

HEINL COMMUNICATIONS LETTER

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NO. 1400

February 3, 1942.

RADIO MANUFACTURERS WAR PROGRAM NOW CLEARLY SEEN

The Government program for the Radio Industry -- rapid increase in military production, decreasing civilian production, with provision for replacement parts, and price controls -- has now assumed a definite outline.

The War Production Board's "limitation" order reducing civilian set production by about 40 percent during the next few months, has been followed by an order from Leon Henderson, Federal Price Administrator, "freezing" prices for non-commercial radio and television sets, phonographs and radio tubes after February 9.

Rapid conversion of the radio industry, at least the larger units, into military radio production, also is being pressed, the Radio Manufacturers Association states, both by the reorganized War Production Board and the Army and Navy organizations. The two billion dollar military radio program for 1942-3, officially announced by the War Production Board, is predicted to spread war contracts immediately and widely during the next few months, with current allocations during January and February reported to amount to over \$400,000,000.

The price schedule provides that no new models can be marketed after February 9, 1942, unless the offering price is first approved by the OPA.

In the case of replacement models, which may not be sold at a higher price than the original model, the schedule requires the filing of an application for OPA approval, but permits the manufacturer to offer the set for sale ten days after mailing in his application, if OPA has not rejected the application in the meanwhile.

Mr. Henderson said that these restrictions affecting new and replacement models are primarily intended to protect the public from any cheapening in quality that would have the effect of a price increase. He pointed out that the restrictions will expire on December 31, 1942.

All manufacturers of sets and parts must submit to OPA by March 15 lists of their maximum prices as determined by applying the provisions of the approval schedule.

Set and phonograph manufacturers are also required to report substitution of component parts; changes in cabinet finish, models discontinued, and monthly production. Parts producers must report on any new parts they plan to make after February 9 and furnish the proposed prices. However, they are free to make sales at these proposed prices unless objection is made by OPA.

In addition to the civilian set production "limitation" order, a new restriction on civilian radio was the subsequent order announced last Friday, virtually reserving all aluminum, other than that specially allocated, for military use. The order restricts use of aluminum in the radio industry, except for

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the special allocations arranged previously by the RMA Priorities Committee, to aluminum for replacement fixed, electrolytic and paper condensers. Aluminum for new set production after March 31 was barred. For the current three-months' set production permitted under the WPB "limitation" order, in addition to the special aluminum allocations, the Priorities Committee has already arranged for special allocations of supplementary copper and plastics.

In aluminum, nickel and also copper the supply situation for military purposes have greatly increased shortages of materials possible for civilian use. Particularly acute are the nickel and aluminum situations. Nickel has not been made available for several months for initial tube equipment of receiving sets, although there have been special allocations of nickel for replacement tubes for January and promised in February, but with the March allocations uncertain.

The special aluminum allocations, previously arranged by the RMA Priorities Committee for January, February and March receiving set production, will be provided through March by the War Production Board, but after March 31, according to the present WPB orders, there will be no aluminum available except for replacement parts for sets now in public use. Further production of tubes for new set production also is largely dependent on the inventories of tube manufacturers, in view of the stringent nickel shortage of the war program.

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PRESIDENT WELCOMES PATRIOTIC NETWORK SERIES OFFER

President Roosevelt has "gratefully" accepted, the White House announces, a plan of the four major radio networks for a series of factual programs designed to dramatize and interpret the wartime resources and activities of the nation to the American people and the world.

"This is welcome evidence," the official White House announcement said, "of the desire of one of this nation's great industries working in complete cooperation with the Government, to render useful and constructive service."

The responsibility and operating expenses for the series, which is expected to start some time in February, will be borne by the networks, the Blue Network Company, the Columbia Broadcasting System, the Mutual Broadcasting System and the National Broadcasting Company.

The companies will have the cooperation of the Office of Facts and Figures, which will work with the production staff in obtaining and correlating information. Distinguished authors and radio and screen stars are expected to contribute their services. The programs will be directed by Norman Corwin, and H. L. McClinton will head the production unit.

It is expected that 500 American stations will carry the series, which also will be short-waved to Latin America under arrangements with Nelson Rockefeller, coordinator of inter-American affairs, and to the rest of the world in cooperation with William J. Donovan, coordinator of information.

The programs will be thirty minutes long and will be heard on Saturday evenings from 7 o'clock and will be rebroadcast at 12:45.

