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HEINL RADIO BUSINESS LETTER

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FRANK E. MULLEN

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No. 1662

December 27, 1944

"U.S. OVERSEAS COMMUNICATIONS MERGER ONLY ANSWER" - PAGE

There is only one answer -- consolidation of all our external telegraph communications into one privately owned and operated American company if we are to take our rightful position in the world. Frank C. Page, vice president of the International Telephone and Telegraph Company told the National Foreign Trade Convention in New York.

"It is in the international telegraph field that the United States has no sound policy and is definitely jeopardizing its position in the world picture," Mr. Page declared. "Over a period of the last twenty years, under private initiative, the international telegraph industry of the United States has nearly held its own, handicapped as it was with intensive competition among American companies. I say 'nearly' advisedly for while it is equal to any in equipment and technique, it has not held its own in certain phases important to American trade and prestige.

"You can walk into any Western Union office today and route a message to Havana, Cuba, over the lines of any one of three principal American communication companies which now provide service to that point. No one is any better than the others. No one is any cheaper than the others. You send it one way or another because you like the color of the hair of the solicitor who has come to see you or because you are mad at one company because a message you sent three years ago was delayed longer than you thought was proper, or you may prefer cable over radio or vice versa. The result, of course is a division of the business between the United States and Cuba which has to support the overhead of the four companies, and is an incentive to ruinous competition and declining profits. It also causes the use of a multiplication of radio circuits and cables beyond the needs of the traffic. With respect to radio this is particularly disturbing as the scarcity of frequencies available in the frequency spectrum is making it exceedingly difficult to plan radio channels for future communication needs. Cuba, of course is just one example.

"There has been nothing more inane than the necessity of the Board of War Communications to attempt to be fair between American communication companies in the war zones. There are three American radio companies serving Europe and the Far East. For military reason, and because we have had to deal with Administrations in liberated areas, it was almost necessary temporarily, that only one company should be allowed to establish a circuit to go along with the troops. So, for example, one company was given the rights in Algiers, another company in Naples, and, at first, two of the three in France. These companies will be scrambling to get the right to operate in Holland and the Near East as the Armies advance.

"I am not criticising the Board of War Communications; I don't know what else it could do. But I can assure you that if we had had one consolidated American company we would have had immediate and more efficient liaison with all government departments in giving them communication assistance, and we would not have had the repercussion and recriminations that are still going on between companies.

"The American press has felt that it has been handicapped in rates, principally because the companies have found it difficult to meet the competition of subsidized press rates given to European news agencies. So part of the press set up an international telegraph system for press. This added another American telegraph service to the international communication field. Since the war, this service has run into certain other difficulties and therefore is now attempting to enter into straight telegraph business. Again I am not criticising; it is one of the logical developments of insistence on competition between American companies in the foreign field.

"Our good British friends have used more sense. They consolidated their communication services, radio and cable, into one unit for the benefit of the Empire and its influence in the world. If you live in Detroit, you can spend a few cents, go over to Windsor, Ontario, and send a message to Australia for 20% less than you could send it from Detroit. The international telegraph rate structure is established at international conventions at which the 7 American companies, each in competition with other American companies, are met by unified communication administrations of the other countries. Our international competitors play one American company against the other, never to the detriment of themselves.

"Over the period of the last 15 years, the American international telegraph industry - cable and radio - carrying American communications over the world under private enterprise with no form of government subsidy has been the subject of attack from American business. (Actually the industry subsidizes government by carrying government messages for half rate.) American business has only looked for one thing, that is a reduction of rates regardless of the consequences to American communications or consequences to American foreign trade policy. The whole pressure of business and industry and the press has not been to support private enterprise in this industry, but to get special services or rates. The industry shows improvement today as you look at the balance sheets of the companies. They are living on a war traffic composed of over 60% government messages. However, look at the balance sheets of these same companies in 1938 and you will see an entirely different picture. Unless the logical step is taken now, within five years after the war, the 1938 picture will be back again.

"There are only two alternatives today - consolidation into one company in the international telegraph field, or government ownership.

