

HEINL RADIO BUSINESS LETTER

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No. 1419

NEW RADIO NAMES IN 1942-43 "WHO'S WHO"

There was a day not so long ago when the names of leaders in the radio and communications industries in "Who's Who in America" were few and far between, but these groups are now really coming into their own as is shown by the 1942-43 issue of that famous publication. There is nevertheless, considerable room for further recognition inasmuch as out of the 31,692 sketches which appear this year, considerably less than a hundred identified with radio or communications are listed. This does not include the radio performers who appear this year in "Who's Who" in greater number than ever before.

Among those in the industry making their first appearance are Niles Trammell, President of the National Broadcasting Company, his right-hand man, Frank E. Mullen, Vice-President and General Manager of NBC, Peter C. Goldmark of the Columbia Broadcasting System, whose television accomplishments have attracted attention, and Walter S. Lemmon, of the Boston short-wave station WRUL. Closely identified to the industry, and an outstanding figure in the copyright fight, is Edwin Claude Mills, Chairman of the Administrative Committee of the American Society of Composers, who also makes his bow in this year's "Who's Who". There is also a sketch of Miss Judith C. Waller with NBC in Chicago, the only woman radio official mentioned.

Some of the highlights in the sketches of the newcomers follow:

Mr. Trammell was born in Marietta, Ga., July 6, 1894; educated Sewanee (Tenn.) Military Academy, 1912-15, University of the South, 1915-17; Commercial representative, Traffic Department, Radio Corporation of America, San Francisco, March 1923; Assistant Sales Manager, Pacific Division, Radio Corporation of America, 1925; Joined sales staff, National Broadcasting Co., Chicago, 1928; Manager, then Vice President in Charge Central Division, Chicago, 1928-29; elected Vice-President, New York City, 1939; President since July 1940. Served as 2nd Lt. 38th Inf., 125th Div., U.S. Army, 1917; 1st Lieut. 1918.

Frank E. Mullen was born in Clifton, Kans., August 10, 1896; Farm page editor Sioux City (Ia.) Journal, 1922; organized and conducted first regular radio broadcasting service for farmers, Station KDKA, Pittsburgh, 1923; Director Agriculture, National Broadcasting Company, Chicago, 1926-34; Organized National Farm and Home Hour, 1934; Manager, Department of Information, Radio Corporation of America, New York, 1934-39; Vice-President in Charge of Advertising, 1939-40; Vice President and General Manager, National Broadcasting Co since August, 1940. Left Louisiana State College to enlist in U. S. Army May, 1917; served with A.E.F. until Feb. 1919.

Peter C. Goldmark was born in Budapest, Hungary, December 2, 1906; University of Vienna, 1925-31 (B.S. and Ph.D); Came to United States 1933, naturalized, 1937. Television engineer in charge Dept. Pye Radio, Ltd., Cambridge, England, 1931-33; Chief Engineer, Television Department, Columbia Broadcasting System, New York City, since 1936. Owns many patents in field of television and radio.

Walter S. Lemmon was born in New York, N. Y., February 3, 1896; E. E. Columbia, 1917; Lieut. Comdr., U. S. Navy 1917; General Manager, Radiotype Division, International Business Machines Corp., since 1933; Special radio officer on staff of President Wilson during Peace Conference 1919; founded International Radio Station WRUL; Founder World Wide Broadcasting Foundation; pioneer in development and manufacture of radio typewriter; invented single-dial tuning control for radio sets.

Edwin Claude Mills, born in Denver, Colo., October 5, 1881; educated San Antonio public schools; began as school teacher and later traveling representative Underwood Typewriter Co; Examiner of Accounts Division, Isthmian Canal, Panama, 1907-10; President, Radio Music Co., 1929-1932; Chairman, Administrative Committee, American Society of Composers, Authors and Publishers since 1932. Served in 1st Tex. Vols., Spanish-American War. Decorated Officer Academie Francaise; Order of Merit (Rumania); Panama Canal Medal.

