and Executive Committees of the five RMA divisions will go to Chicago. The annual RMA membership "meeting" will be by proxy only. Association officers will be elected for the coming year and expanded peacetime projects of RMA arranged.

Reports on the WPB industry reconversion plan and OPA civilian pricing procedure will be reviewed by the Board of Directors. R. C. Cosgrove, of The Crosley Corporation, President of RMA, will preside at the Board meetings.

Due to continued heavy military requirements for radio and electronic equipment in the Japanese war, reconversion of the radio industry to civilian production will come gradually with no large volume of new home receivers on the market in prospect before early 1946, according to WPB advice to RMA.

Revisions of both L-265, the WPB limitation order barring production of civilian radios, and PR-25, the Spot Authorization Plan, to permit unrestricted manufacture of components and production of commercial service end equipment are scheduled early in July, according to WPB officials.

During this first stage of reconversion police, marine and aviation radio equipment may be produced after war orders drop 10 per cent or to \$190,000,000 a month. Production of components, including replacement tubes, will be limited only by the materials and plant capacity available. Home receivers may be produced when war production drops 25 per cent or to about \$160,000,000 a month.

The WPB Radio Industry Advisory Committee, whose members have approved the WPB reconversion formula for the radio industry in principle, will meet in Washington early in June to consider the program in detail.

Meanwhile, some manufacturers have reported substantial cutbacks in war orders since V-E Day, while a few large companies have received increased orders, especially for new secret electronic and radar equipment.

Under present WPB plans, modification of the WPB limitation order to permit restricted production, but no home receivers, will be made immediately effective in July to set manufacturers to place orders for components and materials.

WPB officials believe the severe shortage of tubes and other components, however, will retard reconversion even when limitation orders are relaxed. Despite sharp cutbacks in certain types of radio tubes, overall military requirements are higher now than before V-E Day.

PARAMOUNT CAPTURES NORMAN SIEGEL, TOP RADIO EDITOR

Norman Siegel, Radio Editor of the Cleveland Press, went to Hollywood once too often. For the past ten years, Mr. Siegel, one of the first, foremost, and most progressive radio editors in the country, has gone to Hollywood every winter for two-month assignments covering radio and movies on the West Coast. Finally, a week or so ago Paramount Pictures, Inc., which has long been angling for Norman, secured his name on the dotted line. The result was that, after 19 years with the Cleveland Press, Mr. Siegel will join the Paramount staff where he has been assigned to handle their star list and work with the syndicate writers in Hollywood.

Keeping himself abreast of Hollywood was an extension of his going to New York once every six or eight weeks to cover the Manhattan scene. Mr. Siegel believed in getting around. He was, in fact, the first radio editor in the country to cover one of President Roosevelt's Fireside Broadcasts. That was in July, 1933. And in thus coming to Washington, the Cleveland newspaperman had a thrilling experience for something happened that night which those present will probably never forget.

The Fireside broadcasts were made from a small room on the basement floor of the White House. It was in the middle of the Summer and the klieg lights ran the temperature up terrifically. What with radio technicians, news-reel photographers and others present, among them Alfred J. McCosker, of the Mutual Broadcasting System, then President of the National Association of Broadcasters, the place was crowded and at times almost suffocating. Finally, President Roosevelt was wheeled in and established at a specially made stand in the corner of the room surrounded by microphones and in the center of the spotlights.

As was customary at such broadcasts, advance copies of the President's speech were distributed to the correspondents present. President Roosevelt began speaking in his usual manner, and Carleton D. Smith at the NBC microphone, Bob Trout for CBS, and others followed the printed copy in a routine way to see whether or not the President digressed from the prepared text. Once the tense-ness of getting the broadcast started with split-second timing had passed and the novelty for the newcomers had worn off of hearing the President in person, who in the flood lights looked like a movie actor reading into a microphone, they too relaxed much the same as anybody else does listening over the air.

Those present received an unforgettable jolt, however, when President Roosevelt suddenly stopped speaking. Carleton Smith, Bob Trout and the others running the broadcast snapped to attention. Seeing Mr. Roosevelt hold out his hand as if groping for something, didn't give them any reassurance. Nor an instant later when he exclaimed: "Water, will someone give me a glass of water?"

