

HEINL RADIO BUSINESS LETTER

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FRANK E. MULLEN

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June 20, 1945

RMA O.K.'ING NO. 1 FM ALTERNATIVE URGES SPEEDY DECISION

The most important action taken at the Radio Manufacturers' Association's war and postwar production meeting in Chicago last week was the Board of Directors endorsing the Federal Communication's No. 1 proposed alternative band for FM, namely 50-68 megacycles and urging the Commission to take immediate action in the matter. The RMA resolution, which was introduced by Dr. W. R. G. Baker of General Electric, pointed out that the following organizations had made similar recommendations:

Television Broadcasters' Association; FM Broadcasters, Inc. Electronics Manufacturers' Association, Inc. (of New York); Pioneer FM Radio Manufacturers and Radio Technical Planning Board.

The Directors also took steps to expedite reconversion, including the formation by OPA of "an acceptable pricing policy". This took the form of a telegram to Price Administrator Chester A. Bowles, which read:

"The Radio Manufacturers' Association's Board of Directors at its meeting today in Chicago urges that you immediately formulate an acceptable pricing policy on household radio sets and equipment in view of the falling off in war orders and the increased large unemployment facing this industry. It is essential that we have promptly a satisfactory pricing program so that our manufacturing program may be prepared and established."

The Directors adopted a resolution recommending that the War Production Board, if possible, authorize production of repair parts for radio receivers and full production of essential communication equipment, such as aircraft and police radio communication apparatus, for the third quarter of this year beginning July 1st, but that the WPB make no authorization for radio set production for this third quarter.

A. S. Wells, Chairman of the Committee on Reconversion and Contract Cutbacks, in presenting the Committee resolution, stated that the Committee will keep abreast of changes in military requirements and cutbacks and will meet again to reconsider the WPB reconversion program after complete estimates of the military services are made available. The resolution was adopted by the Committee after listening to Melvin E. Karns, WPB Reconversion Officer, give an off-the-record report on military requirements and WPB reconversion plans for the radio and electronics industry.

Upon recommendation of Chairman E. A. Nicholas of the Set Division, the Directors on Thursday authorized the RMA Advertising Committee to proceed with plans for preparing a symbolic tribute to

the broadcasting industry and to cooperate with the National Association of Broadcasters in a joint observance of the 25th anniversary of radio later this year.

The meetings of the RMA Board of Directors and Executive Committees of the various Divisions took the place of the manufacturers' annual membership meeting because of ODT restrictions on conventions.

R. C. Cosgrove, of The Crosley Corporation of Cincinnati, was reelected President of RMA for another year. Two new Vice-Presidents, M. F. Balcom, Sylvania Electric Products Co., of Emporium, Pa., and George Lewis, Federal Telephone and Radio Corporation of New York City, were elected by the Board to succeed David T. Schultz of Newton, Mass., and Walter Evans of Baltimore, Md., respectively. All other RMA officers were reelected.

Eleven Directors were reelected by proxy ballot cast by the respective Division Chairmen, and one new Director, H. J. Hoffman, Machlett Laboratories, of Norwalk, Conn., was elected for a two-year term to succeed W. P. Hilliard of Baltimore, whose term expired.

All Division of the Association elected officers and projected many new activities for the coming year. E. A. Nicholas of Farnsworth Television & Radio Corporation, Fort Wayne, Ind., was reelected Chairman of the Set Division; M. F. Balcom of Sylvania Electric Products, Inc., Emporium, Pa., was elected Chairman of the Tube Division, to succeed D. T. Schultz of Raytheon Manufacturing Company, Newton, Mass.; C. J. Burnside of Westinghouse Electric Corporation, Baltimore, was reelected Chairman of the Transmitter Division; R. C. Sprague of Sprague Electric Company, North Adams, Mass., was reelected Chairman of the Parts Division; Lee McCanne of Stromberg-Carlson Company, Rochester, N.Y., was elected Chairman of the Amplifier and Sound Equipment Division, succeeding T. A. White of Jensen Radio Manufacturing Company, Chicago, whose term expired, and Mr. White was elected Chairman of the Division's Executive Committee.

The following new companies were elected to RMA membership:

Argus, Inc., Ann Arbor, Michigan; The Astatic Corporation, Conneaut, Ohio; Call-A-Phone Mfg. Company, Chicago, Illinois; Gates Radio Company, Quincy, Illinois; Littelfuse, Incorporated, Chicago, Illinois; Madison Electrical Products Corp., Madison, N.J.; Standard Coil Products Co., Chicago, Illinois; Teletone Radio Company, New York, N.Y.; Thomas & Skinner Steel Products, Indianapolis, Indiana; Thordarson Electric Mfg. Co., Chicago, Illinois.

