

# HEINL RADIO BUSINESS LETTER

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July 25, 1945

SET MAKERS GO THRU THE MOTIONS BUT SAY FM RULE WON'T WORK

The Federal Communications Commission has cracked the whip and the FM radio set manufacturers are jumping through the hoop but privately they are saying that the Commission's kicking the FM frequency allocations upstairs is going to cause one grand snafu (situation normal all fouled up).

"The Commissioners relying on the judgment of a single engineer, K. A. Norton, slamming the door in the face of the whole radio manufacturing industry, including the Radio Manufacturers' Association, the Radio Technical Planning Board, and even Major Edwin H. Armstrong, the inventor of FM, is a decision, I contend, which will come back to the Commission's doorstep to roost", said one high authority. "Don't think for a minute that the trouble is over for the Commission on that. They have made such a fundamental mistake there is bound to be a thundering commercial answer."

This informant intimated that the Commission was out to hobble FM and if possible finally "get it, public interest to the contrary notwithstanding". That seems to be a pretty general impression among the FM set manufacturers. They appear to feel that the FCC is doing its best to block FM's progress.

A new cause of complaint was that in the suggested rules and regulations for postwar regulations of FM, the FCC asked the broadcasters for comment on the following proposal:

"Should the FCC adopt a regulation that in the future when FM becomes an established competitive service with AM (present standard broadcasting), no person or persons under common control would be permitted to own, operate or control more than one AM or FM station serving the same area?"

"That", observes our FM informant, "is a veiled threat on the part of the Commission which says, in effect, 'if you make a success of your FM license you are liable to have your AM license taken away from you.' In other words, under that rule if Col. Robert R. McCormick of the Chicago Tribune, for instance, should make a success of his FM station WGNB and desired to keep it, he would have his regular station WGN taken away from him. (Only we bet the Commission would think twice before they'd ever jerk the chair out from under Colonel McCormick.)

"This 'take your choice of one or the other' is an additional obstacle the FCC is seemingly trying to put in the way of FM. When that little hint sinks in on the broadcaster who is thinking about adding an FM station, he is likely to say: 'Well I'll just let somebody else go ahead with the FM pioneering.' It is a most discouraging situation."

In our issue of June 27th we reported that the charge had been made by Major Armstrong that the FCC public report on FM Allocations had been falsified. This charge has not been denied to date. We also reported in the issue of July 11th that comment on the conduct of the hearing indicated that the inventor had been given what amounted to the "bum's rush" during his testimony.

It appears that something of the same thing happened during the closed hearing where the cross-examination of the Commission's key witness, Mr. Norton, was hurried by the Chairman. At one point the Chairman said that if the examination could be speeded up the Commission could get in a meeting that afternoon.

Accordingly, the hearing was closed prematurely and the FCC went into executive session. Ten minutes later, while some of those who attended the hearing were still around, the FCC went home. A good hour of the working day remained.

Following up the drastic action of moving FM upstairs, the FCC proposed a drastic set of allocation rules which, if adopted, may put out of action many of the high power pioneer stations built during the past five years.

"Comment was that somebody did not like FM -- it worked too well and served too many people well -- it must be cut down to AM size", our FM informant observed.

"The new rules propose three classes of stations, community, metropolitan area and rural. Emphasis seems to be on the metropolitan stations as they get most of the channels. The other two classes suffer from serious restrictions.

"The community station is limited to insignificant power. The rural station must be so located that it cannot serve a city located in its area -- which makes its practical operation an economic impossibility.

"Heretofore the idea has been for a broadcasting station to serve as many people as possible. Hamstringing the rural stations thus seems about as crazy as Wallace's plowing under the little pigs. Wait till the 'grass roots' Congressmen hear about that.

"It looks as if the CBS single market plan, a plan obviously adapted to protect the networks and not develop FM to its maximum capabilities, is in high favor. The theme song of the FCC has, however, been to develop FM to its maximum capability. Why propose restrictive regulations to prevent its being so developed?"