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ROCKEFELLER DOUBLES LATIN - AMERICAN PROGRAM HOURS

Nelson Rockefeller, Coordinator of Inter-American Affairs, is vastly increasing and improving our short-wave broadcast service to South America. This was made known in an address Don Francisco, Director of the Rockefeller Communications, made to the Institute of Radio Engineers in New York stating:

1. U. S. shortwavers a year ago were on the air a total of 79 hours daily. Now they are on 132 hours daily - in 19 languages.
2. Total number of newscasts a year ago was 72 a day. Now there are 209.
3. Year ago total time consumed by newscasts was 18 hours a day. News is aired now 52 hours a day.
4. Year ago DXers were operating on from 10 to 65 kws. Now all are on at least 50 kws. and one is as high as 100 kws.
5. If the power of all transmitters were averaged it would show an increase from 21 to 52 kilowatts.
6. Stations have greatly increased personnel. One shortwaver has a budget four times that of last year; another has trebled its staff; a third has doubled its staff.
7. To other American Republics alone, there are a combined total of 54 hours of broadcasts a day. Of these, 15 hours are news. Total number of new programs to South and Central America has been increased from 39 to 63 daily.

Broadcasting is an arm of national defense, Francisco declared. But he added: "We need even more hours of shortwave broadcasting...even stronger power...better equipment...more programs in foreign languages...more and more programs that promote understanding and friendship...less expensive receiving sets...bigger and bigger audiences."

Because most people in Latin America, just as in the United States, listen to local stations much more frequently than shortwave, international network broadcasting must be further developed, Francisco declared. He pointed out that three shortwave licenses have already created South American networks for retransmission by local stations of broadcasts from the United States.

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TRAMMEL REPORT ON THE MEND

Reports from New York are that Niles Trammel, President of the National Broadcasting Company, is on the mend. Mr. Trammel was operated on last week for appendicitis.

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NEW BROADCAST STATION CONSTRUCTION HALTED

A crimp will be put into future construction of broadcasting stations in areas already well served by an order issued by the FCC last Saturday, soon to be followed by further instructions from Donald M. Nelson, War Production Board. The FCC order read:

"At the request of the Defense Communications Board, pending the adoption of a specific policy by that Board and the War Production Board with respect to curtailing standard broadcast construction to meet material requirements by the military, the FCC will make no further grants for the construction of new standard broadcast stations or authorize changes in existing standard broadcast transmitting facilities where all or a substantial part of the primary area in either category already receives good primary coverage from one or more other stations.

"In general the FCC's standards of good engineering practice will be used as a guide in the determination of good primary service. National defense requires that there be adequate broadcast facilities, but this does not alter the fact that every economy in the use of critical materials for securing and maintaining these facilities must be practiced to the end that there will be the greatest possible saving in materials.

"This announcement concerns standard broadcast facilities only. It is understood that the DCB is proceeding with studies looking toward the conservation of materials in all other radio services and will submit recommendations at the earliest practicable date."

It is believed that the 150 broadcast construction permits for projects now under way will mostly be allowed to be completed. There are now on file 160 applications for standard broadcast stations and 50 for FM.

An announcement was made by the Federal Power Commission that radio transmitters and sets would receive priority in power. FPC officials stated that radio transmitters have been placed in the same category with other essential utilities and that there will definitely be no shut-down of power to transmitters. It was also said that home power consumption would not be shut off in any case except in the most extreme emergency.

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COMMANDER McDONALD HAS SON

Commander E. F. McDonald, Jr., of Chicago, President of the Zenith Radio Corporation, is in Florida, where Mrs. McDonald is in St. Francis Hospital at Miami Beach, where a seven and a half pound son was born to them last Wednesday morning. Word has been received that Mrs. McDonald and the baby are getting along fine.

The McDonald's little daughter, Marianne Jean, is now five years old. Mrs. McDonald is an accomplished pianist and composer. Two of her compositions "Cancion" and "Romance" were broadcast on the Firestone Hour last season by Alfred Wallenstein's Orchestra.

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PRESSING FCC INVESTIGATION COX AGAIN LAMBASTS FLY

Following his announcement last week that he would do so, Representative E. E. Cox (D) of Georgia on Monday introduced a resolution in the House (H.R.426) authorizing an investigation of the organization, personnel, and activities of the Federal Communications Commission. It was referred to the Rules Committee, of which Representative A. J. Sabath of Illinois is Chairman.