Judith C. Waller was born Oak Park, Ill., Feb. 19, 1889; formerly identified with J. Walter Thompson, advertising, Chicago and New York, formerly Vice-President and General Manager, Station WMAQ, Chicago, now Director, Public Service and Education, Central Division, National Broadcasting Company, Chicago.

Those who had been listed in previous years in "Who's Who" and who appear again in the 1942-43 edition include Edwin H. Armstrong, inventor of the superheterodyne circuit and frequency modulation; Judge A. L. Ashby, Vice-President and General Counsel of the National Broadcasting Company; Sosthenes Behn, Chairman, International Telephone & Telegraph Corp.; Gene Buck, President, American Society of Composers; Commander Andrew W. Cruse, formerly with the Federal Communications Commission; Louis G. Caldwell, radio counsellor; O. H. Caldwell, former member of the Federal Radio Commission; Norman S. Case, member of the Federal Communications Commission; Martin Codel, publisher of Broadcasting Magazine; Commander T. A. M. Craven, Federal Communications Commission; Powell Crosley, Jr.; Philo T. Farnsworth; Lee de Forest; Chairman James L. Fly, Federal Communications Commission; Dr. J. H. Dellinger, head of the Radio Laboratory, Bureau of Standards; Clifford J. Durr, Federal Communications Commissioner; Orrin E. Dunlap, Jr., former Radio Editor, New York Times, now head of RCA Public Relations Department; Dr. A. N. Goldsmith; Gen. J. G. Harbord, Chairman of the Board, Radio Corporation of America; Admiral S. C. Hooper, Navy Radio Expert and E. K. Jett, Chief Engineer, Federal Communications Commission.

Also, Thomas P. Littlepage, Sr., radio counselor; James S. Knowlson, Assistant Chief, War Production Board; Frank E. Mason, Assistant to the Secretary of the Navy; Neville Miller, President of National Association of Broadcasters; Alfred McCosker, Chairman of Mutual Broadcasting System; E. F. McDonald, Jr., President, Zenith Radio Corporation, and first President of the National Association of Broadcasters; Maj. Gen. Dawson Olmstead, Chief of the Signal Corps; William S. Paley, President, Columbia Broadcasting System; George Henry Payne, Federal Communications Commissioner; Sam Pickard, former member of the Federal Radio Commission; Gen. Charles McK. Saltzman, former Chairman of the Radio Commission.

Also, Judge E. O. Sykes, former Chairman of the Radio Commission; Dr. A. Hoyt Taylor of the Naval Research Laboratory; George K. Throckmorton, President of RCA Manufacturing Co.; Paul A. Walker, Federal Communications Commissioner; Senator Burton K. Wheeler, Senator Wallace White; Ray C. Wakefield, Federal Communications Commissioner and Vladimir K. Zworykin, Television Director, Radio Corporation of America, who has the distinction of being the last name in "Who's Who".

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BROOKLYN "TUBE TESTER" DENIES FTC CHARGES

Murray Mentzer and Solomon W. Weingast, trading as Precision Apparatus Co., 647 Kent Ave., Brooklyn, filed answer to a Federal Trade Commission complaint charging them with misrepresentation in the sale of radio tube testing instruments which they designate "Dynamic Mutual Conductance Type Tube Testers".

The answer denies that the respondents, as alleged in the complaint, have made misleading and deceptive representations with respect to the character, quality and performance ability of their instruments.

As to the complaint's allegation that the instruments are emission testers and cannot properly be described as dynamic testers or as mutual conductance testers, the answer avers that the instruments test for both mutual conductance and emission.

Hearings will be held in due course.

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In October, 1940, General Electric's three short-wave stations were on the air three hours and 15 minutes a week with news broadcasts. They were given in three languages. Today, these same three stations, WGEO and WGEA in Schenectady and KGEI in San Francisco, broadcast 100 news programs a week for a total of 24½ hours a day, and they are sent out in 14 different languages.

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CECIL BROWN AND WALLENSTEIN AMONG PEABODY WINNERS

Winners of the 1941 George Foster Peabody Radio Awards, the "Pulitzer Prizes" of broadcasting, were announced tonight (Friday) by S. V. Sanford, Chancellor of the University System of Georgia, at a dinner in New York.