In connection with the hearing on proposed FM rules and regulations to be held in Washington next Monday, July 30th, Walter A. Callahan, General Manager of WSAI, Cincinnati, has recommended that a Committee of AM broadcasters be named by the FCC to submit amendments to the Commission's proposals.



"Broadcasters laboring under AM regulations far outnumber those in their ranks favored by the same regulations", wrote Mr. Callahan. "These broadcasters have much to contribute and because their problems are identical with applicants for FM who have no practical experience, these latter would defer to and have confidence in the opinions and recommendations from a committee of actual broadcasters. . . . This approach seems more constructive than for actual or potential FM operators, singly or in a body, contesting each and every point in the FCC proposed plan."

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#### OOMS WINS EASY CONFIRMATION AS U.S. PATENTS COMMISSIONER

Casper W. Ooms, 42 years old, for years a leading patent attorney of the Midwest was confirmed by the Senate last Friday to succeed Conway P. Coe, who resigned the middle of last month having served since 1933. Mr. Coe was subsequently elected Vice-President in Charge of the Patent Department of the RCA Laboratories.

Because of the fact that Leon P. Frazer, 1st Assistant Patent Commissioner was only allowed by law to act as Commissioner for a month, there has been an unprecedented accumulation of patents - 500 or more - but it is expected that the normal output will be again reached by the end of the month.

A graduate of Knox College and the University of Chicago Law School, Mr. Ooms began his law career as a clerk for the United States Circuit Court of Appeals in Chicago. He served with the Chicago firm of Williams, Bradbury, McCaleb and Hinkle, patent attorneys, from 1931 until 1938, when he started his own practice. He has lectured on patent law under auspices of the Chicago Bar Association and the National Lawyers Guild, and also has lectured at Yale University Law School and at John Marshall Law School.

While most of his patent practice has been for small or medium-sized companies, he has handled litigation in defense of patent suits for Armour & Co., the Bendix Aviation Corporation and Sears, Roebuck & Co.

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#### RCA INTERNATIONAL DIVISION TO MOVE TO NEW YORK

The International Division of the Radio Corporation of America, recently organized, is being expanded and the executive offices will be moved from Camden to New York City. Space not being available in the RCA Building, the offices will occupy the better part of two floors, about 21,000 sq. ft. in the Squibb Building at 745 Fifth Avenue which is between 57th and 58th Streets.

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## BROADCASTERS STILL HEIL THE FCC WHICH SEEMS TO LIKE IT

Following the Gestapo custom set by ex-Chairman James L. Fly, which was supposed to have been discouraged by the present Chairman of the Federal Communications Commission, broadcasters still stand a la the Supreme Court until the FCC members are seated. Absent is the business of the Chairman glaring around the room, as Mr. Fly used to do, to see if the broadcasters were obeying the rule before banging the gavel, which was the signal that they could sit down, but otherwise the entrance of the distinguished Commissioners is observed by the same mark of deference.

After Mr. Fly's exit from the chairmanship, it was reported that the first thing to be scrapped was to be the forced standing up which, needless to remark, has never brought forth any cheers from the industry.

Nevertheless at a banquet given by the National Association of Broadcasters shortly after Chairman Paul Porter ascended the throne, the well trained broadcasters stood as one man when he arose to speak. Mr. Porter, waving them down, said: "I thought that stuff was all over with", or words to that effect.

Yet the broadcasters continue to respectfully rise. Far from FCC members resenting the obeisance, it is reliably reported that most of the Commissioners like it and that the custom is likely to continue ad infinitum.

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## RCA TO SELL COMPLETE LINE OF DRY BATTERIES

A complete line of dry batteries will be added to the RCA list of products beginning this month, according to L. W. Teegarden, General Manager of RCA Victor's Tube Division, Radio Corporation of America.

