

HEINL RADIO BUSINESS LETTER

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INDEX TO ISSUE OF FEBRUARY 22, 1944.

Clash Over FCC Probe May Make It A Campaign Issue.....	1
China Rebroadcasts U.S. Short-Wave Programs.....	3
Deems Taylor Looking For A New "Snow White" At WLW.....	3
New White House Secretary Was Atwater Kent Pioneer.....	4
McIntosh Presides Over New Sound Equipment WPB Committee.....	4
Winchell Has No Navy Duties, Sec. Knox Tells Congress.....	5
RCA Service To Include Messages To Troops In Italy.....	5
Wants Congress To Pass On All Overseas Soldier News.....	6
Fred Allen Defines Radio.....	6
FCC Presents New 50 KW Clear Channel Analysis.....	7
Pearson Retorts "Blowing Off Steam" To George's Attack.....	9
Chances For Increasing Civilian Batteries Dim.....	10
Trade Notes.....	11

No. 1604

February 22, 1944

CLASH OVER FCC PROBE MAY MAKE IT A CAMPAIGN ISSUE

A fight that has arisen between Washington newspapers and columnists over the Congressional investigation of the Federal Communications Commission may focus so much attention on the investigation that what started out as an inquiry into the conduct of Chairman James L. Fly and the FCC may become a campaign issue involving the entire question of Government control of radio and the freedom of the air. Breaking under the very eyes of the President and Congress in newspapers they read every day, the sensational developments of the inquiry have been brought to the attention of official Washington causing such questions to be asked as: "Why is the President refusing to allow witnesses to testify?" "Is the Administration trying to hide something?"

To the extent of fifteen or twenty editorials the Washington Post published by Eugene Meyer, has been backing Chairman Fly and the Commission as has Drew Pearson, Blue Net commentator, and Post columnist. David Lawrence in the Washington Evening Star, and the Washington Times-Herald have been taking the other side of the controversy. We have from time to time reprinted their various views.

Now comes Willard Edwards in the Times-Herald with the declaration that the Administration fears that the Congressional investigation of the FCC if permitted to continue will "destroy the New Deal" and that this is at the bottom "of a bureaucratic conspiracy to stifle the quiz". It is predicted that the finishing blow to the investigation will come with the forced resignation of the Committee counsel Eugene L. Garey. There was also a report that Representatives Wigglesworth, of Massachusetts, and Miller, of Missouri, minority members might likewise resign from the Committee.

Frank C. Waldrop followed through in the Times-Herald, which is published by Mrs. Eleanor Patterson, a cousin of Col. Robert R. McCormick, of the Chicago Tribune, and is one of the so-called Axis newspapers, with:

"Mr. James Lawrence Fly is a very bad guy in his present job as Chairman of the Federal Communications Commission and should be fired by the President or legislated out of office by Congress if the President won't act.

"Mr. Fly is a misfit and a failure. If he is not kicked out, the nation stands to lose radio's part of something very valuable and something never appreciated quite enough until it is long gone - and that is, free speech.

"If you think Postmaster General Frank C. Walker is attacking freedom of the press in his project to throw Esquire out of the second class mails, you're still in the bush leagues of censorship.

"Mr. Walker is a child in his dealings with censorship of printed matter as compared with Mr. Fly in strangling freedom of speech in radio.

"In 1933 a terrific new law was cooked up, entitled the Federal Communications Commission Act of 1934. This act provided that no radio broadcaster could have a license to do business permanently, and the regulations adopted under the act provided that the broadcaster had to come in every six months and make formal application for renewal of license.

"And on what basis would licenses be granted and extended? Why only if the FCC felt them justified 'in the public interest, necessity or convenience'. Sounds good.

"The FCC Act of 1934 was, like much New Deal legislation, written in the tone of highest idealism. But like all other laws, it had to be administered by men.

"The operations of the FCC give an excellent demonstration of what happens when a law is so high, wide and handsome as to let men swing power around to freely. From 1934 down to date, radio has been progressively harnessed and subdued by Government.

"The membership on the FCC has gone through several changes since 1934, and it is a fact that every change has brought to the Commission a man with a little tighter mind on the subject of governmental control and censorship.

"Just preceding Fly, the Chairman was one Frank McNinch, a regulator of the old-fashioned variety who got his training on the Federal Power Commission and approached the communications industry as another private dragon to be slain so Government-operated angels could grow in its stead.