In introducing the resolution Mr. Cox, who last week charged Chairman Fly with maintaining an "active and ambitious Gestapo in the FCC", saying that he was "rapidly becoming the most dangerous man in the Government", again attacked the FCC Chairman saying:

"Last week I made the statement on the floor that I proposed offering a resolution for a House investigation of the Federal Communications Commission. The report of the statement reaching Mr. Fly provoked great laughter. Mr. Fly, as you know, has a monumental contempt for this body and its Members, but later, upon conferring with one or two members of the Commission, he took a most serious attitude toward the suggestion. Agents of the Commission have been assigned the duty of contacting Members.

"Mr. Fly would tell you there is nothing wrong with the Commission and that he has no fear of an investigation, yet he would leave no stone unturned to prevent it. If you have not heard from members of the Commission or their agents you will be hearing.

"There is nothing personal in this suggestion on my part, I have nobody to punish. If I were disposed to do so I could fill the Record with pertinent and authenticated material that would give Mr. Fly something to think about. All I am interested in is guarding the public against the maladministration of a fine law."

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NEWSPAPERMEN WALK OUT ON MR. FLY'S PRESS CONFERENCE

Irrked by the fact that James Lawrence Fly, Chairman of the Federal Communications Commission, kept them waiting a half an hour for the weekly press conference last Monday morning the newspapermen walked out in a body.

It was their contention that Mr. Fly had repeatedly kept them waiting, that this was bad enough in peace time, but that in war time they had more important things to do than cool their heels waiting for, as one correspondent described him, "a despotic little bureaucrat with a badly swelled head." Further more it was maintained his keeping 15 or 20 newspapermen waiting in his outer office was but another evidence of his contempt for the press, said to be so clearly indicated in his putting the newspaper owned radio stations on the grill.

Although Mr. Fly has one of the best publicity men in the business, Mr. George O. Gillingham, his press conferences have never been a success, due either to the Chairman's lack of knowledge of news or a disposition not to tell what he knows. Many of the conferences are newsless. Mr. Fly is quite a wisecracker, apparently trying to follow the style of President Roosevelt, but evidently cannot get away with it. He has never been very popular with the press.

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CAPITAL OFFICE FOR BUSINESS INFORMATION OPENED

President Roosevelt has asked Lowell Mellett, Director of the Office of Government Reports, to expand the facilities of the United States information services to provide Washington visitors with a central source where they may obtain direction to the proper Government officials to handle their problems.

In a memorandum to Mellett, the President said many of the persons coming to the Capital were businessmen seeking advice on wartime problems. It was becoming more and more difficult for them to locate the proper officials, he added, and a central office was needed to coordinate some of the work of information divisions of various Federal agencies and departments.

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MARSHALL FIELD TO BUCK WGN

The war between Marshall Field, New Deal Publisher of the Chicago Sun, and Col. Robert R. McCormick, skipper of the Chicago Tribune, has been extended to the radio field with Mr. Field buying a 45% interest in Station WHIP at Hammond, Ind. As is well known Col. McCormick owns WGN. Hammond is just across the state line and a suburb of Chicago. It is believed the next move of Mr. Field will be to establish studios of the station in his Chicago newspaper office.

Mr. Field actually purchased a 30% interest in the Hammond station, but another 15% was acquired by a friend of his, John W. Clarke, a Chicago investment broker.

Since control is not involved, the FCC is not required to approve the transaction, though a report must be filed of the change in ownership interest. The contract signed by Mr. Field, it is understood, includes purchase of two hours of time daily on the station for the Chicago Sun, new morning daily which he financed. Dr. George F. Courrier, Elgin, Ill., Methodist Episcopal pastor, it is reported, will remain as President with Doris Keane, General Manager, continuing as Vice President and Secretary. Mr. Clarke becomes Vice President and Treasurer.

WHIP now operates daylight only on 1520 kc., with 5,000 watts. It will go on a 22-hour schedule March 29 and is completing construction of a five-tower directional array outside Chicago to give it intensified coverage of the area.

According to Dr. Courrier the power of the new field will be increased to 50,000 watts, but it was said at the Commission that no such application had yet been received, but that a request had been made for limited time. It is possible the new war order which may prevent power increases might prove a barrier, but the opinion at the FCC appeared to be that Mr. Field, being such a good New Dealer, would probably have no difficulty getting 50,000 watts for his new station if he wanted it.