Pointing out that radio batteries comprise 60 percent of the battery industry's total sales, Mr. Teegarden said this marks the first time a full dry battery line has been offered by a radio tube manufacturer. It also marks the addition of a major line to the RCA Tube Division's list of products.

The new line will be placed with RCA tube and parts distributors and dealers associated with the radio industry, and orders will be filled on an allocation basis, he said. The application of the "preferred-type" idea, used with success by RCA in the electron tube field, will make it possible to service from 80 to 90 percent of the current radio and general utility battery demand with carefully selected types, Mr. Teegarden said. He pointed out that this procedure is advantageous to both distributor and dealer, since it makes for smaller inventories and quicker turnover. However, as conditions permit, the program will be extended to cover a full line.

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## FIGHTING U.S. MARINES PUT ON REALISTIC PROGRAM FOR CBS

Lieut. James Hurlbut, formerly of Station WTOP in Washington, and who through his work at Guadalcanal was one of the first Marine Corps combat correspondents to gain fame, is the producer of the new CBS series "Your Marine Corps", the first broadcast of which got off to a fine start last Saturday afternoon. Lieutenant Hurlbut worked in collaboration with Marine Technical Sergeants Alvin Josephy and Frank Acosta from Iwo Jima, and it was one of the best service broadcasts that has yet been heard. Lieut. George Putnam, well known news commentator, was at the microphone.

There was a realistic touch with the appearance of Lieut. John F. Kenney, one of the men of Wake Island who escaped from the Japs in China and who had arrived in Washington only a few days before. Marine Combat Correspondent Herman Kogan spoke from somewhere in the Pacific.

Making his debut as Assistant Commandant of the Marine Corps, which post he assumes August 1st, was Maj. Gen. Allen H. Turnage, who proved himself to be a first class speaker. General Turnage distinguished himself by leading the Third Division north for the assault on Guam and he described the transformation of Guam since the Marines landed there a year ago from a war ravaged tropical island into a great forward naval base.

The famous U.S. Marine Band was at its best and there was a nice little bouquet from Lieutenant Putnam for Capt. William F. Santelmann, its leader.

"Your Marine Corps", originated from Station WTOP, Washington and will originate from there weekly hereafter at 3 P.M. EWT.

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## BOB KINTNER IS SKIPPER OF NEW ABC PUBLIC RELATIONS DEPT.

Chester J. LaRoche, Vice Chairman of the American Broadcasting Company, last week announced the establishment of a Department of Public Relations for the network. The department will be under the supervision of Robert E. Kintner, Vice President.

The Department will coordinate all information activities of the Company, including publicity, public service and audience mail. In the new Department will be Publicity, with Earl Mullin as Manager; Public Service, under the direction of Harrison B. Summers; and Audience Information, under the supervision of Doris Hastings. Mr. Kintner also will continue to supervise the network's News and Special Events Department and the Washington operations of the Company.

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## FCC APPROVAL OF WLW SALE TO AVIATION CORPORATION SEEN

Following hearings last Monday and Tuesday in Washington in connection with the proposed transfer of control of The Crosley Corporation, including WLW, Cincinnati, for \$22,000,000, the impression seemed to be that approval insofar as WLW changing hands was concerned would be forthcoming from the Federal Communications Commission. The sessions marked the first appearance of FCC Commissioner William H. Wills, of Vermont, who succeeds former Commissioner Case.

Among the witnesses who testified were Powel Crosley, Jr., President of The Crosley Corporation; Victor Emanuel, Chairman of the Aviation Corporation; R. E. Dunville, Vice-President and General Manager of WLW; R. J. Rockwell, Engineering Director of the Broadcast Division of The Crosley Corporation; Irving Babcock, a Director of Aviation Corporation; R. C. Cosgrove, Vice-President and General Manager of The Crosley Corporation; Raymond S. Pruitt, Vice-President of Aviation Corporation; Walter A. Mogensen, Vice-President and Treasurer, Aviation Corporation, and George E. Allen, a Director of the Aviation Corporation.