"There are those that say the cable is obsolete. Over the last four years our Armed Services and all governments have become

pretty well convinced that the cable is not obsolete. There are those who say a unified company will retard radio or not put in new developments. Imperial Cables and Wireless have combined their cable and radio telegraph interests into one great world-wide system and operate it in such a manner that the two services supplement one another and have equal opportunity of development. It is argued that labor will suffer if consolidation takes place. The Western Union and the Postal were merged and the labor problem is solving itself without any great difficulty. It is argued that under a consolidated company rates will be kept up and services will deteriorate. Exactly the opposite will happen. Rates will come down and services will improve. The Federal Communications Commission in 1936 made an attempt to advocate consolidation of international services and then for political reasons backed down. The present Commission, however, is definitely in favor of consolidation.

"The Government has logically and justifiably gone into international communications since the war. The Army and the Navy have built up two great world-wide telegraph communication systems. This was a logical development because the 7 American telegraph companies were not able to be nearly as valuable in this war as a unified system would have been. In the United States, however, the Services did not build up a telephone system over the United States because the Telephone Companies were able to give them better service than they could have provided themselves. A unified American international telegraph communication service would have done the same thing. I doubt if the Armed Services will get out of the communication business unless and until we consolidate our international telegraph communications.

"So to recapitulate - under consolidation it will be possible to improve the service, to reduce rates, including press rates, to fully protect labor and wages and do this under private management and without government subsidy. A consolidated private company under government regulation can take its proper place in international communication conventions and not be subservient to foreign communication administrations. But more important, is that a consolidated American international communication company will present for American trade, for American international good will and international understanding, a unified front. It will be an instrument which our Administration can use to further its foreign policy. And, if we are so unfortunate as to find ourselves again in a time of war, be of invaluable assistance to our Armed forces."

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RADIO INDUSTRY POSTWAR EMPLOYMENT WILL JUMP; MAY BE 68%

If the calculations of the Radio Manufacturers Association are correct there will be a big increase in employment of men and women in the radio industry after the war, possibly as much as 68%. Says the RMA:

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"Although the industry has expanded its war dollar volume about 1300% since 1940, its employment total is expected to decrease only 39.8% after return to peacetime production. This is due to the huge pent-up demand for radios to replace worn-out sets, as well as the anticipated postwar popularity of FM receivers and, a little later, of television. The RMA survey, made by the Association's Employment & Personnel Committee, showed that 202 of the major radio companies expect to employ 145,266 persons during the first year of postwar production, as compared with 86,173 in the prewar year of 1940. The 1944 war production employment, in the July-September period covered by the survey, averaged 241,286.

"The survey was one of the first postwar employment studies made by a large industry and for the first time developed figures on the industry's employees who have gone into the armed services, numbering 36,374, or more than one-third of the industry's prewar total. The survey included figures from 202 companies, representing 64.9% of the industry, including the largest and virtually all substantial manufacturers and representing about 80% of industry employees. On an 80% basis, about 181,500 persons would be the estimated industry postwar employment. That the survey substantially covered the industry is demonstrated by the total employment record of 241,286 in the July-September 1944 period, compared with an official WPB estimate of 300,000 employees for all electronic manufacturers in war production (many of them not normally industry factors).

"That 28.5% of the present industry employees will be forced to seek work in another field, due to war contract cutbacks and the return of former employees now in the armed services, was indicated by the survey. There was an increase of 180% shown in 1944 employment over the average number employed prewar, in 1940. Estimated employment by the end of the first twelve months' postwar production showed a decrease from the present level of 39.8%, but an increase of 68.6% over 1940. Employment of men has increased 106.2% over 1940 and is expected to decrease 30.4% from current employment. The number of women employees, however, has increased 248.4% over 1940 and is expected to decrease only 44.9% postwar. The survey estimated that 23.6% of the men and 27.9% of the women now employed will not seek work in the industry, for various reasons, after the war. This group includes housewives, school children, and women war workers."

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STRIKE THREAT PARLEYS CONTINUE; NETS READY FOR ANYTHING

Negotiations were resumed immediately after Christmas and are now continuing in the hope of preventing the threatened strike against the NBC and Blue Networks.

The threat of the National Association of Broadcast Engineers and Technicians (NABET) that if the chains do not allow NABET to retain control of plotter turning it will strike within 72 hours still stands as does the Petrillo threat that wildcat strikes will be called if his contract to take over the plotter turning is not enforced.

The National Association of Broadcasters are likewise participating in the parleys. Although there are reports that the negotiations are progressing favorably it is known that the network executives have made every preparation for a strike in case one is called.