Luckily a pitcher of water was close by and a dozen hands grabbed for it. To those in the little White House room it seemed

ages but in an instant, the President was handed a glass of water. As he began drinking it - and to the intense relief of those present that memorable night who thought possibly he had suffered a heart attack - President Roosevelt calmly resumed his broadcast saying: "My friends this is one of the hottest nights of the year in Washington - and you all know what Washington is at this season - I simply had to have a glass of water."

Whereupon Mr. Roosevelt finished the broadcast without further interruption.

Mr. Siegel has also written a series of articles on television, one of which was reproduced in booklet form by RCA for distribution to persons requesting information on the subject. He was Vice-President of the Radio Editors' Association. He is 38 years old, a graduate of Ohio State University, and has been Radio Editor of the Cleveland Press since 1930. In his 19 years with the Press, he has held various posts, including those of Aviation Editor, Night City Editor, Assistant Political Editor, Assistant State Editor, Assistant Promotion Editor and Radio and Amusement Editor.

Mr. Siegel begins his new work with Paramount in Hollywood June 4th.

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CANADIANS APPARENTLY IN NO HURRY TO BUY NEW SETS

Most Canadians, while expecting great improvements in radio after the war, will not be in a hurry to buy new sets, according to a survey conducted by Canadian Facts, Ltd., for the Radio Manufacturers' Association of Canada.

Results of the consumer sampling have been made available to the Radio Manufacturers' Association of the United States by the Canadian RMA because of their interest to U.S. manufacturers.

Although 42 percent of the persons interviewed said they plan to buy a new radio after the war, only 5 percent said they will buy a set just as soon as they become available, regardless of whether or not they include great improvements.

Canadian Facts consequently estimated the immediate market in Canada as 135,000 sets, of which 65 per cent would buy A.C. models, 20 percent combination models, and 15 percent battery sets. Canada has a population of about 11,500,000. The survey covered a representative cross-section of 2,058 Canadians.

Among other findings were:

9 out of 10 Canadian families now own a radio set, and 1 out of 10 has more than one radio

5 percent of all sets now owned are out of order

Radio ranks third among the post-war products which Canadian families will buy, the first two being automobiles and refrigerators

Principal buyer interest is in combination sets with tone first consideration and price second

Only one person in 10 has heard of FM, and half of those interviewed think television is not more than three years off.

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WASHINGTON TELEVISION AND FM TOWER ZONING BANS LIFTED

The Zoning Commission of Washington, D.C. has cleared the way for the introduction of television to the Capital by amending its regulations to permit the erection of television towers in the city's residential areas. Likewise the Commissioners who govern the city authorized the erection of an experimental frequency modulation mast on the International Building, between 13th and 14th Streets, N.W. on F Street, a block from the Treasury, and in the heart of the downtown shopping district.

The action of the District of Columbia Commissioners in permitting the erection of television towers answered appeals made at public hearings last week by representatives of companies seeking to build stations, who predicted Washington would be one of the most progressive cities in the television field if high ground, found chiefly in residential areas, is made available for antennae towers.

Adequate television service, it was said, can be guaranteed to the metropolitan area only if towers can be placed on land that is 300 to 400 feet above sea level, the experts explained.

Representatives of the Bamberger Broadcasting Co. of New York have announced they are prepared to establish a television tower and station here that will bring the District entertainment from New York. No more than three or four stations can be located in the city because the Federal Communications Commission has allocated only 12 frequencies for television for the entire country, it was explained.

A particular site in Washington's residential area will not be granted to television companies unless it meets the approval of the District Board of Zoning Adjustment and the National Capital Park and Planning Commission, it was stated.

The Zoning Commission pointed out that the proposed location and height of these facilities must not adversely affect neighboring property and must be separated from such property by a distance equal to one-sixth the height of the antennae tower.