"McNinch was a quick bust in action because he wasn't very bright, and so the President reached down to the Tennessee Valley Authority for Mr. James Lawrence Fly, who is bright, indeed. Note again, the Chairman was chosen from the field of Government ownership.

"Fly's taste and training were in the direction of Federal strangulation of private enterprise, which is exactly the pattern of operation he has followed on the FCC.

"The career of this gent is varied and interesting, full of ominous significance to any student of trends in government and deserves full, public exposure by Congress."

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CHINA REBROADCASTS U.S. SHORT-WAVE PROGRAMS

James L. Fly, Chairman of the Federal Communications Commission, said last week that China has begun the long-wave rebroadcast of short-wave American radio broadcasts to Chungking by the Overseas Branch of the Office of War Information in San Francisco.

Mr. Fly pointed out that this was undertaken by the Chinese Government to give the people of China an awareness of global developments and said that it presages a growing two-way exchange of ideas between the people of America and China. Mr. Fly's statement follows:

"China's most powerful long-wave station, XGOA in Chungking, is now regularly rebroadcasting short-wave programs originating in San Francisco. Chungking reports that these rebroadcasts of American programs are as clear as local programs originating in Chungking.

"Here is clear evidence of China's technological development, which is being carried forward even during wartime.

"But even more important, here is clear evidence of the Chinese Government's desire to stimulate an awareness of global developments among the Chinese people - not just among the most wealthy people with short-wave receiving equipment, but among the middle-class people with less expensive long-wave radio sets. In fact, China has even made a start at bringing foreign radio programs to the lowest income groups - to the man in the street who could not dream of owning a 'receive-listen machine'. For example, San Francisco is now broadcasting a daily half-hour program especially for Kweilin, one of the great cities of southeast China. This program is rebroadcast by means of a public-address system whose amplifiers are placed at strategic locations throughout the city's streets and parks.

"These developments presage a growing two-way exchange of ideas between the people of America and the people of China - a direct popular intercourse that will lay the foundation for a deep-rooted understanding and friendship in years to come."

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DEEMS TAYLOR LOOKING FOR A NEW "SNOW WHITE" AT WLW

Deems Taylor, composer, radio commentator and President of the American Society of Composers, Authors and Publishers (ASCAP) will be the judge in the finals to discover a new "Snow White" voice in Cincinnati today (Tuesday).

The contest has been conducted by Station WLW and is scheduled to end Thursday, February 24th, when "Snow White" will premiere in fifty cities. The Governors of Ohio, Indiana, Kentucky and West Virginia will attend the coronation dinner.

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NEW WHITE HOUSE SECRETARY WAS ATWATER KENT PIONEER

William D. Hassett, who has just succeeded the late Marvin McIntyre as a White House secretary, for a time promoted the Atwater Kent programs and awards. Mr. Hassett was for many years with the Associated Press and for the most part engaged in regular work but went into the radio field for a few years through Thomas R. Shipp, who handled the Atwater Kent publicity.

That Mr. Hassett still has some interest in radio was revealed by Claude Mahoney, Blue Net commentator, saying that he was his most attentive listener and best critic. Mr. Mahoney, who once called the White House secretary "a walking Thesaurus" said further:

"Bill Hassett knows every quotation that has ever been quoted, every derivative that has ever been derived, and he knows every phrase that has ever been phrased."

Like Atwater Kent, Mr. Hassett hails from Vermont and is about as retiring. This writer recalls at an early radio conference Herbert Hoover, then Secretary of Commerce and presiding at the meeting, saying:

"I am told that Mr. Atwater Kent, the well known radio manufacturer of Philadelphia, is present. I wish he would say a few words."

Instantly the fact of Mr. Kent, who was sitting but a few rows from the speaker, became red as fire and he immediately began sliding down in his chair. Secretary Hoover looked around the room for Mr. Kent, who by that time had almost completely disappeared, and not getting any response finally rapped for order, saying: "I guess our friend from Philadelphia is not here after all, so we will proceed with the meeting." It was fully ten minutes before Mr. Kent came up for air, and as far as this writer is aware, never was called upon to address the meeting.