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Radio sets licensed in Switzerland numbered 819,502 as of December 31, 1944, or approximately one set for every five inhabitants, according to a foreign publication. At the end of January 1944, 788,530 sets had been licensed.

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ARMY ORDERS 100,000 OVERSEAS SETS; NEW TYPE FOR PACIFIC

To provide entertainment and to aid morale of enlisted men overseas, more than 50,000 sets of a new radio receiver, R-100/URR, are being distributed to troops at overseas installations. Procurement orders call for manufacture of over 100,000 sets which will be issued on the basis of one set to every 50 enlisted men except where isolated units number less than 50. The sets are not for use in the United States nor will they be available to officers' clubs nor groups of officers overseas until recreational needs of enlisted men are fully met.

Another communications weapon for U. S. Army ground troops - the Signal Corps Radio Set SCR-619, designed for the use of field artillery and tank destroyer units - is being produced in quantity and soon will be in use on the Pacific fronts.

Simplicity and ruggedness are the two outstanding features of the R-100 URR set. Controls are much simpler than those in other Army radios. The antenna is reeled into the back of the cabinet in such a way that it can be quickly unwound and slung over the nearest tree branch. The control panel is recessed far enough so that nothing protrudes, and the sets can be stacked and shipped without danger of damage. They are shipped in packages of about one cubic foot in volume. A built-in loudspeaker and headset jacks accompany the receiver, and flexible antenna wire is provided as a part of the set.

The entire receiver is fungus and corrosion resistant. Transformers and chokes are potted for protection against the humidity of the tropics. The steel cabinet is light in weight but will withstand heavy shocks.

The receiver provides reception of medium and short-wave broadcasts. It operates from self-contained batteries or on DC or AC current. It is adaptable for use with several different types of standard Signal Corps batteries, which is itself a simplification of supply.

Four manufacturers are now engaged in production of R-100/-URR - Majestic Radio and Television Company, Chicago, Illinois; Emerson Radio and Phonograph Corporation, New York City; Espey Manufacturing Company, New York City; and Hallcrafters Company, Chicago.

Announcement of the status of the SCR-619 set, which recently was displayed for the first time at a special exhibit of war materiel at Fort Myer, Virginia, focusses attention on the fact that against Japan the Army now fights a "radio war", as contrasted to the European war which was predominantly a "wire war" except in cases where rapid movement made wire communications impracticable. This is so because of the distances and the kind of terrain involved in liberating islands and fighting over and through mountainous sections and jungles, and because of the general lack of established wire communications and even roads.

The new SCR-619 is a voice communication set. It is frequency-modulated (FM), and the normal range of operations is about five miles over average terrain. Weighing about 50 pounds, the set may be carried by one man on foot or by pack animal, and with added accessories, may be mounted in a vehicle. It operates in a very high frequency band on anyone of 120 crystal-controlled channels, with a choice of two preset channels instantly available.

Units receiving the new equipment, as replacement for the Radio Sets SCR-609 and SCR-610, will note that it is smaller, lighter in weight (by 5 and 40 pounds, respectively) and has a simpler arrangement for changing the channels of operation. The set is powered by 6-volt or 12-volt batteries, depending upon whether it is operated by man pack or in a vehicle.

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FADA DENIES FTC CHARGES OF MISREPRESENTATION

Fada Radio and Electric Co., Inc., Long Island City, N.Y., and its President, Jacob M. Marks, have filed an answer denying the allegations of a Federal Trade Commission complaint charging them with misrepresenting that they originated Fada radio sets and have manufactured them since 1920. The original Fada sets were manufactured by F. A. D. Andrea, Inc., whose corporate name was changed to Fada Radio & Electric Corp., and, according to the complaint, from 1920 to 1932 the sets enjoyed a national reputation for quality and performance.

The answer admits that the respondent corporation in 1934 acquired the assets of Fada Radio & Electric Corp., but denies that the so-called "original" Fada set was nationally known for quality and performance continuously to 1932. The respondents aver that the radios they have manufactured since 1934 are superior to the "original" Fadas as they have had superior plant and engineering facilities and are licensees by the Radio Corporation of America, thereby having at their disposal the use of patents on the latest improvements in the radio industry which were never available to the original Fada manufacturers.