The permit to erect the FM steel mast in downtown Washington was issued to Everett L. Dillard in behalf of the Commercial Radio Equipment Company. Mr. Dillard said that a portable trailer-borne tower will be located in the Silver Spring area, adjacent to

Washington to experiment with coverage for Maryland. Because the main station will be only strong enough to service the metropolitan area, the radio engineers are contemplating a series of booster stations which will dot the countryside. According to Mr. Dillard without such relay stations, necessary because of frequency modulation restrictions, it might be necessary to have a central mast 1,000 feet high.

Although none of the Washington stations now broadcast on frequency modulation wave lengths, most of them have applications pending before the Federal Communications Commission.

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UNORTHODOX THINKING NEEDED IN TELE, SAYS CROSLEY CONSULTANT

Speaking to students at the Ohio State University in Columbus, Ohio, Richard Hubbell, Production Manager and Television Consultant of The Crosley Corporation, Broadcasting Division, called for unorthodox thinking on the part of television broadcasters. "Television", he said, "is a new art of the first magnitude, waiting for us to develop it. Let's not cripple that development by confining television within arbitrary boundaries, by failing to recognize and exploit all of its potentialities. Television needs thinking along new lines, unorthodox thought which breaks out of established molds and blazes a new trail.

"There is a natural tendency for movie people to think of television as a new branch of movies, for radio people to see it as visualized radio programs, for theatre people to look on it as an extension of Broadway, for advertising people to think of it only as a better way to sell laxatives and soap, for educators to regard it solely as a new dimension in audio-visual education, for manufacturers to dream of it only as a wonderful way to sell more equipment. This adds up to a lot of people with limited perspectives and therefore limited capabilities. The tele-woods are full of them now, for very few have had the foresight and initiative to learn something of all of these contributory fields, to get the broad knowledge and experience which television will demand of its top-flight artists and executives."

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TELEVISION THEATRES PLANNED IN ILLINOIS AND OHIO

Said to be the first in the country designed for television are theatres planned for Libertyville, Illinois, near Chicago, and Toledo, Ohio. The latter is to be erected by the Anthony Wayne Development Company. The former will be built as soon as materials are available and wartime restrictions permit by Fred W. Dobe, an industrial engineer heading a syndicate in association with A. J. Balaban, General Manager of the Roxy Theatre in New York City.

The Libertyville theatre will seat 1500 and a site 155 x 250 ft. has been acquired. It will be built along experimental lines and will contain many innovations.

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"HELLO WORLD" HENDERSON OF SHREVEPORT DIES

W. K. "Hello World" Henderson, formerly of KWKH, Shreveport, La., who some years ago was one of the best known broadcasters in the United States, died at his home last Monday following a heart attack. Mr. Henderson, who originally started KWKH and used "Hello World" for his regular salutation, specialized in abusing the old Federal Radio Commission over the air. In addition to this he began attacking the chain stores of the country.

The FRC was puzzled as to why KWKH (The WKH being Mr. Henderson's initials) could be heard in so many parts of the country and at such great distances. In this respect it seemed to be in a class with WLW at Cincinnati. The mystery was somewhat cleared up when, according to testimony before the Radio Commission, it was revealed that although "Old Man" Henderson (as they called him) was only licensed to use 1,000 watts, he used to boost up the power to whatever his needs seemed to be at a particular time.

This was developed under cross-examination by Judge E. O. Sykes, then Chairman of the Commission. It was back in 1927 when power wasn't what it is today and there was quite a sensation when Mr. Henderson admitted that he stepped up his power to as high as 3,000 watts. As a result of this, his broadcasting time was reduced by one-half. He was also later hauled on the carpet on a charge that he used profanity. Finally in 1933, he sold KWKH and has never been heard from in the broadcasting world since.

Mr. Henderson was 74 years old and leaves a widow and a son.

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NO CHARGE FOR GUEST ROOM RADIO IN ASCAP HOTEL CONTRACT

In connection with the negotiations between ASCAP and the American Hotel Association, which were successfully concluded last Friday with the issuance of a new contract under which ASCAP will license all hotels, it was stated that no charge will be made for the use of ASCAP repertoire by means of master-controller radio submitted to individual guest rooms.