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McINTOSH PRESIDES OVER NEW SOUND EQUIPMENT WPB COMMITTEE

The Office of Industry Advisory Committees of the War Production Board has announced the formation of the Industrial Sound Equipment Industry Advisory Committee. Frank H. McIntosh, Radio and Radar Division, was appointed the Government presiding officer. The membership is as follows:

David Bogen, David Bogen, Inc., New York, N. Y.; Ed Cahill, Radio Corporation of America, Camden, N. J.; A. F. Gibson, Stromberg-Carlson Co., Rochester, N. Y.; L. A. King, Operadio Manufacturing Co., St. Charles, Ill.; Henry G. Kobick, Webster Electric Co., Racine, Wis.; Carl Langevin, Langevin & Co., Inc., Los Angeles, Calif.; John Meck Industries, Plymouth, Ind.; R. M. Gray, Rauland Corp., Chicago, Ill.; and H. N. Willets, Western Electric Co., Inc., New York, N.Y.

The first meeting of this Committee was held on Feb. 17th.

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WINCHELL HAS NO NAVY DUTIES, SEC. KNOX TELLS CONGRESS

Pursuant to a request made by the House regarding Walter Winchell, columnist and Blue Net commentator, Secretary of the Navy Knox reported to Representative Carl Vinson, Chairman of the Naval Affairs Committee as follows:

"House Resolution 430, requesting information as to the status of Walter Winchell, was referred to the Navy Department by your Committee with request for reply.

"The questions propounded by the resolution are set forth below, with the answers thereto immediately following:

"Question 1. Is Walter Winchell in, or is he in any way officially connected with the Navy?

"Answer 1. Walter Winchell is in the United States Naval Reserve.

"Question 2. If Walter Winchell is either in the Navy, or if he is in any way connected with the Navy, what is his rank and in what way is he connected with the Navy?

"Answer 2. He is a Lieutenant Commander in the United States Naval Reserve.

"Question 3. If Walter Winchell is in the Navy, or if he is connected with the Navy, has he been assigned to inactive duty, and if he has been assigned to inactive duty, what, if any, are his duties?

"Answer 3. He has been assigned to inactive duty. Since assigned to inactive duty, he has no duties connected with the Navy.

"Question 4. What compensation, if any, does Walter Winchell receive from the Navy?

"Answer 4. He receives no compensation from the Navy.

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RCA SERVICE TO INCLUDE MESSAGES TO TROOPS IN ITALY

R.C.A. Communications, Inc., has expanded its recently opened radiotelegraph service between the United States and "Somewhere in Southern Italy" to include Expeditionary Force Messages (EFM) to and from American troops and other official personnel in the Italian war area. "Senders composition" messages may also be sent to that area. All messages must bear the APO number of the addressee, and they may be filed at any telegraph office in the United States, marked "via RCA".

RCAC officials also revealed that installation of radio-photo equipment for the transmission to this country of war photographs for the press is planned for the near future, being transmitted from Italy to the United States in approximately ten minutes.

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WANTS CONGRESS TO PASS ON ALL OVERSEAS SOLDIER NEWS

Apparently aimed at Fourth Term propagandists, Representative Clarence J. Brown (R), of Ohio, has introduced a resolution (H.R. No. 431) which seeks to create a select committee of six Members of the House, three from the majority and three from the minority, to be named by the Speaker with authority and direction to conduct a study and investigation of all news releases, published material, motion picture and radio broadcast material, pertaining to any Member of Congress or any other public official other than an officer of the armed forces, or to any candidate for public office, or any public issue, such as national legislation, which may be disseminated to the armed forces of the United States, either within or without the country, by or through any Government agency.

"There is not a Member of this body who does not know there is something bigger than the presidency, or the success of a political party, at stake here in America during the next 10 months", Representative Brown declared. "Many of us know there is a movement afoot to destroy the influence of Congress and to make it as impotent as the German Reichstag, which, if successful, would mean the end of representative government here in America.

"I do not charge that the President is a party to it; but I do know that his statement, intimating the legislative branch of the Government is seeking to perpetrate a fraud on the armed forces in connection with legislation before it, is helpful to such a movement. His famous 'fraud message' carried the very definite implication that he himself was against political profiteering at the expense of the boys and girls in the armed forces but that we in Congress - unless we accepted his views - would be favoring and permitting it. We know that even at this late date the soldier vote issue has not been presented fairly to our fighting forces abroad."

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FRED ALLEN DEFINES RADIO

Says Editor & Publisher:

"Fred Allen threw a bombshell at radio the other night when as guest on 'Information Please' he was stumped on questions regarding his own radio program, and as his impression after many years on the air, he said:

"Everything in radio is as fleeting as a butterfly's cough."