The respondents also allege that their use in advertising of the phrase "1920 Since Broadcasting Began" is true because they acquired the trade-mark FADA, which was used by the original manufacturers, and they are therefore entitled to continue the business with the same rights as their predecessors.

According to the answer, the respondents at present are not manufacturing radios, but are making military equipment for the Government.

Hearings will be held in due course.

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PULLIAM, INDIANA BROADCASTER, OPPOSES UNIVERSAL SERVICE

Charging that we have "a Pearl Harbor complex", Eugene Pulliam, Indiana broadcaster and publisher, appearing before the House Committee on Postwar Military Policy, vigorously opposed universal military training.

"The Pearl Harbor complex is becoming a national phobia", Mr. Pulliam, who is the owner of Stations WIRE in Indianapolis and WAOV in Vincennes, and the publisher of Indiana newspapers, one of which is the Indianapolis Star, declared.

"Universal military training has the dangers inherent in most panaceas offered to a country which is grasping desperately for peace and security. It has an innocuous sound, not blunt and arresting like peacetime conscription, but that is what it really is. It sweetens its military nature with a large dose of the sociological program of the day. It has the endorsement of some popular military and financial leaders. On the surface it is fine. If it could do all its proponents say it will do, then naturally I would favor it. But the blunt truth is it won't.

"Let us not deceive ourselves. Universal military training is not a panacea for peace. It is a panacea for war, and as far as the record goes, for defeat, too.

"Germany, Italy, and Japan had it. We know what happened to them. The United States, Great Britain, Russia, and China did not have it - and we are winning."

Mr. Pulliam told the House Committee that he has been State Chairman of the Indiana War Finance Committee since before Pearl Harbor, that he had a son, a lieutenant serving in the Pacific; one son-in-law in the Marines, another son-in-law in the Air Corps and that 70% of his time had been devoted to the war effort, without compensation. His statement was printed in full in the Congressional Record of Thursday, June 14, Page A-3093 at the request of Representative Louis Ludlow (D), of Indiana.

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PAINE OF ASCAP RETURNS FROM EUROPE; PRAISED FOR WORK

John G. Paine, ASCAP General Manager; and Herman Finkelstein, Resident Counsel, returned Wednesday, June 13th, from a nine week stay in Europe.

At a special Board meeting last Friday reports were made by Mr. Paine on the results of their meeting with foreign performing rights' societies in Great Britain, France and Spain. These reports were enthusiastically received by the ASCAP Board of Directors who voiced their complete approval of what had been accomplished.

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"FORTUNE" ANSWERS MANY QUESTIONS ABOUT GENE McDONALD

If there is anything you want to know about Commander E. F. McDonald, Jr., President of the Zenith Radio Corporation, the June issue of Fortune seems to have all the answers. As if in reply to the question which most people ask: "How did Gene McDonald get his start?", the Fortune article elucidates:

"His first full-time job was working eleven hours a day for \$6 a week in the Franklin auto factory, pushing a bastard file through aluminum castings. * * *

"In 1910 he went to Chicago, where he sold used cars and put what money he had into handling a self-starter invented by his friend Charles G. Hanna, later Mayor of Syracuse. When the home office went broke, McDonald went into the used-car business exclusively. Taking inventory of automobile row, he discovered that the Detroit Electric dealer had the biggest stock in town. He approached the dealer with a kind of incentive proposition and made \$16,000 in a year. * * * *

"McDonald made his fortune by pioneering in time payments on commercial cars. Oddly enough, small businessmen who bought everything else on credit could not buy cars that way. So in 1912, McDonald opened offices in the McCormick Building, bought the cars, sold them on time, and simply discounted the paper at the banks, which would never have dreamed of lending the money directly. He was soon handling 20,000 or more cars a year at an average charge of at least \$50 a car, at a rate of more than 10 per cent for six months. He also formed a cozy little monopoly of the Chicago body builders, a group of manufacturers who built special bodies for truck chassis. 'Until then it was a case of dog eat dog', recalls one body builder. 'When Gene got done, even the gold lettering was uniformly priced.'

Further highlights in the Fortune article are:

"A Philadelphia storage-battery outfit called Philco assumed industry leadership early in the depression because it did. It 'pioneered' in low-priced table models, and has maintained first place ever since by keeping itself resilient.