The terms of the new licensing agreement, which will run for approximately five years, call for payment by the hotel of an annual rate based upon its previous annual expenditure for all music and entertainment. These license fees are to be paid in quarterly installments.

New contracts and forms were sent to all ASCAP supervisors and district managers last Friday, together with an explanatory letter from Herman Greenberg, Assistant General Manager of the Society.

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BUTTNER, RADIO ENGINEER, AND OGILVIE, NEW I.T. & T. V-PS

The election of H. H. Buttner, a builder of the famous Samoa and Bordeaux radio stations, and G. A. Ogilvie as Vice-Presidents of the International Telephone and Telegraph Corporation, was announced yesterday by Col. Sosthenes Behn, President.

Mr. Buttner, a graduate of the University of California and a native of that State, also is Vice President of International Telecommunications Laboratories, Inc., a recently organized I.T. & T. affiliate, and is Vice-President and a Director of the Federal Telephone and Radio Corporation, the system's manufacturing subsidiary in the United States. After a trip to the Orient, he was engaged by the Navy Department for radio work at the Mare Island, Cal. Navy Yard and was given charge of the construction of the Naval high power radio station at the Navy base at Tuituila, American Samoa. During World War 1, Mr. Buttner served in the Navy as machinist mate and was among the group sent to France to build the Lafayette high power radio station near Bordeaux. After the armistice, he was demobilized and remained in France as a civilian employee of the Navy station after it had been turned over to the French authorities.

When he was discharged from the Navy, Mr. Buttner had become chief special mechanic, a rating he received during service at the Lafayette station. Upon his return to the United States in 1921, Mr. Buttner was employed by the Navy Department as an expert radio aide and was stationed at the Navy Yard, Brooklyn. Leaving the Navy Department in 1922, Mr. Buttner joined the Western Electric Company where he worked for several years on the development of radio broadcasting and power line carrier equipment.

Mr. Buttner who went with I.T. & T. in 1926 has attended practically all international conferences on communications and radio since 1927 and is a fellow of the Institute of Radio Engineers.

Mr. Ogilvie was born in Brooklyn, is a graduate of Hamilton College and Harvard Law School and joined I.T. & T. in 1923 and was assigned for training to Havana and later to Mexico. He went to Spain for the system in 1924 and in 1925 he again was assigned to Mexico. From 1927 to 1930 Mr. Ogilvie served the system in Brazil and Chile. Later he went to Rumania where he assisted in the organization of personnel and other details of the country's telephone system when it was acquired from the government. Later assignments took him once more to Mexico where he later served as Vice President and General Manager of the Mexican Telephone and Telegraph Company, and to Ecuador.

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Effective June 15, 1945, Station WKIX, 250 watts, Columbia, S.C., joins the Columbia network as an optional station.

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STALIN SAID "NO-SKI" TO SEN. WHEELER'S BERLIN REQUEST

Senator Burton K. Wheeler (D), of Montana, head of a U. S. Senate Committee investigating international communications, isn't a man to harbor a grudge but he has a long memory. He sounded mild enough when he told about the door being closed in his face (slowly but not slammed) by Stalin, when the Senator sought permission to visit Berlin with his Committee, but it is a pretty good guess that the last of the incident has not been heard.

"I can't say we were exactly refused permission to visit Berlin", Senator Wheeler said, "but we were told it was inadvisable."

The Committee, whose other members are Senators Ernest W. McFarland (D), of Arizona; Homer E. Capehart (R), of Indiana; and Albert W. Hawkes (R), of New Jersey, and which is accompanied by Chairman Paul Porter of the Federal Communications Commission, Rear Admiral Joseph R. Redman, Chief of Naval Operations, Ed Craney of KGIR, Butte, Mont., and others, thereupon decided to go to Italy.

They are expected to return to Washington within the next week or so.

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OWI REVEALS ITS LATEST EFFORT IS MUSICAL PROPAGANDA

Propagandizing foreign peoples through music is the latest effort to be publicized by the Office of War Information.

Dr. Roy Harris, Chief of the Music Section of OWI's Radio Program Bureau in New York City, has written the Washington Star to point out that the function of the OWI "has been and will continue to be the dissemination of information concerning the United States, its war effort and its peace efforts through the media of press, radio, motion pictures, publications and information centers."