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JUDGE EWIN L. DAVIS AGAIN HEADS TRADE COMMISSION

Ewin L. Davis, who had a prominent part in writing the original Radio Act and is well known to the broadcasting industry, will become Chairman of the Federal Trade Commission for the third time January 1. The chairmanship rotates annually among five members, not more than three of whom may belong to the same political party. Judge Davis served previously as chairman in 1935 and 1940.

Judge Davis was a member of Congress from Tennessee from 1918 to 1933. At the time the radio act was being framed he was serving on the Merchant Marine & Fisheries Committee which passes on all radio legislation in the House. Judge Davis was so outspoken and such a defender of independent interests that one of the larger alleged monopolistic groups was credited by some with bringing about his defeat for re-election.

Mr. Davis, a brother of the late Norman Davis, Chairman of the American Red Cross, after his retirement from Congress, was appointed to the Trade Commission in 1933 and re-appointed in 1939. A Democrat, he was a judge of the Seventh Judicial Circuit of his home State from 1910 to 1918.

Born in Bedford County in 1876, he attended Webb School and Vanderbilt University and was graduated from the law school of Columbian University, now George Washington University, in 1899.

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CAPEHART ELECTION FOUND APPARENTLY FREE FROM LEGALITY

Senator Ball (R., Minn.), member of the Senate Subcommittee which investigated alleged election irregularities in Indiana this week, said "as far as I know" the committee investigators have found no evidence of excessive campaign expenditure by Senator-elect Homer Capehart.

Previously Capehart, a Republican, had declared that the investigation was a "political red herring."

The double-barreled inquiry also involved charge of fraud in Marion County (Indianapolis). Chairman Stewart (D. Tenn.) said he would recommend that these findings be turned over to the Department of Justice.

"I do not believe there are any grounds for prosecution," Ball declared, adding that "nothing serious" had been found in other Indiana districts checked following complaints of asserted irregularities.

In Marion County it was said there was evidence that 65,000 voters or one out of every four had been struck from the rolls and not counted. The charge was made that any time "Anyone was suspected of being a Democrat" his vote was thrown out.

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AMERICAN BROADCASTING COMPANY SUPERCEDES BLUE NETWORK

The Blue Network, Inc. has been authorized to assign the licenses of stations WJZ, New York, and others to the American Broadcasting Co., Inc., corporate owner of the network.

Besides WJZ, the transfer approved by the Federal Communications Commission involves WENR, Chicago; KGO, San Francisco; KECA, Los Angeles, and a number of associated relay stations. No money was involved in the transaction.

A Washington spokesman for the network said that whether the transaction will mean substitution of the American Broadcasting Co. for the Blue Network in station announcements will be determined by officials in New York.

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GENERAL ELECTRIC TO PURCHASE KEN-RAD ASSETS

Ken-Rad stockholders have authorized the sale of all assets used in connection with the manufacture and sale of radio tubes by the Ken-Rad Tube & Lamp Corp. of Owensboro, Kentucky, to the General Electric Co. of Schenectady, N. Y.

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The corporation retained its lamp-making business with its buildings and equipment in Owensboro, and sold to General Electric the Ken-Rad radio tube manufacturing plants at Tell City, Rockport and Huntingburg in Indiana and at Bowling Green and Owensboro in Kentucky.

The price, expected to total more than five million dollars, is subject to an inventory as of January 2, 1945, when the transfer becomes effective. Roy Burlew, Ken-Rad president, said this would include manufacturing equipment, materials on hand in process, finished products, all patent rights and trademarks.

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F.C.C. ACTION

The Federal Communications Commission denied a petition of the Cowles Broadcasting Company to amend the Commission's chain broadcasting regulations to make it possible for a station to enter into an original affiliation agreement with a network more than six months in advance of the effective date of the agreement.

The Commission denied a request by the National Broadcasting Company to amend the regulations to permit a station which options to a network less than the three hours option time allowed under Section 3.104 in the hours from 8 A.M. to 1 P.M. to option additional time over and above the three hours allowed in the evening time period from 6 P.M. to 11 P.M.

Television Productions, Inc., area of Los Angeles, Calif., has applied for a construction permit for a new relay Experimental Television Broadcast Station to be operated on Channels #9 and 10 (180000-192000 kilocycles).

KROW of Oakland, Calif, has been granted consent to voluntary assignment of license of Station KROW from Educational Broadcasting Corp., assignor to KROW, Inc., assignee, for a consideration of \$250,000 plus.