"Zenith is one of the three or four companies that have survived from the beginnings of the industry in the early 1920's. And it has not merely survived. From tenth or twelfth place in a \$400-million industry in the late 1920's, it shot up past R.C.A. and claimed second place in the \$600-million industry of 1941. Now it is training its guns on Philco. How Zenith did it is not a simple story, but it can be epitomized by a simple story. One Saturday it occurred to McDonald that hand controls for auto radios were dangerous, and he dictated a memo to his engineering department suggesting ideas for a foot control. On Monday he started a patent search and had his engineers build a rough working model for his own car. On Tuesday he tried it, and on Wednesday he sent it to Detroit. On

Thursday he went to Detroit and talked up the device to Edsel Ford and George Mason (Nash-Kelvinator). That night he was back in Chicago with Ford and Nash in the bag. Several people doubtless thought of foot controls before McDonald; the point is that McDonald saw its possibilities and lost no time in using them. Simply on the basis of its record from 1934 to 1942, Zenith has good claim to being the nation's outstanding set-manufacturing company, and McDonald to being the industry's star executive."

The Fortune article brought out the fact unknown to so many in the industry that McDonald organized and became first President of the National Association of Broadcasters.

"McDonald's 'radio nurse', a microphone-loudspeaker set that permitted fond parents to hear everything going on in the children's room, was a monumental flop. However, it had its compensations. Trying to salvage the idea in the form of a desk hearing aid, McDonald got interested in the ear hearing-aid industry, which was selling for as much as \$200 hearing aids that cost less than \$30 to make. It did not take him long to decide he was confronted by an opportunity. In the December, 1944, issue, Fortune told how he seized it, and how Zenith came to be the world's largest hearing-aid manufacturer, making more than all the rest of the industry together. * * *

McDonald conceived and conducted a long war against the sales apostles of television. For nearly ten years he has been insisting that television has been oversold, not because it is technically imperfect, but because it is economically unsound at present. His reputation for being foxy, however, was so great that rumors went around that he was trying to develop a set independently of R.C.A. patents and was playing for time. But McDonald is still warning against overselling television. 'It is like buying a ten-year pass to a theatre that hasn't yet been built', he says. Although a somewhat similar argument could have been advanced against radio in its early days, there are undeniably more financial obstacles in the way of television than there were in the way of radio. Until they are overcome, McDonald figures that the best public relations is to concentrate on radios, particularly FM sets."

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WAR DEPARTMENT TELLS WHY MIKES ARE BARRED AT PRESS CONFABS

The War Department has denied the charge by radio broadcasters that news conferences with returning generals are being conducted in a manner which discriminates in favor of the newspapers and has refused to permit these conferences to be broadcast directly.

The Public Relations Section of the War Department replied that news conferences are open to radio reporters as well as those representing the newspapers and that all have equal opportunity to prepare and present their stories, regardless of which medium they employ. Also, press conferences, it was pointed out, often include material which is for background purposes and not for attribution, or which it is agreed shall not be made public in any case.

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FCC SEEN APPROVING WLW SALE IN BIG CROSELY DEAL

Although public hearings will doubtless be held, which again will raise the question of the high price radio stations are commanding, the Federal Communications Commission will almost certainly approve the transfer of the WLW license to the Aviation Corporation which has just purchased the entire holdings of Powel Crosley, Jr., and his family in The Crosley Radio Corporation for about \$13,625,000 cash. The Commission will also have to approve the transfer to the Aviation Corporation of the license of WINS which The Crosley Corporation recently acquired but which has not as yet been passed upon by the FCC. The sales price of WINS from Hearst was 1,700,000 plus \$400,000 in station time.

In a statement issued late Tuesday confirming the sale of his interest in The Crosley Corporation, Powel Crosley, Jr. said, "My decision to sell was based on personal considerations, one of which is my desire to concentrate on the manufacture of the Crosley automobile. We are planning a new light car much improved in design and manufacture over the prewar model. A new company will be organized to produce and sell the car and Crosley Corporation stockholders will have an opportunity to acquire a prorata interest in this new company. If the sale is approved by the Federal Communications Commission, the Aviation Corporation will assume control of all the Crosley Corporation assets except the automobile manufacturing, representing less than 3% of the Crosley assets. However, I will remain on the Crosley Board of Directors and will continue to take an active interest in the affairs and progress of the company. The Aviation Corporation executives have made it clear that no change is contemplated either in management policies or in the operating heads of the Crosley manufacturing plants or the Radio Broadcasting Division.

"Joining forces with the Aviation Corporation and its associated companies will broaden the Crosley peacetime lines and strengthen its national retail outlets. The AVCO group is dynamic and is certain to be a major factor in the postwar market for household appliances. Crosley employees and its distributors and dealers will benefit." Mr. Crosley announced he was sending a letter to stockholders of The Crosley Corporation, advising them of the sale and of the same offer to purchase their stock which he has accepted and which will be extended to them by the Aviation Corporation if the sale is approved by FCC.