The agency's music section, he says, has the job of informing "the peoples of Europe on the current musical world".

"Breaking this down, we have two distinctively different parts of our musical life. The first part is the interest, appreciation, understanding and activity in the performance of the music of European nations as it is practiced in this country. The second part concerns the development of a native music", Dr. Harris declares.

Through short wave radio and the sending of records and music for "live performance" to 62 OWI "outposts" overseas, music lovers in foreign countries get a diet of 50 percent "hot" jazz, "sweet" jazz, Latin American, dance music and popular songs; 25 percent American folk music and 25 per cent symphonic and chamber music.

Dr. Harris reports that from OWI's Luxembourg "outpost" they have learned that Germans do not like our "hot" jazz but are

much more partial to our "sweet" jazz. "This is very understandable, because our sweet jazz is much nearer to the slow rhythms and sweet sonorities of 19th century romantic German classics", he observes.

"Our serious American composers can be extremely heartened to know that requests for our serious music have increased over 400 percent in the last three years", he adds.

Dr. Harris says the recordings are broadcast around the clock from OWI's large short wave network known as "Voice of America"

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CANNOT USE PRIORITIES TO AMASS RADIO PARTS

Several questions having risen as to the effect of Priorities Regulation 27 on the restrictions on the manufacture of electronic equipment contained in Order L-265, the War Production Board last Saturday issued an Interpretation to the General Limitation Order L-265 emphasizing that Priorities Regulation 27 does not relax in any way the restrictions on the manufacture of electronic equipment under L-265.

The interpretation points out that, while Priorities Regulation 27 provides manufacturers with priorities assistance in obtaining limited amounts of construction materials, it specifically requires compliance with all applicable WPB orders and regulations.

The interpretation explains that no manufacturer may produce electronic equipment under Priorities Regulation 27 except to fill preferred orders, to fill authorized production schedules and programs as defined in Controlled Materials Regulation 1 or to fill schedules or programs authorized on a spot basis.

It is explained further that Priorities Regulation 27 does not establish any authorized production schedule or authorized program for electronic equipment, nor can the AA-4 rating assigned by the regulation be used to purchase complete equipment such as radios or phonographs, since these are not production materials.

Furthermore, officials said, the priorities assistance granted by Priorities Regulation 27 may not be used to accumulate reservoirs of component parts in anticipation of the resumption of civilian radio production.

Under Priorities Regulation 1, 30-day inventories for the resumption of civilian production may be built up if they can be obtained without priorities assistance. But under Order L-265, the only electronic components purchasable without priorities assistance are those supported by consumers' or suppliers' certificates, and their use is limited to the receiving of repair parts. They cannot be used to obtain inventory for future production.

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!:: SCISSORS AND PASTE !::
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Navy Secretary Forrestal Doesn't Think Much Of Radio
(Drew Pearson in "Washington Post")

After Secretary of the Navy Forrestal left Iwo Jima on his recent Pacific trip, he staged a press conference on Guam, where he promised to do something to improve news coverage under the Navy.

One correspondent piped up, "How about radio? What are you going to do for them?"

"Oh, radio doesn't amount to a hill of beans", replied the Secretary of the Navy. "It goes in one ear and out the other."

What Forrestal didn't realize was that correspondents for the major networks were listening to him. All reported his remarks to their home offices.

Forrestal himself was frankly critical of his own Navy public relations.

"If we want to have no Navy after the war", said Forrestal, "we're certainly going about it in exactly the right way by pushing the press around."

Demands European Radio And Press Censorship Be Lifted
(Maj. George Fielding Eliot in "Washington Star")

It is high time the press of this Nation began to talk very firmly indeed to the War Department or whoever it is that is primarily responsible for the censorship of press and radio in the areas of American military activity in Europe.

If I had the job of doing the telling, I would say:

Gentlemen, you cannot use military security as an excuse for avoiding criticism.

Freedom of news is an essential and integral part of all freedom, and that is truer today than it ever has been.