"That's been our feeling for a long time and here it comes from one who should know whether the stuff he broadcasts is retained by the listener.

"We wonder how Allen's own sponsor will react to the statement. For that matter, how does Proctor & Gamble feel being the number one radio advertiser in 1943, with expenditures of almost \$11,000,000 and hearing that its soap operas only go in one ear and out the other."

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FCC PRESENTS NEW 50 KW CLEAR CHANNEL ANALYSIS

What is believed to be a somewhat different breakdown of facts in connection with Clear Channel 50 KW stations has just been prepared by the Federal Communications Commission and contains much valuable information.

During the year 1943, there were 52 standard broadcast stations operating with power of 50 kilowatts, one of these stations (WTOP) being located in the District of Columbia, says the report, and the remaining 51 located in 25 States as follows:

- 1 in each of 14 States: KIRO, Seattle, Wash.; KMOX, St. Louis, Mo.; KCA, Denver, Colo.; KOB, Albuquerque, N. Mex.; KSL, Salt Lake City, Utah; KVOO, Tulsa, Okla.; WBAL, Baltimore, Md.; WBZ, Boston, Mass.; WHAS, Louisville, Ky.; WJR, Detroit, Mich.; WRVA, Richmond, Va.; WSB, Atlanta, Ga.; WTIC, Hartford, Conn.; WWVA, Wheeling, W. Va.
- 2 in each of 5 States: KXEL, Waterloo, Iowa; WHO, Des Moines, Iowa; KWKH, Shreveport, Louisiana; WWL, New Orleans, La.; KSTP, St. Paul, Minn.; WCCO, Minneapolis, Minn.; WBT, Charlotte, N.C.; WPTF, Raleigh, N.C.; WLAC and WSM, Nashville, Tenn.
- 3 in each of 3 States: KFI and KNX, Los Angeles, Calif.; KPO, San Francisco, Calif.; WCKY and WLW, Cincinnati, Ohio; WTAM, Cleveland, Ohio; KDKA, Pittsburgh, Pa.; KYW and WCAU, Philadelphia, Pa.
- 5 in the State of Illinois (Chicago): WBBM, WENR, WGN, WLS, WMAQ
- 5 in the State of Texas: KRLD and WFAA, Dallas; KTRH, Houston, WBAP, Ft. Worth; WOAI, San Antonio
- 8 in the State of New York: WABC, WEAf, WHN, WJZ, WOR, New York, N.Y.; WGY, Schenectady, WHAM, Rochester; WKBW, Buffalo.

This is an increase of 19 stations operating with power of 50 kilowatts over January 1, 1938; and an increase of 3 over the year 1942.

There are also two outstanding construction permits: KWBU, Baylor University & Carr P. Collins, Corpus Christi, Texas; WINS, Hearst Radio, Inc., New York, N. Y.

The 52 stations reported "Net time sales amounting to \$49,793,000 for the year ended December 31, 1943, and the same stations reported \$42,029,000 for the year 1942, an increase of more than 18 percent, or \$7,764,000. One of these stations reported a decrease in "net time sales" and the remaining 51 reported increases ranging from \$30,000 to \$540,000.

These stations may be grouped as follows:

1 station reporting a decrease of \$52,000; 14 stations reporting increases of \$30,000 to \$75,000 (includes one station that operated with 5 KW and another that operated with 10 KW during 1942);

21 stations reporting increases of \$75,000 to \$150,000; 16 stations reporting increases of \$150,000 or more (including one station that operated with 25 KW during 1942).

These stations are outlets for the four major networks, as follows:

Blue (5 stations): KXEL, Waterloo, WJZ, New York City; WWVA, Wheeling, WENR and WLS, Chicago.

CBS (20 stations): KIRO, Seattle; KMOX, St. Louis; KNX, Los Angeles; KRLD, Dallas; KXL, Salt Lake City; KTRH, Houston; KWKH, Shreveport; WABC, New York City; WBBM, Chicago; WBT, Charlotte; WCAU, Philadelphia; WCCO, Minneapolis; WCKY, Cincinnati; WHAS, Louisville; WJR, Detroit; WKBW, Buffalo; WLAC, Nashville; WRVA, Richmond; WTOP, Washington, D. C.; WWL, New Orleans.