The Aviation Corporation plans to purchase the holdings of other Crosley stockholders at the same unit price. The cost of the entire transaction is about \$22,000,000.

Announcement of the deal was made by Victor Emanuel, Chairman and Chief Executive Officer, and Irving B. Babcock, President and operating head of Aviation Corporation, who are expected to assume like posts with Crosley Corporation. Powel Crosley, Jr. will remain a Director of Crosley Corporation and Lewis Crosley will remain as Vice-President. Raymond C. Cosgrove, Vice-President in

charge of manufacturing, and James D. Shouse, Vice-President of the Broadcasting Division, will retain their posts and continue as Directors of Crosley Corporation.

Just before the Crosley-Aviation Corporation sale became known, Frank A. Schotters, of Alton, Illinois, was named as Vice-President in charge of production of The Crosley Corporation. Previous to joining the Crosley organization, Mr. Schotters was Works Manager of the Western Cartridge Company plants in East Alton, Illinois. In October, 1944, Mr. Schotters was promoted to the position of staff executive of the Olin Industries Company, the parent company of all the Olin Industries.

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NO CHEERS FOR WILLS; FCC APPOINTMENT HEARING NOT SET

The batting average of President Truman, which has been 1000% in several instances, apparently took quite a slump in the eyes of broadcasting industry leaders in the appointment of Ex-Governor William H. Wills (R), of Vermont, to succeed FCC Commissioner Case, whose term expires July 1st.

"In that choice President Truman surely was disappointing" one leader said. "Governor Wills is a nice elderly gentleman who was looking for a Government job and who wanted to come to Washington. He knows no more about radio or communications than the man in the moon, is just another politician about to be saddled on the industry. President Truman surely went political in apparently blindly following the endorsement of Senator Warren R. Austin (R), of Vermont, minority member of the Senate Interstate Commerce Committee."

An odd angle was that both Senator Wallace White (who even went to the White House) (R) of Maine, ranking minority member of the Senate Committee, and Representative Joe Martin (R), House leader, both endorsed Commissioner Case for reappointment. They pointed to the outstanding record of Governor Case. Although Commissioner Case went to the bat time and again for the broadcasters, they did little or nothing to have him reappointed. It was history repeating itself in that the broadcasters are afraid to raise their voices and too weakly organized to do anything about it if they did.

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Plans have been made by a newly registered company in India to manufacture radios which will sell for about \$30 each and will cost 60 cents, or less, monthly for upkeep, including the cost of the license. As many of the component parts as possible will be manufactured in the country, and others will have to be imported, probably from the United States.

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FLY STILL CRITICAL OF BROADCASTING INDUSTRY AND NAB

Time apparently has not softened the views of James L. Fly, ex-Chairman of the Federal Communications Commission regarding the broadcasting industry or his old target, the National Association of Broadcasters. This came out in an address he made to the American Marketing Association in New York Monday. He said that the listening public was becoming confused at all the talk about the various merits of television, FM and standard broadcasting and wouldn't know what kind of a set to try to buy but would expect it all to be combined in one receiver which would give the best in available forms of broadcasting. A single unified service will enable the broadcaster to serve a continuing audience without competing with himself, Mr. Fly said.

Suggesting stronger industrial self-regulation, Mr. Fly declared the NAB had long suffered through a lack of organization and a failure to vest authority in "a recognized, competent, permanent leader".

The former Chairman said the industry had a tendency to assume that the quality of radio broadcasting is reflected by the cost of a name or by the total expenditure on a single program. "It is an unhealthy condition when a half dozen rich concerns are permitted to take over large portions of the best time and perhaps to exercise an over-lordship over additional time", Mr. Fly said. He predicted the practice eventually "would come to grief".

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VEATCH APPOINTED RCA FREQUENCY BUREAU MANAGER IN WASHINGTON

James P. Veatch, formerly with the Federal Communications Commission, in charge of the Treaty Section of the International Division, has been appointed Manager of the Washington office of the RCA Frequency Bureau. Mr. Veatch, with offices at 1625 K Street, N.W., will handle matters pertaining to frequency allocations and station licenses for RCA, its subsidiaries and services. These activities cover the fields of sound broadcasting, television, international point-to-point communications, marine communications and experimental operations.