WILM, of Wilmington, Dela. has been granted transfer of control of Delaware Broadcasting Co., licensee of Station WILM, from J. Hale Steinman and John F. Steinman, by the sale of 404 shares, or 66 2/3 percent, of the voting stock, and 68 shares, or 66 2/3 percent of non-voting preferred stock, to Alfred G. Hill for a consideration of \$125,000.

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DIPLOMATS GET RADIO POINTERS FROM THEIR CHILDREN

One got the idea listening to the Christmas broadcast of the sons and daughters of the diplomats in Washington last Friday that if the children were running things there might be more harmony and good will throughout the world than their distinguished parents have been able to bring about.

Forty-six children of 35 nations took part, including those from seven occupied countries. It was the 10th annual international children's Christmas party and the first since Pearl Harbor. The broadcast, an exclusive feature of the Blue Network, was sponsored by the Washington Board of Trade with Edgar Morris Chairman of the Greater National Capitol Committee in charge. Kenneth H. Berkeley, manager of Station WMAL in Washington did the honors for the Blue. Standing by was Bryson B. Rash, special news and events man of WMAL.

The broadcast would have been a natural for television because of the bright colors of the native costumes of the children. A surprising thing was that many of them spoke English without a trace of an accent. A fine background was provided by Capt. William Santelmann and the U. S. Marine Band.

The guests were welcomed by 7-year-old Virginia Patterson, daughter of the Assistant Secretary of War. Among the children who broadcast Christmas messages were: Usni, young son of the Thailand minister, Mom Rajawngse Seni Pramoj; from Denmark, Eric, Tove, and Olaf, children of Carl A. C. Brun, Danish counsellor; from Holland, Beppy Daubanton; from Czechoslovakia, Katka Palic, daughter of Dr. Vladimer Palic; from Norway, Marjorie Bertha, daughter of Wilhelm Munthe de Morgenstjerne, Ambassador from Norway; from Poland, Charles Besterman of the Polish embassy; and from Yugoslavia, Sophie Milovanovitch, daughter of the commercial attache.

Good wishes came, too, from Anna Maria Martins, daughter of the Brazilian Ambassador, from Helvia Jones-Parra, representing Venezuela, and from Rosario Calbo of Spain, shining under a head-dress of carnations. Long braids dwarfed Audrey Anne Hadow, clad in Scottish kilts. Beppy Daubanton greeting the group on behalf of the Netherlands, was scrubbed and shiny in her white cap, black and white blouse and bright long skirt. Tuncay Aydinalp, a chubby little Turkish boy, sent his message without his brother, whom, he said, wouldn't come up to the microphone.

Still other children colorfully costumed were Carmencita Garland of Peru, Olga and Beatriz Rodriguez from the Dominican Republic, Nicholas Rivero, Cuba, Sophie Milovanovitch, Yugoslavia, Ibrahim Bahghat, Egypt, and Norbet Le Gallais of Luxembourg. Katherine Soong, daughter of Dr. T. V. Soong, brought a message from Chinese children expressing hearts full of hope for peace in another year.

The program will be rebroadcast in Europe, Latin-American and other countries.

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PHELAN RETIRES; HALF CENTURY WITH ALL AMERICA RADIO

After fifty years of service Frank W. Phelan has retired as President of All America Cables and Radio, Inc., an affiliate of International Telephone and Telegraph Corporation.

A cable operator at the age of 14, Mr. Phelan has devoted practically his entire life to telegraphy. He joined the Company in 1895 and, at one time or another, has been in charge of practically every division of All America Cables and Radio. He was appointed General Traffic Manager in 1922. In the following year he was appointed Vice President. He was elected President of All America Cables and Radio in 1939.

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SENATOR PRESENTS RCA OFFICIAL'S PLAN FOR GREATER AMERICA

Senator Holman (R) of Oregon inserted in the Congressional Record, a plan by Oswald F. Schuette of the Radio Corporation to build a greater America.

Senator Holman said:

"I have in my hand a proposal to solve these problems by using the vast forces we have mobilized to win the war for the building of a greater America, or, to put it more specifically, for the creation in the States west of the Mississippi River of the world's greatest industrial empire.

"The end of the war - when it comes - will bring with it the greatest crisis in American history. Only a program that envisions a new continental empire can offer the hope of a successful solution for the demobilization of 10,000,000 soldiers, and the change of employment for 20,000,000 war workers, to say nothing of finding profitable investment for \$150,000,000,000 of war savings, in the face of a national debt exceeding \$250,000,000,000.