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Sterling Fisher, eminent educator, noted for outstanding achievements in the promotion of culture and understanding through radio between the Americas, has been appointed Assistant to Dr. James Rowland Angell, Public Service Counselor for the National Broadcasting Company and former President of Yale University, according to an announcement made by Dr. Angell.

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HENDERSON FIXES MAXIMUM PRICES

Effective February 9, Leon Henderson announced, the maximum price that a manufacturer may charge for any current model, or for tubes, or other parts will be the highest net price received on October 15 or in the three-month period prior thereto.

Prices for any models offered for the first time after October 15 and before February 9, 1942, must be filed for approval by the OPA, but, in the meantime, a manufacturer may continue to sell these new models "for not more than the highest net price received or quoted between October 15, 1941 and February 9, 1942."

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JAPS FORCE NAVY'S HAND BY TRANSCRIPTION

Recently the Japanese revealed the names of Marine Corps officers and civilians taken at Wake. They broadcast what they claimed was an electrical transcription of a statement by Commander Winfield Scott Cunningham, in charge of naval operations at Wake. Commander Cunningham's name had not appeared in the Navy's official account of the action at Wake; yet soon after the Japanese broadcast the Navy acknowledged that he was indeed the Wake commander.

"Obviously such tactics on the part of the Japanese place the Navy in a difficult position", the Washington Post commented. "As an antidote, a more relaxed policy governing the release of prisoners' names might seem to be called for - though relaxation of official policy is exactly what the Japanese are fishing for. Not to make any change, however, is to permit the psychological initiative to remain with the Japanese. If, as is undoubtedly the case, the Japanese are aware of the considerable feeling here against the withholding of lists of casualties and missing persons, they may be depended on to continue exploiting the situation for their own purposes."

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SHORT-WAVE AS WAR INSTRUMENT

After outbreak of war the most crucial problem to be solved by the National Broadcasting Company's International Division was that of meeting the censorship code regarding the broadcasting of news as laid down by the Government, without radically changing any of the broadcasting standards which had been adhered to for many years, an NBC bulletin states.

A central rewrite section was created for this purpose. Operating on a twenty-four hour basis and using press association reports and Coordinator of Information material as a basis, this department turned out a complete 15 minute "news budget". It is prepared and ready for broadcast at 8 A. M. daily, and is continuously revised throughout the day. Copies are handed over to the nine language sections as they flow from the typewriters of the rewrite desk.

This new centralization makes it possible to turn out the news budget without deviating from the censorship code. Thus the short-wave division becomes an instrument of war.

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NAVY "E" PENNANT TO RCA MANUFACTURING COMPANY

Citing "outstanding results in the production of Navy material vital to our war effort," the United States Navy has awarded to RCA Manufacturing Company the coveted Navy "E" pennant.

Secretary of the Navy Frank Knox sent the following congratulatory telegram to George K. Throckmorton, President of RCA Manufacturing Company:

"THE SPLENDID ACHIEVEMENT OF THE RADIO CORPORATION OF AMERICA MANUFACTURING COMPANY OF CAMDEN, NEW JERSEY, ITS MANAGEMENT AND ITS EMPLOYEES IN PRODUCING AN EVER GROWING OUTPUT OF MATERIAL FOR THE UNITED STATES NAVY IS CHARACTERISTIC OF THE VIGOR INTELLIGENCE AND PATRIOTISM WHICH HAVE MADE AMERICA GREAT AND WHICH HAVE KEPT HER FREE. ON THIS OCCASION OF PUBLIC RECOGNITION OF YOUR ACCOMPLISHMENT, PLEASE ACCEPT MY CONGRATULATIONS."

FRANK KNOX SECRETARY OF THE NAVY

"Your company will be privileged to fly this emblem as public evidence of your outstanding achievement," stated Under Secretary of the Navy, James V. Forrestal, in a letter of notification to Mr. Throckmorton. "In addition, your employees will be entitled to wear a special lapel decoration bearing the insignia of the Navy Department and the Navy "E", which, as you doubtless know, is a traditional Navy award for excellence. In Navy parlance it means "Well done" - the highest praise the Navy can bestow."