Mr. Veatch formerly was Chief Engineer of KFEL, Denver. In 1940 he resigned to join the FCC to be in charge of defense operations at Grand Island, Nebraska. A year later, he was transferred to the Commission in Washington, D.C., where he served successively in the Field Division, the Broadcast Division, the International Division and the Treaty Section.

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FRANK MULLEN, NBC V-P, RECEIVES IOWA STATE COLLEGE AWARD

Frank E. Mullen, Vice-President and General Manager of the National Broadcasting Company, was among the three Alumni honored at Iowa State College at Ames, Iowa, last Saturday.

Sharing honors with Mr. Mullen as outstanding Alumni of Iowa State College, as picked in 1945, were H. H. Kildee, Dean of Agriculture at Iowa College and an outstanding livestock judge, and Henry J. Brunnier, President of the American Automobile Association and prominent engineer. The awards were presented by Charles R. Friley, President of the college, at Great Hall, Memorial Union Building on the campus at Ames, on behalf of the Chicago Alumni Association of Iowa State College, which yearly makes the presentations as Annual Merit Awards for distinguished Alumni.

Mr. Mullen was graduated from Iowa State College in 1922. A native of Clifton, Kansas, he specialized in forestry in his undergraduate days but interrupted his education to serve in France with the 20th Engineers of the A.E.F. He returned to college after the war and specialized in agricultural journalism.

A year later he was conducting a farm news page in Sioux City, Iowa, when he received an offer to become Radio Editor of the Stockman and Farmer in Pittsburgh. He accepted and learned that the job included the presentation of a radio program directed to farmers over Station KDKA. It was the first such type of program ever heard on the air.

Mr. Mullen was in radio to stay, and he soon rose to a commanding position in the industry. He was elected a Vice-President of the Radio Corporation of America in 1939 and the following year was named to his present post as NBC Vice President and General Manager.

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ROOSEVELT STILL MUM; ANOTHER \$500,000 TOUCH REVEALED

Up to this writing there hasn't been a word from Brig. Gen. Elliott Roosevelt or any member of his family regarding a \$200,000 loan made by John Hartford, President of the Atlantic & Pacific Company and written off Hartford's income tax report as a "bad debt". As security for the loan, General Roosevelt was said to have given Mr. Hartford stock in the former's Texas broadcasting interests. It was said by a member of the House Ways and Means Committee that two Texas oil men shared a \$500,000 loan to General Roosevelt, one carrying \$300,000 and the other \$200,000 of the loan.

The Ways and Means Committee is investigating the situation but any possible relationship of the loan to a well-financed drive by chain stores in 1939 to beat a bill proposed by Representative Wright Patman (D), Texas, to impose large taxes on chain stores is not a subject for a Ways and Means inquiry, members said.

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BROADCAST APPLICATIONS ACCEPTED BY FCC

Eastern States Broadcasting Corp., near Bridgeton, N.J. construction permit for a new High Frequency (FM) Broadcast station to be operated on frequency to be selected in the 95 megacycles band; Stanley G. Boynton, Highland Park, Mich., extension of authority to transmit programs to CKLW, Windsor, Ontario, Canada from Highland Park Baptist Church, each Sunday evening from 8 to 8:30 P.M., EST; Unity Corporation, Inc., Lima, Ohio (Resubmitted), construction permit for a new High Frequency (FM) Broadcast station to be operated on 45.9 megacycles; WBAC, Robert W. Rounsaville, Cleveland, Tenn., license to cover construction for a new standard broadcast station; also authority to determine operating power by direct measurement of antenna power; The Alamo Broadcasting Co., Inc., KABC, San Antonio, Texas; modification of construction permit which authorized change in frequency, increase in power, installation of new transmitter and directional antenna for night use, and change in transmitter location) for changes in transmitting equipment and extension of completion date from 7/13/45 to 60 days from date of grant.

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NEW CBS 200,000-WATT S.W. TRANSMITTER CARRIES WAR TO JAPAN

Beamed toward the Japanese homeland and Japanese occupied countries, the new 200,000-watt international short-wave transmitter operated by the Columbia Broadcasting System for the Office of War Information at Delano, California, went into service last Friday when it began thundering American psychological warfare messages into the ears of the enemy.

The new super-power transmitter makes the Delano station one of the three most powerful high-frequency transmitters in the world and the first of the three to be beamed directly to the Orient. It will carry the broadcast warfare not only into the home islands of Japan but to all countries held by the enemy from Manchukuo to the extreme South Pacific.