Freedom may be temporarily held in check by military necessity. No one desires to make public anything which may be of aid to the enemies of the United Nations during the progress of a war. It is right and proper that military authorities should decide what may and may not be made public under such conditions. It is right and proper that correspondents and editors should be subjected to military censorship and regulations for that purpose. You cannot complain of any lack of loyal cooperation to that end on the part of the American press and radio.

Unseen Network One Of The War's Great Wonders
("New York Times")

The radio communications and navigational aids operated and maintained by the Army Airways Communications System have had comparatively little public notice, but they are the electronic nerves and airway markers for intercontinental air traffic. They extend from the training fields and air transport terminal airports

in the United States to the battlefronts. They protect the routes over which 700,000 wounded and 560,000 tons of high priority cargo mail and passengers were carried last year. It is only because of this unseen network that it has been possible for a military plane to take off every fifteen minutes for a flight across the Pacific and every thirteen minutes for Europe. Because of the communications network it has been possible in the China-Burma-India theatre to send planes over the Hump, in some of the worst flying weather in the world, only three and a half minutes apart. At Saipan, control tower operators clear B-29s, on the way home from pounding Japan with bombs, into the landing strip every twenty seconds. Every day more than 6,000,000 five-letter word groups are filed over the system's point-to-point circuits.

Another Bright Page

Frank C. Page, Vice-President of the International Telephone and Telegraph Corp., and Arthur W. Page, Vice-President of the American Telephone and Telegraph Company, sons of the late Walter Hines Page, former Ambassador to Great Britain, are both well and favorably known to the communications industry, but perhaps not so many are aware of the third successful brother, Ralph W. Page, noted columnist on the Philadelphia Bulletin. Of the last named the Saturday Evening Post (April 7) in an article about the Bulletin (which recently acquired Station WPEN in Philadelphia) has this to say:

"Page was running the family banking and orchard interests in North Carolina when Robert McLean (the Bulletin's publisher) met him and was intrigued by the clarity and calmness with which he expounded his pro-New Deal ideas in after-dinner conversation. These ideas were mostly counter to McLean's, but McLean persuaded him to give up his business and start writing for The Bulletin. The result was that The Bulletin harbors in its arch conservative bosom perhaps the most articulate and best-written liberal column in the country. Not only that, but it proudly features and advertises it. Like another popular Bulletin column, written by Paul Jones, however, it is known only to Bulletin readers. McLean will not permit either to be syndicated."

464 Television Stations Possible Under New FCC Allocation
 (Television Broadcasters' Ass'n "News Letter")

In providing 13 channels for commercial telecasting, the Federal Communications Commission has paved the way for the ultimate erection and operation of 464 commercial television transmitters. Under the suggested plan for allocation of channels, announced by the Television Broadcasters' Association, Inc., several months ago, it is possible to operate 398 television stations on 12 channels and 464 stations on 13 channels. In announcing its allocation of frequencies, the FCC definitely assigned seven channels between 174 to 216 megacycles and provided 3 alternatives for an additional 6 channels in the region between 44 to 108 megacycles. One of the 3 alternatives will be finally selected in the Fall after tests are conducted in the 44 to 108 band to determine the most suitable location for ultra high frequency (FM) broadcasting.

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!!! TRADE NOTES !!!
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Ewin L. Davis, Chairman of the Federal Trade Commission, received the Award for Achievement in Law conferred on George Washington University Alumni. Judge Davis, a former member of Congress, was Chairman of the House Merchant Marine and Fisheries and helped frame the country's first radio law.

Raytheon Manufacturing Company of Waltham, Mass., is seeking a site in Prospect Hill Park as the location for its television station.

Armed service requirements for communications wire have been cut back from 313,500 miles monthly to 218,000 miles, members of the Copper Wire and Cable Industry Advisory Committee were informed by War Production Board officials at a recent meeting, the agency said Monday. Field wire requirements represented the largest reduction, dropping from 211,000 miles monthly to 156,000 miles; assault wire from 83,000 miles to 52,000 and long range wire from 19,500 to 10,000.

It is not expected that the requirements for components for wire and cable will drop with communication wire cutbacks. Textiles and enamel will be in short supply.