The winners are:

Cecil Brown, Columbia Broadcasting System reporter, for "the best reporting of the news".

"Against the Storm", a daytime serial, and "The Bill of Rights", broadcast by all networks last December 15, as outstanding in the field of drama.

Alfred Wallenstein, Mutual Broadcasting System musical director, in the field of music.

"Chicago Round Table of the Air", a National Broadcasting Company program, in the field of education.

The international short-wave broadcasters of the country for their patriotic service.

With regard to Cecil Brown of CBS, the Advisory Board's report said: "His dispatches from Cairo, Singapore and Australia were remarkable for their accuracy and their courage. He was frequently in hot spots, and his eye-witness account of the sinking of the REPULSE and the PRINCE OF WALES was the most dramatic single story of the year. His news sense, his coolness under fire and his insistence - even under censorship - that the truth must get home sets an example for reporters everywhere."

In making the award to Mr. Wallenstein, the Committee stated: "Every music lover is grateful for the many fine programs by symphonic orchestras and the Metropolitan Opera Company. But Mr. Wallenstein's work partakes of greater originality; his presentation of the Bach Cantatas, his search for the lesser-known classics, and the beauty and leadership which he has brought to the performance of his Sinfonietta, - all these mark him as singularly fitted for this award."

"Many programs were considered in the field of education. The 1941 Award goes unanimously to the Chicago Round Table of the Air, a program which, since its origin ten years ago, has been identified with Station WMAQ, and for the excellence and spontaneity of which Judith Waller, Allen Miller and Sherman Dryer are primarily responsible. In the days when it is no longer permissible to ad lib, it is well to remember a program which gave free expression to intelligent minds."

It was the Committee's opinion that the most worthwhile innovation of 1941 is to be found in the international short-wave broadcasts which have gone from America into the free air of England and into that area of silence, the dominated lands of Europe, saying: "It is unfair to single out any one station for this admirable work. Instead the short-wave broadcasters, one and all, and their coordinator Stanley P. Richardson, should be cited for their initiative and their influence."

The idea for the Peabody awards, first made in 1941, which are to be made each year originated with Lambdin Kay, of Station WSB, Atlanta. He discussed the need for "something comparable to the Pulitzer Prize" for radio with Dean John E. Drewry, of the Henry W. Grady School of Journalism of the University of Georgia, who in the Fall of 1939, laid the matter before Dr. Sanford. With Dr. Sanford's approval, Dean Drewry discussed the matter with the broadcasting industry at the 1940 convention of the National Association of Broadcasters in San Francisco where his proposal to have the awards made by the University of Georgia received unanimous endorsement. The awards were first made in 1941.

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RED CROSS THANKS THE RADIO

The American Red Cross has asked the Broadcasters Victory Council to extend its gratitude to the broadcasting industry for the part it played in the recent Red Cross War Fund campaign which was so largely oversubscribed.

"The networks", declares the Red Cross, "the independent stations, the sponsors, and the advertising agencies all gave our appeal splendid support, and we are deeply grateful."

The Red Cross holds the view that the millions of citizens who gave millions of dollars, are entitled to know where their money goes, and how their sons in the armed forces may take advantage of numerous Red Cross services.

Accordingly henceforth, all radio stations and advertising agencies will receive a weekly radio bulletin containing latest Red Cross information and news. Much of it is adaptable to regular broadcasting schedules. "We are aware", adds the Red Cross, "of the many pressing requirements of the radio industry at this time; therefore, we are presenting our bulletins not as something that must be worked into a schedule at a certain time, but as information and news that we hope can be fitted in whenever and wherever the schedule permits."

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M.C. DECLARES NEW DEAL USING WINCHELL TO DEFEAT HIM

Walter Winchell, radio commentator and columnist, was again in the spotlight this week when Representative Clare E. Hoffman (R.), of Michigan, charged that "using Winchell, whom the President saved from active service in the Navy, and other propagandists, the Administration has started a smear campaign to defeat me."

Representative Hoffman had prefaced this charge by declaring that "taking advantage of the War, New Deal politicians have undertaken to defeat every Senator or Congressman who ventures to criticize however ridiculous or wasteful, any administration policy, even though it interferes with our national defense."