NBC (24 stations): KDKA, Pittsburgh; KFI, Los Angeles; KOA, Denver; KOB, Albuquerque; KPO, San Francisco; KSTP, St. Paul; KVOO, Tulsa; KYW, Philadelphia; WBAL, Baltimore; WBAP, Ft. Worth; WBZ, Boston; WEAf, New York City; WFAA, Dallas; WGY, Schenectady; WHAM, Rochester; WHO, Des Moines; WLW, Cincinnati; WMAQ, Chicago; WOI, San Antonio; WPTF, Raleigh; WSB, Atlanta; WSM, Nashville; WTAM, Cleveland; WTIC, Hartford.

Mutual (2 stations): WGN, Chicago; WOR, New York City.

The remaining station (WHN, New York City) received revenue from intermittent network connection during the year 1942.

Fourteen of these stations are owned and operated by major networks:

Blue (2): WENR, Chicago; WJZ, New York City

CBS (7): KMOX, St. Louis; KNX, Los Angeles; WABC, New York City; WBBM, Chicago; WBT, Charlotte; WCCO, Minneapolis; WTOP, Washington, D. C.

NBC (5): KOA, Denver; KPO, San Francisco; WEAf, New York City; WMAQ, Chicago; WTAM, Cleveland.

Eleven are owned or controlled by corporations that are in the publishing business:

KOB, Albuquerque, N. Mex. (Albuquerque Journal, T.N. Pepperday)
KRLD, Dallas, Tex. (Times Herald Printing Co.)
KTRH, Houston, Texas (Houston Chronicle Publishing Co.)
KWKH, Shreveport, La. (Times Publishing Co.)
WBAL, Hearst Radio, Inc., Baltimore (American Newspapers, Inc.)
WGN, Chicago, Ill. (Chicago Tribune)
WHAS, Courier Journal & Louisville Times Co., Louisville, Ky.
WSB, Atlanta Journal Co., Atlanta, Ga.
WBAP, Carter Publications, Inc., Ft. Worth, Texas
WFAA, Dallas, Texas, (Dallas News)
WLS, Chicago, Ill., (Prairie Farmer Publishing Co.)

Seven are owned or controlled by manufacturing companies:

KDKA, Westinghouse Electric & Mfg. Co. Pittsburgh, Pa.
 KYW, " " " " Philadelphia, Pa.
 WBZ, " " " " Boston, Mass.
 WGY, General Electric Co., Schenectady, N. Y.
 WHAM, Stromberg-Carlson Co., Rochester, N. Y.
 WLW, The Crosley Corp., Cincinnati, Ohio
 WRVA, Larus & Brother Co., Inc., Richmond, Va.

Three are associated with insurance business:

WPTF, Durham Life Insurance Co., Raleigh, N. C.
 WSM, National Life & Accident Insurance Co., Nashville, Tenn.
 WTIC, Travelers Indemnity Co., Hartford, Conn.

Either are associated with various other activities, such as department stores, schools, theatres, etc.:

KFI, Earle C. Anthony, Inc., Los Angeles, Calif. (automobile distributors)
 KSL, Salt Lake City, Utah, Latter Day Saints (religion)
 KVOO, Tulsa, Okla, W. G. Skelly (oil)
 WCKY, Cincinnati, Ohio, L. B. Wilson (theatres)
 WHN, New York, N. Y., Loew's, Inc (theatres)
 WHO, Des Moines, Iowa, David D. Palmer & family (chiropractic school)
 WOR, New York, N. Y., Bamberger & Co. (merchandising)
 WWL, Loyola University, New Orleans, La. (education)

The remaining 9 licensees are not engaged in any business other than broadcasting:

KIRO, Seattle, Wash., Saul Haas
 KSTP, KSTP, Inc., St. Paul, Minn., Estates of Shields & Brown
 KXEL, Waterloo, Iowa, Joe Dumond & John Fetzer
 WCAU, WCAU Broadcasting Co., Philadelphia, Pa., Leon and Isaac Levy
 WJR, WJR, The Goodwill Station, Detroit, Mich., G. A. Richards and wife
 WKBW, Buffalo Broadcasting Corp., Buffalo, N. Y., M. W. Dayo
 WLAC, J. T. Ward, Nashville, Tenn.
 WOAI, San Antonio, Texas, G.A.C. Halff
 WWVA, West Virginia Broadcasting Corp., Wheeling, W. Va., Fort Industry Co.

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PEARSON RETORTS "BLOWING OFF STEAM" TO GEORGE'S ATTACK

In reply to another vicious attack upon him by Senator George (D), of Georgia, Drew Pearson, columnist and Blue Net commentator, declared:

Senator George once took the unusual step of demanding that I appear before his Finance Committee. I accepted, but he got cold feet.