RCA Manufacturing Company, with headquarters at Camden, N. J., also operates plants in Harrison, N. J., Indianapolis and Bloomington, Ind., and Hollywood, Cal. For more than a year past the company has been manufacturing, on an increasing scale, radio equipment essential to the navigation and communication of ships and planes. The many thousands of RCA employees engaged in this work have signed a pledge to "Beat the Promise" in the fulfillment of all war orders, by delivering apparatus in advance of contract schedules.

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KNOWLSON SAYS WPB CAN DO JOB

James S. Knowlson, of Chicago, former Radio Manufacturers Association President, is played up in an article by William Pinkerton of the Wide World News Service, who writes:

"A businessman from Chicago - a good La Salle Street type; heavy-set, well dressed, graying, affable - called in his assistants the other day for a conference.

"He had heard some talk, he said, about the goals set by President Roosevelt for American war production in 1942 - the 60,000 planes, 45,000 tanks, 20,000 antiaircraft guns, eight million tons of merchant ships. He had heard some talk that it couldn't be done. The smiling face turned tough;

"Anyone who thinks we can't make those goals," he said, "can turn in his time check and go home."

"The speaker was J. S. Knowlson, President of the Stewart-Warner Corporation, who came to Washington some months ago to help his old friend, Donald Nelson, with the defense job.

"It might have been any of the seven men whom Nelson has hand-picked to carry the ball for the War Production Board. There's a do-or-die spirit in the slogan-studded halls of the Social Security Building where war production head up. The quiet-spoken Nelson, the mail-order executive who finds himself at 53 saddled with terrifying responsibility for America's victory effort, himself has set the pace. In a meeting of all executives of his new agency, he announced that he intended to resign if he could not do his job. He added that he expected all others to do likewise.

"Nelson's Chicago friend, Jim Knowlson, the radio-maker, will work closely with William H. Harrison, in charge of production. Knowlson's own job is "to get a smooth, working relationship with the industries as such." He will have charge of priorities, as well as the industry 'Czars' being assigned to the task of changing peace time industries (automobiles) in war time industries (tanks, airplanes). The changeover of perhaps 50 or 60 industries will be his big job for the present. Knowlson also will be charged with filling in the chinks in the wall of machines. If a shortage of parts develops, he must find a factory that can end the shortage."

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MUSIC CRITIC EXPRESSES HIMSELF ON COMMERCIALS

Apropos of an exchange between listeners and program managers of Washington stations, Ray C. B. Brown, Music Critic of the Washington Post, wrote the following letter to Mr. Coe, Radio Editor of the Post:

"A writhing victim of radio commercials, I have read with care the statements of the resident program directors. It seems to me that the letter of Mr. Carlton D. Smith, of NBC, is the most logical in emphasizing the strategic position that the radio, like the newspaper, tries to please the widest variety of interests consistent with good taste. His kindly reference to my music column offers me just the angle from which to enfilade his position, for it is not with the commercials themselves that I always quarrel, but with the way they are infiltrated through the programs in which I am interested.

"In the newspaper, advertisements are unmistakably presented as what they are. No editor would be so rash as to order his reporters to mingle advertising with their factual writing of news.

"Suppose that I were to please Washington Post advertisers by writing a review of a recital containing sentences like these:

"Llewellyn Poundergood gave an admirable piano recital last evening in Lyric Hall (conveniently located at First and Main Streets; special rental rate for musicians). His technical skill was but one asset in an artistic equipment fully displayed through the medium of a beautifully toned Dinkelspiel (when you are next shopping along Main Street, drop in at Sherman's and see their complete line of these magnificent pianos). His reading of Beethoven's C sharp minor sonata showed

that he had penetrated its meaning with the eye of intuition (for the improvement of your vision use invisible bifocal glasses fitted by Bellona, 2249 Sutter Street). A contagious rhythmic vitality animated the march from Prokofiev's 'The Love of Three Oranges' (for long walks Hiker shoes are best; exclusive agency at the Booterie). His power of poetic evocation was disclosed in his imaginative fantasia on 'O Have You Seen But a White Lily Grow' (ladies, have you tried Blank's vanishing cream stocked by the Emporium? It will give your skin the candid purity of the lily).

"The advertisers would be delighted, but the readers who now honor me by attention to my comments would read them no more. They would be quite justified in resenting the interruptions in an analysis of ability and the intrusion of extra-musical matters into a discussion of music."