Sometime ago the demand was made in Congress that Winchell, who is a Lieutenant Commander in the Naval Reserve, either be put on active duty or prohibited from continuing his radio broadcasts in uniform. Representative Vinson passed this request along to Secretary Knox but nothing came of it. Shortly thereafter Winchell was said to have come to Washington in uniform, carrying a book "Into Battle", which had been autographed for him by Winston Churchill.

According to the story, he secured a White House appointment because he wanted President Roosevelt's autograph on the volume in addition to that of the British Prime Minister. After this appointment, a high Navy official is reported to have told several members of the Naval Affairs Committee, Mr. Roosevelt issued orders superseding the Navy's summons to active duty for Winchell.

In the meantime, Winchell, in full regalia, continues his Sunday night broadcasts which, according to Liberty Magazine, bring him in \$5,000 apiece, presumably in addition to his Navy pay. Liberty states:

"Besides the \$5,000 a week from his radio sponsorship, Winchell's column in the New York Daily Mirror brings in another \$1,200 weekly. Syndication of his column in some 850 other newspapers (including San Quentin's prison paper, which pays two dollars a month for it) brings in \$3,000 to \$3,500 monthly. Add them all together and they spell moola.

"This year, 71 percent of Winchell's 1941 earnings will be siphoned off by the government via the tax route.

"His biggest year was 1937. In addition to his regular man-killing chores, he made two movies at \$75,000 each, tilting his earnings for that year to \$431,000. He owns a chunk of property in Beverly Hills, maintains a home in Westchester and an apartment occupying the entire tower floor of a Manhattan residential skyscraper. His annual expenses are around \$50,000 a year.

"He refuses to say what he is worth today. His friends put it at a cool, if conservative, million dollars."

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TELEVISION SEEN AS GREAT POST WAR INDUSTRY

Coming indistinctly but broadly into view at the informal conference of the Federal Communications Commission with the representatives of the television interests and the Radio Manufacturers' Association yesterday (Thursday) was the fact that television looms as one of the big post-war industries. It was believed that television might then expand as did radio and the motion picture when they finally get into their stride. It was even suggested that the television industry might grow to such an extent as to be able to absorb large numbers of unemployed or those returning from military service.

All companies having television interests had somebody present at the meeting. These included the Radio Corporation of America, Don Lee, Zenith, Philco, General Electric, Columbia Broadcasting System, National Broadcasting Company, Dumont, and Bamberger. There was considerable discussion of the fixed number of hours the stations were now required to operate. It seemed to be the opinion that under present war conditions 15 hours a week as stipulated by the FCC was too much. The sentiment appeared to be that this rule should be eased up for the duration.

There was considerable complaint about priorities restrictions. One of these had to do with tubes. After the present stock of scanning tubes is exhausted, some operators felt that they might be forced off the air.

The question came up as to whether the television industry should have a better priorities rating than broadcasting. Those present whose companies represented both broadcasting and television seemed to think not. It was apparently their opinion that with the low priorities rating broadcasting now had that it was encountering enough war difficulties without endeavoring to additionally carry burdens of an industry still in the experimental stage.

One possible action seen which the Commission might take as a result of Thursday's meeting was that it would allow the television industry to keep its foot in the door in continuing to hold licenses but permit the stations to go off the air for the duration. Another would be for the Commission to suspend the 15 hours a week fixed time on the air which would throw upon the individual operator the question as to whether or not he thought it worth while to continue operation.

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"Stand by for flash", Variety warns

"One of the most serious charges ever levelled at a radio station is expected to pop this week in New York City. It may result in the station losing its license. Oddly enough, the responsible individual is reported unable to comprehend the enormity of the offense. He did not think up the bright idea himself, but got it from his collaborator, a professional con man from accounts. Station has long been sloppy in ethics."

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PALEY STRIKES BACK AT FCC VIGOROUSLY

In his annual report William S. Paley, President of the Columbia Broadcasting System sharply criticized the Federal Communications' monopoly charges stating that the FCC rules not only were designed to forbid stations, on penalty of losing their licenses to operate, from continuing their existing relationships with networks, but jeopardized Columbia's ownership and operation of some of its standard broadcast stations.