"The proposal to create such a postwar empire in the great West comes from a newspaperman and counselor of public relations, Oswald F. Schuette, of Chicago and Washington. Mr. Schuette points out that we used a similar solution once before, in the same kind of crisis. We solved the post-war problems after the Civil War by creating in these same Western States the world's greatest agricultural empire. For 40 years that new frontier absorbed all our surplus men, money and energy - and half of Europe's. Now the new frontier will be one far greater in its potentialities. It will be an industrial frontier, backed by the greatest natural resources available anywhere in the world."

(The plan referred to by Senator Holman is printed in detail in the Congressional Record of December 13, page A5083.)

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"Newspapers Should Protect Radio", Publisher States

Roy D. Moore, Chairman of the American Newspaper Publishers Association Bureau of Advertising said, with a grin:

"Newspapers ought to protect the institution of radio by preventing it from getting advertising for which it can't produce results."

In support of newspapers as compared with radio, Mr. Moore continued, "A newspaper is an institution which though it can be shared with him, no one can take from the advertiser. Where radio, on the other hand is concerned, anyone who can offer a higher salary or other inducements to a Frank Sinatra or a Kate Smith can take them away from the advertiser."

(Editor and Publisher)

Television to Employ 4,600,000? Not a Chance
Says Critic

Although the age of television will provide an estimated 4,600,000 new jobs, the part that advertising agencies will play in the new industry is not assured, Richard H. Hooper, regional advertising manager of RCA Victor Division, Radio Corp. of America, and president of the National Television Council warned the Chicago Federated Advertising Club.

Hooper predicted television will be big business after the war. He said 2,500,000 to 3,500,000 sets will be manufactured each peace year, with 30,000,000 in use by 1955. The question 'When will television arrive?' is obsolete. Today 40 programs a week are sent out on nine stations.

(Chicago Sun)

Editor's note: Questioning Mr. Hooper's high television employment figure, a subscriber writes:

"Here is the President of the National Television Council, saying that television will supply employment for a volume equal to 50% of our Armed Forces, 4,600,000 new jobs.

"Gauge this television employment prediction against the latest figures we have on the total employment in the radio and phonograph manufacturing industry of 119,000 people in 1943, at which time we were expanded for warwork and when we were at an all-time high."

The RMA employment survey, which is reported on another page of this issue, gives a slightly higher figure but nowhere near 4,600,000. It states that 202 of the major radio companies expect to employ 145,266 persons during the first year of postwar production. The 1944 war production employment averaged 241,286.

'Pig Squeal' Radio Debated

National Association of Broadcasters having objected to granting of radio wave bands to "Subscription Radio," the battleline has been drawn before the Federal Communications Commission on whether there will be radio entertainment without advertising or commercial announcements.

Application to operate a three-channel radio service of classical music, popular music, and educational programs - without commercials but at a cost to the listener of 5 cents a day - was put before the FCC last October. Joseph L. Wiener, appeared before FCC as attorney for a group headed by William Benton, chairman of the Encyclopaedia Britannica board, Neardsly Ruml, and Robert Hutchens, president of the University of Chicago. After the war it is anticipated Chester Bowles, now head of UPA, will be associated. James L. Fly, former FCC Chairman, will be the Company's counsel.

An original application to build an experimental station to test their idea was made by Muzak, Inc., in 1941, but materials shortages delayed development.

Subscription Radio has plans to begin service in New York, Chicago and possibly one other metropolitan center, offering programs as a complete "family package" of entertainment giving the subscription a 14-hours-a-day choice of two types of continuous musical programs or a variety of feature programs.

To keep their programs from being swiped or listened-in on by non-subscribers who have not kicked in their nickel a week, all broadcasts would be "marked" with a distinguishing, shrill "pig squeal" which would spoil the program for anyone whose FM set was not equipped with a patented filter to eliminate the noise. It is from this device that Subscription Radio has been christened pig squeal radio, and it is from the licensed rental of the filter that the service would collect to finance its broadcasts and programs. By putting the three pig squeal frequencies at one end of the FM band of frequencies, a minimum of interference would be given to other FM broadcasts.

(Peter Edson in Washington News)

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The Communists' Broadcasting Plan

Inquiry into the plan of the Communists in the East to take to the radio openly with their propaganda, has led to some interesting information. William S. Gailmor, 34 years old, is a news commentator for the Electronics Corporation of America on New York Station WJZ, of the Blue Network, from 11:05 to 11:15 three nights a week and a sustaining commentator employed by the network, two nights a week. After January 4, Electronics will be his sponsor five nights a week.