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BROADCASTERS VICTORY COUNCIL LOSES NO TIME

The new Broadcasters Victory Council, inspired by George B. Storer, President of the Fort Industry, and headed by John Shepard, 3rd, of the Yankee Network, which will be a super-body representing the broadcasters in their dealings with the Government during the War, got down to business in a hurry.

The members of the Council besides Mr. Shepard, who has opened headquarters in the Capitol, and Mr. Storer, President of NIB, are James D. Shouse, Vice President of WLW-WSAI, designated for the Clear Channel Broadcasting Service in lieu of Edwin W. Craig, WSM, Nashville, its Chairman; John E. Fetzer, WKZO, Kalamazoo, owner and NAB Director, who was named in lieu of NAB President Neville Miller, and Eugene C. Pullman, President of WIRE, Indianapolis, and President of Network Affiliates, Inc. Mr. Fetzer's designation came as a result of the Council's conclusion that practical broadcasters should be named.

A legal committee consists of Louis G. Caldwell, William J. Dempsey, Phillip J. Hennessey, Philip G. Loucks, Paul M. Segal, and Paul D. P. Spearman, Chairman.

Whether the Victory Council will function as a permanent body is problematical, Broadcasting Magazine states and continues:

"It will continue, however, until such time as a 'sufficiently formidable' trade association is on the scene, persona grata with the regulatory authorities.

"The Council organization augurs for a reorganization of the NAB, or in lieu of that, possible creation of a new trade association. This is expected to crystallize at the NAB Convention in Cleveland May 11-14, when moves will be made to dis-enfranchise the major networks in industry affairs, affording them only associate memberships, similar to those held by other industry groups not actually licensed stations.

The future status of NAB President Miller, who has been under fire because of the NAB position on regulatory matters, unquestionably will be thrown into controversy by the Council development.

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::: TRADE NOTES :::

Frank M. Russell, Vice-President of the National Broadcasting Company in Washington, will give a party Wednesday afternoon at the Mayflower to meet Mark Woods, new President of the Blue Networks.

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Unprecedented collections last December of Federal radio excise taxes, amounting to the record-breaking figure for one month of \$2,348,801.79, brought the total 1941 radio tax totals to a new high of \$9,174,623.48. This was an increase of \$2,314,396.49 or 33.7% above the radio taxes collected in 1940 and, of course, was partially due to the radio tax rate increase, from 5½ to 10%, which became effective October 1 last.

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Little radio legislation is expected this year from the few state legislatures which are in annual session, the Radio Manufacturers Association reports. Only nine state legislatures are now holding sessions as compared with forty-four last year.

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War conditions have stopped publication of the monthly Department of Commerce reports regarding imports and exports, including radio.

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Made necessary by the threatened depletion of paper stock, the NBC and Blue Networks Press Departments have given notice of the discontinuance of their daily program services. The weekly advance program service, however, will be continued and supplemented by a daily mimeographed correction service.

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Radio export interests will be featured in a special NBC short wave broadcast on February 20, which has been arranged by the RMA Export Committee and the Export Managers Club of New York. The 15-minute broadcast will be presented at 7:45 P.M., Friday, February 20, over station WRCA, 9,670 kc, 31.02 meters, and the program will be repeated at 9:15 over station WBOS, 11,870 kc, 25.26 meters. Members are requested to advise their Latin American outlets of this special export program.

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The following executives will head NBC-Red Network operations from its headquarters in Hollywood: John W. Swallow, Program Manager; Sydney Dixon, Sales Manager; Frank Dellett, Auditor; A. H. Saxton, Chief Engineer; Harold J. Bock, Publicity Manager; Walter Bunker, Production Manager; Robert J. McAndrews, Sales Promotion Manager, and Lewis S. Frost, Assistant to the Vice President. Executive personnel at KPO, San Francisco, include: Al Nelson, Manager; Robert Seal, Program Manager; Kay Barr, Press Manager; A. C. Diederichs, Chief Auditor, and George Graves, Chief Engineer.

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Executive personnel of the Blue Network's Western Division are: Leo Tyson, Program Director; Sidney Dorais, Chief Auditor; Milton Samuel, Publicity Manager; Robert Moss, Production Manager; David Lasley, Sales Promotion Manager. Tracy Moore was previously named Sales Manager for the new company on the coast. In San Francisco William B. Ryan is Manager of KGO; Robert Dwan, Program Manager; and Gilbert Paltridge, Sales Promotion Manager.