"We were convinced that the order, if it became effective, would largely destroy both incentive and opportunity to maintain long-range character and standards such as have marked the building of Columbia as a national publication addressed to the ear instead of the eye, and would drive both networks and stations into a dangerous era of immediate opportunism and catch-as-catch-can competition for every hour in the day", Mr. Paley declared. "It seems obvious that if the Commission prevails and the results which we foresee ensue, the public service aspects of radio broadcasting will be deeply and seriously injured; and broadcasters, striving to survive, will be driven to a degree of commercialism they themselves have never sought. We found the Commission's action alarming for a reason of even greater public portent. Its sudden intrusion into the field of business relationships between networks and stations, thus endowing itself with drastic control through its own interpretation of provisions of law enacted many years ago, will in my judgment have one end result, sooner or later. This result is one which we believe is abhorrent to the American people and to our whole democratic concept of freedom of the air. The Commission came into being very largely because the wave lengths on which stations operate impinge upon each other, and, therefore, there had to be traffic-policing of the air through allocation of wave lengths.

"The Commission now seeks to read into an old law powers and duties never before asserted by it. And under these new-found powers it assumes the right to regulate the business practices of stations. Further, striking through its asserted powers over the stations it seeks to regulate and to alter drastically the functioning structure of the networks. If the Commission can exert these powers, its control over the whole of radio broadcasting will be so strangling that no licensed broadcaster can be counted upon to defy its slightest wish. And once that condition arrives, even though the law may forbid the Commission to interfere with program content, the result will be the same. Broadcasters, striving at least for a measure of economic survival, will, unless they be men of extraordinary courage and character, be guided by a nod or a frown from on high as they frame their program schedules. And there goes freedom of the air.

"We, of course, claim no immunity from any of the laws of business properly enforced through the courts by the agencies charged with bringing about such enforcement. We are contending

against regulation by the licensing agency in fields in which we do not believe it was ever authorized to act. Freedom of speech on the air has become certainly as precious as freedom of the press, and from the start we have been resolved to fight to preserve it, because we believe that to do so is a duty to ourselves as broadcasters and even more, a duty to the public.

"On the basis of FCC allegations of monopoly in network broadcasting, the Department of Justice has brought a civil suit against the Corporation and some of its officers seeking an injunction against the continuance of certain of our practices. These are substantially the same as those at which the FCC rules just discussed are levelled. We are preparing a vigorous defense and expect to be able to show that the present broadcasting structure is in the public interest."

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INDUSTRY TO HAVE ITS SAY ON FCC REVAMPING BILL

The House Committee on Interstate and Foreign Commerce will give the broadcasting industry an opportunity next Tuesday (April 14) to express its views on the bill introduced by Representative Sanders, of Louisiana, several months ago to reorganize the Federal Communications Commission. Representative Lea of California is the Chairman of the Committee.

The Sanders bill calls for a drastic overhauling of the Commission. It provides for the assignment of three Commissioners to broadcasting exclusively and a similar number to the common carrier field. The Chairman of the FCC would act as executive officer but unless there were an equal division would have no vote. Also under this bill the Commission would be required to report to Congress, for legislative action, any recommendations relating to the regulation of the relationship between networks and affiliates and the number of stations to be operated by a network organization.

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NEVADA HAS HIGH PERCENT OF RADIOS

Of the 32,178 dwelling units reporting from Nevada in the 1940 census 26,200 were found to be equipped with radios. Of the 15,360 rural non-farm units, 11,889, or 77.4 percent have radio sets and of the 4,038 rural farms 2,906, or 72 percent are supplied with sets.

Census bulletins for the various States as they appear may be obtained at the Government Printing Office for 10 cents. They are known as "Second Series General Characteristics" and thus far only those for Nevada, New Hampshire and Vermont have appeared.

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TO CHECK MORE CLOSELY ON PAID POLITICAL TIME

If legislation favorably reported by the Senate Committee on Privileges and Elections is enacted, special investigators will be appointed every two years to check up more closely on Congressional candidates' expenditures for radio time.