The Delano plant has been on the air since the Fall of 1944 with two 50,000-watt transmitters and carrying programs prepared by the OWI and the Office of Inter-American Affairs.

The Delano building now houses three high-frequency transmitters, the new super-power 200-kilowatt installation and the two 50-kilowatt units. All deliver programs both to the Orient and to South America with great effectiveness.

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 ::: SCISSORS AND PASTE :::
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Against Abolishing OWI
 (Jack Gould in "New York Times")

Even accepting the premise that "the war is over in Europe", in itself an unpleasant reminder of the outworn philosophy that there can be peace in one corner of the globe and battle in another, it cannot be applied to the war of words. Lest we forget, it was in the years between military conflict that Hitler sowed, via radio, the seeds of fear and suspicion whose fruits were to take such a fearsome toll in lives. Similarly, it is in the present and against unprecedented odds that we must spread the doctrine of decency and humanity if the world is not again to take refuge in the sword. The British and the Russians have indicated that they will make full and continuing use of the most modern weapon in education and psychology: radio. Is it for the United States to become the mute member of the Allied trinity?

Sell New Tube Set By Letting Listener Hear Difference
 ("Sylvania News")

Prior to Pearl Harbor the average set owner replaced tubes only when they failed, at the slow rate of once in nine years. Because defective tubes were replaced gradually, the overall quality of set reception decreased gradually.

Since the war there is a very different average set condition. Almost every set is operating far from top efficiency, because of worn tubes. When complete tube replacements are available it will be a simple matter to demonstrate the difference between a fresh set of tubes and the performance of the weary tubes to which the radio listener has become accustomed. Alert radio repairmen will sell complete sets of tubes by letting the set owner "hear" the difference.

U.S. Senator Paul Porter of Ky.; How Would That Sound?
 (Jerry Klutz in "Washington Post")

Paul Porter, Chairman of the Federal Communications Commission, is being urged by friends here to run for the Senate from Kentucky when Senator Chandler resigns.

BBC Now Giving Japan The Works
 ("London Calling", BBC Overseas Gazette)

The war with Germany has been won, and like the other weapons of the United Nations, British broadcasting becomes free to concentrate on that other great campaign against evil - the war with Japan.

For four and more years now the Eastern Service of the BBC has been broadcasting regularly to the Japanese-occupied territories and to free China in Malay, Thai, Burmese, Cantonese, Kuoyu, and later, in Hokkien. For nearly two years it has been addressing Japan directly. News - the true facts of the world's news, the true facts of the progress of the fight against aggression - is the basis of these programmes.

To prepare for the increased demands that the war in the Far East will impose on these services, the BBC has grouped them in a newly-constituted Far Eastern Service. The original Eastern Service is now exclusively concerned, therefore, with the broadcasts to India and Ceylon in English, Hindustani, and Indian regional tongues.

The Director of the Eastern Service, John Morris (formerly Professor of English Literature in Keio University, Tokyo, has been appointed Far Eastern Service Director. His post as Eastern Service Director has been taken over by D. Stephenson, until recently Director of the BBC's office at New Delhi.

Song Pluggers Lay For Bing At Radio Rehearsals
(Lincoln Barnett in "Life")

Bing Crosby is not only No. 1 money maker in Hollywood, he is one of the great money makers of all time. His contract calls for three pictures a year at \$150,000 apiece. His weekly broadcasts net him \$7,500 for each half hour's work. Decca Record pays him about 2½ cents a disk and last year totaled \$250,000. From three sources alone Crosby thus derives an annual gross income of more than \$1,000,000.

It is through his weekly radio broadcast that Crosby exerts his greatest influence on U.S. musical taste. He is, in the idiom of sheet-music publishers, "the No. 1 song plug on the air". When he enters the NBC building each Thursday morning for rehearsal, a half hundred "music contact men" or "song pluggers" descend on him and thrust copies of new songs into his hand with exhortations to include them in his next program. Nine out of ten singers and band-leaders listen to Crosby's broadcasts each Thursday night and follow his lead. The day after he sings a song over the air - any song - some 50,000 copies are sold throughout the United States.

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Five years of promotion to teen-agers was completed on June 9th with the 176th broadcast of the "Citizens of Tomorrow" show sponsored by the Chicago Tribune over its radio station WGN. Since the opening of the show in 1940, more than 150,000 high school students in the area have been heard.

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::::: TRADE NOTES :::::

Earl H. Gammons, Director of the Washington office of the Columbia Broadcasting System, and Mrs. Gammons are giving a cocktail party at the Carlton Hotel in Washington next Tuesday, June 26th, in honor of Paul W. Kesten, Executive Vice-President of CBS.