Gailmor's name formerly was William Margolis. He dropped his old name and devised the new one by a rearrangement of the same letters after he had pleaded guilty in the court of general sessions, New York, to a charge of grand larceny. His crime was the theft of an automobile and he confessed that he had actually stolen five cars and had been caught on two occasions prior to the theft which brought the indictment but had paid off the victims. Psychiatrists examined Margolis and on their recommendations he was placed on probation and went to an institution for treatment. He is still on probation.

In giving his background to WJZ, Gailmor concealed essential information, but on Wednesday, when summoned to the office, apparently suspected the company had obtained the truth and thereupon told them the whole story.

(Westbrook Peglar in Washington Times-Herald)

Time for a Showdown with Petrillo

Sooner or later the radio industry will realize that it must have a showdown with Petrillo. No better opportunity has presented itself than the current clash between Petrillo's American Federation of Musicians and the National Assn. of Broadcast Engineers and Technicians. It may mean headaches and grief galore, but it has to be done.

Off-the-record other labor leaders agree that Petrillo is going too far. They, too, realize that Petrillo's attitude is one which seriously injures the entire labor movement. Worst of it is that Petrillo, in many cases, has been right. But in the NABET situation he has gone off the deep end.

The way out is action through the appropriate legal channels placing the issue before the WLB, and if necessary, the U. S. Courts, for a final, binding showdown.

(Variety)

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::::TRADE NOTES::::
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Preparations are under way for the Midwinter Conference of the Radio Manufacturers which is scheduled for Monday, Tuesday and Wednesday, February 19 - 21. This is a yearly event and held in New York.

The RMA Board of Directors will meet on the 21st.

Given a good start by its first editor, Maj. George O. Gillingham, later in charge of the press section of the Federal Communications Commission, the Chemical Warfare Bulletin of the Army is observing its 25th Anniversary.

The Bulletin which began on the mimeograph but is now a printed and handsomely illustrated 45 page bi-monthly, is sent to Chemical Warfare Service officers all over the world. Major Gillingham is expected to return to his old position at the FCC after the war.

Emily A. Bates, 20 Park Avenue, New York, is charged in a Federal Trade Commission complaint with misrepresentation in connection with the sale of a book entitled "Perfect Sight Without Glasses."

The complaint alleges that the respondent disseminates radio and periodical advertisements in which she represents that perfect sight may be obtained without the use of glasses by following the courses set out in the book.

According to the complaint, it is not possible to obtain perfect sight or improve sight by following the courses in the book, of which 44,000 copies have been sold, and the respondent has no authentic records to show that any definite total number of copies has been sold.

Mrs. Gardner Cowles, Jr., wife of the president of the Cowles Broadcasting Company was selected by the artists and sculptors in New York as one of the 10 most glamorous women in 1944. The list included Queen Elizabeth of England and Mrs. Winston Churchill.

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Brig, Gen. Edgar L. Clewell, formerly in command of the Chicago Signal Depot, has been appointed Assistant Chief of the Procurement & Distribution Service of the Army Signal Corps, with offices in Washington. Gen. Clewell is 48 years old and from Minnesota.

A year-end bonus to employees of the Emerson Radio and Phonograph Corporation, amounted to approximately \$149,000.

RCA has prepared a handbook for theatre managers and projectionists on the what, how and why of theatre television, for distribution by W. J. Jones, RCA Service Company executive.

Plans for a professional course in electronics, emphasizing applications to television and highly developed production methods in which the Philco Corporation of Philadelphia will co-operate, were announced today (Wednesday, Dec. 27) by Dr. Karl T. Compton, president of the Massachusetts Institute of Technology.

Under the new cooperative course, which follows a plan established at the Institute many years ago, leading to the master of science degree, a selected group of students in the department of electrical engineering will spend alternate terms at the Institute and at the Philco plants.

John Cowles, vice president of the Cowles Broadcasting Company and president of the Minneapolis Star Journal and Tribune Company has been made a director of General Mills at Minneapolis.

A permit to operate a 250 watt station in Alexandria, Va. has been granted by the Federal Communications Commission to the Potomac Broadcasting Corp., of which Howard B. Hayes, is president, and Carl L. Lindberg, secretary-treasurer.

Since Alexandria is across the river and only a few miles from Washington this is considered the opening wedge for a new station covering the National Capital area.