Representative Theodore F. Green, of Rhode Island has advocated a check on "amounts subscribed and contributed and the value of services rendered and facilities made available" to all office-seekers. Senatorial candidates, under his scheme would be forced to give detailed information about the amount of radio time donated or purchased, a double-check on the Federal Communications Commission's routine enforcement of the "equal opportunity" clause of the Communications Act. Green specifically suggested a survey of "personal services and the use of billboards and other advertising space, radio time, office space, moving picture films and automobiles and other transportation facilities."

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SENATOR WHITE SHY OF U.S. ENTERING TELEGRAPH FIELD

In introducing a bill by Senator Ernest W. McFarland, of Nevada, and himself for the consolidation of the domestic telegraph communications companies, Senator Wallace White, of Maine, said:

"The immediate occasion for it is the desperate financial plight of the Postal Company. It is accepted as certain that our two principal domestic telegraph carriers must work out a plan of merger which will merit the approval of our regulatory body, the Federal Communications Commission, or there must speedily come the liquidation of the Postal Company and its disappearance as a competitive factor in communications.

"A further alternative might be the taking over and the operation of the Postal System by the Federal Government. This would present to us most serious problems. It would result in direct governmental competition with the Western Union, the present largest unit in the domestic wire communication field; and competition by the Government with other methods and means of domestic communication.

"It might result in the assumption by Government of the entire burden of domestic wire and point-to-point radio communication."

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A suit accusing the American Society of Composers, Authors and Publishers of misusing control of "practically 100 per cent of all of the copyrighted musical compositions which have found public favor" and demanding triple damages of \$606,784 was filed in Federal Court in New York Thursday by 157 operators of 235 motion-picture theatres. The complaint also asked \$50,000 counsel fees and an injunction to prevent continuance of the trade practices complained of, which were alleged to violate the Sherman and Clayton anti-trust laws.

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 ::: TRADE NOTES :::
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James S. Knowlson, Director of Industry Operations of the War Production Board, who before the War was President of the Stewart-Warner Corporation, of Chicago, has been re-elected a Director of that company. A new Stewart-Warner Director is Frank E. Hiter, replacing Thomas P. Sullivan.

 In recognition of the work of the Broadcasters' Victory Council as the liaison group between the industry and all Government agencies, the Defense Communications Board last week appointed John Shepard, 3rd, Chairman of the Victory Council, to represent the Council on Committee IV of the DCB, with O. L. Taylor, BVC Executive Secretary, as alternate. Mr. Shepard had previously been a member of the same Committee, serving as the representative of FM Broadcasters, Inc.

 The Federal Communications Commission has granted the application of Lawrence J. Heller, owner of Station WINX in Washington, D. C., for a voluntary assignment of the license to the WINX Broadcasting Co.

 The Federal Communications Commission has approved plans of K31LA and K37LA, two FM outlets near Los Angeles, owned by the Columbia Broadcasting System and KFI respectively, to build special antenna systems that is expected to permit them to serve the southern California area.

 The Mutual Network's gross time sales for last month was \$1,053,444, compared to \$513,774 for March, 1941. Accumulative billings for the initial quarter of Mutual this year is \$3,016,141, as compared with \$1,461,162 for the first three months of 1941.

 When Mildren Perman, Senior co-ed at Oregon State College receives her diploma in May, she will travel 2,800 miles to start her career in the electrical industry with a group of more than 400 young men from all parts of the country. Miss Perman will be the first young woman in 23 years to be selected for graduate student training at the Westinghouse Electric & Manufacturing Co. and the second feminine member ever to join the Westinghouse Student Course.

 Two young communication engineers from Argentina and Chile respectively are the most recent arrivals in New York to claim the educational opportunities granted them through the New York City Committee for Latin American Scholarships. They are Forbes W. Grant of Buenos Aires, Argentina; and Ambrosio Alliende Z. of Santiago, Chile. Both are employees of associated companies of International Telephone and Telegraph Corporation. Grant is a radio engineer with Compania Internacional de Radio Argentina and Alliende is with the long distance department of the Chile Telephone Company.

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