Representative Clarence F. Lea (D), of California, Chairman of the House Committee on Interstate and Foreign Commerce, has named the following subcommittee on Communications:

Democrats: Alfred L. Bulwinkle, N.C., Chairman; Virgil Chapman, Ky.; J. Percy Priest, Tenn.; George G. Sadowski, Mich.; Richard F. Harless, Ariz.; John W. Murphy, Penna.; John B. Sullivan, Mo.

Republicans: Charles A. Wolverton, N.J.; Pehr G. Holmes, Mass.; B. Carroll Reece, Tenn.; Charles A. Halleck, Ind.; Clarence J. Brown, Ohio; Leonard W. Hall, N.Y.;

American Labor: Vito Marcantonio, N.Y.

Contents of the June number of the International Review, new magazine now being published by I. T. & T. include: "The Story of the American Cable & Radio Corporation"; "Australia, a Country with a Challenge"; and "Landing Airplanes by Instrument".

The radio awards distributed by the Headliners Club at Atlantic City last week were: For the best spot news broadcast, George Hicks, Blue Network, for his description under fire of the landing in Normandy on D-Day; for outstanding exclusive foreign broadcast, to Bill Downs, CBS, for his description of the surrender of German forces in northwest Germany; for best domestic news broadcast, to H. R. Baukhage, Blue Network, for his description of President Roosevelt's funeral at Hyde Park.

Dr. O. S. Duffendack, Director of Research of the North American Philips Company, Inc., has been appointed Vice-President and Director of Research, and E. J. Kelly, Manager of Manufacturing, to the post of Vice-President and General Factory Manager.

Dr. Duffendack formerly was Professor of Physics at the University of Michigan. Mr. Kelly at one time was Works Manager of the Camden plants of the Radio Corporation of America.

J. Leonard Reinsch, General Manager of former Governor Cox's broadcasting stations, is on the West Coast with President Truman as radio advisor. William Hillman, of the Mutual Broadcasting System is in the presidential party representing the four networks.

R.C.A. Communications, Inc., has resumed radio-telegraph communications with the Philippines. Radio messages can now be accepted by Mackay Radio to Czechoslovakia. The opening of a direct radio circuit to France has been announced by American Cable & Radio Corporation. It will go directly into the Paris station of the French Government's Department of Posts, Telegraphs and Telephones.

Collins Radio Co. has announced a revolving credit agreement for \$10,000,000 with a group of banks headed by Northern Trust Company of Chicago.

Warren Lee Pierson, President of American Cable and Radio has been elected President of The Commercial Cable Company, cable operating subsidiary of the American Cable and Radio Corporation. Mr. Pierson was formerly President of the Export-Import Bank of Washington, D. C., and was made President of American Cable and Radio early this year.

A Senate Appropriations subcommittee Tuesday voted 7 to 6 to restore every dollar cut from the Office of War Information budget by the House and then added some more for good measure. Instead of the 18 million dollars approved by the House, which OWI said would force liquidation of its information operations in Europe, the subcommittee approved \$39,750,000.

Ira Marion, American script writer, will teach a six weeks' course in radio writing at the Julliard School of Music beginning July 2nd. The course, first of its kind at Julliard, is being inaugurated to meet calls from war plants for personnel trained in programming music. Manufacturers have found that production increases when music is piped to the workers on the factory public address systems together with announcements of selections played.

Howard St. John, formerly Manager of Merchandising for WJZ, key station of the American Broadcasting Company, has joined the Network Sales Department to work on program sales promotion and development.

Such an occurrence in radio is phenomenal but it happened recently, making KHJ, Hollywood Don Lee station, announcer Bruce Buell a bit uncomfortable, until he realized a gag was being pulled on him.

Buell announces the local "Tune Time" recording show over KHJ, 9:45 to 10:00 A.M., PWT, Wednesdays, at the same time that the rest of the Mutual-Don Lee network is carrying "Your Army Service Forces". He had just made a colorful introduction for a Morton Gould tune as an instrumental presentation, when suddenly a soprano vocalist broke into the number, and there was the unmistakable presence of a second orchestra playing the same selection. Fact of the matter was that "Master Control" had tipped off sound engineer Von Urbanski to the coincidence of the identical tune being carried simultaneously locally and nationally, and Urbanski couldn't forego the pleasure of passing on the laugh incident to Buell, superimposing the national show on the local, to perplex his one-man audience.

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