"Now he is blowing off steam from the safe and immune distance of the Senate floor, However, his record regarding taxes, the United States Chamber of Commerce and the big oil companies is there for everyone to read, despite his name-calling and denials."

Senator George charged that Mr. Pearson's statement that the Senator advocated a big subsidy for the oil companies was shown to be false by the record.

"Ordinarily I pay no attention to statements which are made outside this body, either in the press or over the radio, like that to which I am about to refer, because usually it is not worth while to notice them", Senator George declared. "They are made either by irresponsible persons, or are deliberately and maliciously made for the purpose of injuring someone, and it is of very little consequence, ordinarily speaking, what they may have to say or what they do say."

"This man is stating that I had swept the Senate off its feet and had brought about the payment of \$300,000,000 to the oil companies by way of a subsidy."

Senator George concluded by saying:

"Again I ask, What sort of a liar is Mr. 'Skunk' Pearson? The Secretary of State, Cordell Hull, has denounced him as an 'unmitigated and a congenital' liar; the President of the United States has more recently denounced him as a 'chronic liar', but I ask, What sort of a liar is Mr. 'Skunk' Pearson?"

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CHANCES FOR INCREASING CIVILIAN BATTERIES DIM

Increasing demand for batteries for the armed forces makes the possibility of increasing the supply of dry batteries for civilians in 1944 appear remote, the Consumers Durable Goods Division of the War Production Board announced today.

Production of some kinds of batteries used by civilians may even be lower than in 1943. The materials situation has improved, and the facilities of the industry have been greatly expanded, but the quantity of industrial and other essential civilian batteries will continue to be limited by the capacity of equipment that is not adaptable for production of military types of batteries.

Last year the dry battery industry produced the equivalent of 3,750,000 radio battery packs, compared with 3,500,000 produced in 1940. Less than two per cent of this quantity was used in industrial and technical equipment. All the rest went to the farm market.

Some farmers who live beyond electric power lines and depend on dry batteries to operate their radios may not have been able to buy batteries as often as desired, but this was due to increased usage of radios rather than to restrictions on production or distribution of batteries.

Manufacturers are endeavoring to guide the flow of batteries into normal pre-war channels. No priority is required for purchase of batteries, and no farmer is given any advantage over another in purchasing batteries.

Shipments of No. 6 (6 inch) type batteries, including multiple types, were almost exactly the same in 1943 as in 1940. These batteries are used to a large extent in rural areas for telephones, gas engine ignition, and electric fences. Large quantities are used also by railroad, telephone and telegraph companies, by the fishing industry, and for protective alarm systems.

More than 55,000,000 individual cells were produced for assembly into hearing aid batteries. Final figures show that production of assembled hearing aid "B" batteries reached a total of approximately 1,600,000.

All military operations, on land and sea and in the air, require enormous quantities of dry batteries. If batteries are not immediately available for the family radio, it is because batteries are needed for walkie-talkies, bazookas, signal lights, or other war equipment.

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::: TRADE NOTES :::

John P. Southmayd, attorney in the FCC Administration and Litigation Division, is leaving the Commission March 1st to become associated with the law firm of Fisher & Wayland in the Earle Building. Mr. Southmayd has been with the FCC since February, 1941. Ben Fisher, former Assistant General Counsel of the Federal Radio Commission is newly elected President of the FCC Bar Association.

United Nationsl Radio Algiers (North Africa) and Radio Bari (Italy) Sunday inaugurated a regular schedule of rebroadcasts of several CBS musicprograms specifically designed for French and Italian speaking listeners in that portion of the world.

How television of the future might cover or supplement the news will be demonstrated to members of the American Newspaper Publishers' Association by General Electric at Schenectady on Friday, April 28th, the day following the close of the publishers annual convention in New York City. The invitation to the 600 publishers has been extended by the publishers' association, cooperating with General Electric, so that the newspapers may see and judge for themselves how television might be helpful to them in the dissemination of news.

Schrapnel from an anti-aircraft gun firing in the heavy raid over London last week shattered a window in the London office of the Foreign Broadcasting Intelligence Service of the FCC. John Mitchell, the editor in charge, and his staff of five wereunharmed. The function of the staff is to prepare reports for American and United Nations government agencies on the content of foreign radio broadcasts.

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