The White House Correspondents' Association will give a buffet supper next Saturday night, June 2nd, to Stephen Early, press and radio secretary during the Roosevelt Administration. Mr. Early will have assumed his new duties the day before as a Vice-President of the Pullman Company. The buffet supper will be at the Statler and there will be no guests.

Philso Corp. will release more than 1300 employees at its Philadelphia, Watsontown, Pa., and Belvidere, N.J., plants within the next five weeks due to reduced military needs for artillery fuses and aircraft equipment.

A Patent (#2,376,493) was granted to Edwin H. Land and Martin Grabau of Cambridge, Mass. on apparatus to produce sound through the action of light on polaroid glass. The inventors based their patent upon the discovery that where two light polarizing elements are interposed in the path of a beam of light, with one of these elements adapted to rotate and the other to remain stationary, variation of the elements will produce a fluctuation in the intensity of the transmitted beam. If the rotated element is made to turn at 220 revolutions per second, for instance, the beam will fluctuate at a frequency of 440 vibrations per second. If these fluctuations then are translated into electrical oscillations of the same frequency, without distortion, which in turn are translated into mechanical vibrations of a suitable diaphragm in a loudspeaker, a tone will be produced. This will be a pure tone, the exact pitch of the A above middle C on a piano. Patent was assigned to the Polaroid Corporation of Dover, Del.

The revised edition (May 15) of the "Code of Wartime Practices for the American Press and Radio" has now been issued in printed form by the Office of Censorship. It carries this note:

"This Code covers everything published - newspapers, press services, periodicals, magazines, books, newsletters, reports, directories, almanacs, trade and financial papers and all else - and everything broadcast by standard, point-to-point nonmilitary, frequency modulation, facsimile and television stations and all else in the United States.

"This is the guide by which you are expected to censor your own operations. If in doubt, call, write, or telegraph the Office of Censorship, Apex Building, Washington 25, D.C., Telephone EXecutive 3800."

An "orchid" for radio was given by Mrs. Carl Berendson, wife of the Minister from New Zealand, Dorothy Lewis of NAB states in a release to the Association of Women Directors from the San Francisco Conference. She was overheard to say at a social function during the United Nations Conference, "Of course, I always love to go back to New Zealand, but I certainly will miss the 'commercials' on American radio programs. I enjoy them very much."

In taking formal possession of the 130 room German Embassy in Washington, Government representatives found in a locked room on the fourth floor an array of highly intricate radio equipment. It had been moved down the corridor from an isolated corner room with iron-barred windows, which R. L. Bannerman, Chief Special Agent of the State Department said, had apparently been the Embassy radio and code room. State Department officials were unable to say whether the equipment was designed for sending, as well as receiving. They plan to have it examined by an expert on wireless. There were about 20 shortwave sets.

The honorary degree of Doctor of Engineering was conferred on Maj. Gen. Harry C. Ingles, Chief Signal Officer of the Army, by the Trustees of the University of Nebraska at the Commencement exercises May 21st. The degree was conferred for outstanding accomplishments in the field of communications engineering.

General Ingles prepared at the University of Nebraska before entering the United States Military Academy, from which he was graduated in June, 1914. In December 1943 he became Deputy Commander, United States Forces in the European Theater of Operations; and on July 1, 1943, he was named Chief Signal Officer of the Army.

Secretary of the Treasury Morgenthau will donate \$175 (face value) of War Bonds as prizes in a contest for the selection of a quotation from the public utterances of the late President Roosevelt to be engraved on a special War Bond to be sold during the 8th War Loan. This is open to all members of the Capitol Radio and Press Galleries. \$100 bond for the winning selection; \$50 bond for 2nd best and a third prize of \$25.

The Committee advises that all submissions be less than 20 words and each entry must be sent by mail, postmarked not later than midnight, Friday, June 15, to Samuel W. Bell, Chairman, Press Galleries Standing Committee, Senate Press Gallery, Washington, D.C., and William Costello, Acting Chairman, Executive Committee, Radio Correspondents' Association, Earle Building, Washington, D.C.

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