Powel Crosley told how he had started out a small mail order business for a client in 1916, who originally put \$500 in the bank for that purpose. He bought out the client's interest. Primarily Mr. Crosley sold automobile accessories, but he became interested in the manufacture of radio sets. His first transmitter was in his house with 20 watts power, and then came the first WLW with 50 watts power.

"That is the first time I heard about super-power", Mr. Crosley said laughingly. Mr. Crosley said the year before the war the peacetime business of The Crosley Corporation grossed about \$27,000,000. "Last year our gross business was \$98,000,000", Mr. Crosley said.

He added that he had been very fortunate in developing his broadcasting activities in securing the services of such men as James Shouse, Bob Dunville and Mr. Rockwell.

Asked what the primary interest of the Aviation Corporation was in purchasing Crosley, Mr. Crosley replied:

"Well I think they were probably greatly interested in our distribution, our distributor set-up, our dealer set-up throughout the country for the sale of household appliances."

Mr. Emanuel said the business of the Aviation Corporation and associated companies was in excess of a billion dollars for 1944. Asked how much time the Aviation Corporation will spend on The Crosley Corporation's broadcasting activities, Mr. Emanuel answered:



"I have never considered that question. I know the entire Board is very much interested in broadcasting." Mr. Emanuel denied that Aviation stock would be issued for the stock of The Crosley Corporation. The witness was asked if he would be surprised if he were told that the estimated cost of constructing the FM and television stations now on file with the FCC for The Crosley Corporation was \$2,135,000. His answer was "No", saying he had been told this work was very expensive." Mr. Emanuel said that insofar as broadcasting was concerned, his conception "would be a kind of a job that best served every man, woman and child in America."

Mr. Allen, who was a close personal friend and adviser of President Roosevelt, and who occupies the same position with President Truman, when asked if he had ever been a stockholder in The Crosley Corporation, laughed saying, "No; I did well to hold my 400 shares in the Aviation Corporation."

There was no confirmation of the report that Capt. Harry C. Butcher, U.S.N.R., aide to General Eisenhower and Vice-President on leave from the Columbia Broadcasting System, would resign from Columbia to head the Aviation Corporation's broadcasting activities. It was said that Captain Butcher had been brought to the attention of the Aviation Corporation by Mr. Allen.

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#### AGREES THAT ELLIOTT'S LOANS SHOULD BEAR NEW DEAL TAG

Although he could not be present to do it himself, Senator Capehard (R), of Indiana, lost no time having an editorial from the Saturday Evening Post, which attracted country-wide attention, "Elliott's Radio Loans Belong in New Deal History" inserted in the Congressional Record (July 21). The Post editorial reads, in part, as follows:

"By this time most Americans have made up their minds one way or another about the significance of the revelations published by Westbrook Pegler concerning a loan of \$200,000 made in 1939 by John Hartford, a chain-store 'economic royalist', to Elliott Roosevelt and liquidated in 1942 by 'the Roosevelt family' at two cents on the dollar. \* \* \*

"Certainly there will be no disposition, even among those of us who found Mr. Roosevelt considerably less than perfect, to gloat over this evidence of grade C ethical standards in money matters. The fact that a President of the United States who was a millionaire in his own right should be content with such a settlement on behalf of his son is one of those mysteries which experts on the Roosevelt character must explain as they can. Franklin D. Roosevelt was a public figure who is understood to have had ambitious aspirations for a place in history. If in some matters his sensibilities left something to be desired, that has to go into the

reckoning along with everything else, plus and minus. The rule of de mortuis nil nisi bonum cannot be invoked to prevent a full appraisal of the New Deal and its leading personalities. We cannot, as the neo-liberals used to remind us, escape history.

"The ability of most of us to arrive at a dispassionate judgment of Mr. Roosevelt's place in history during his life was limited by the fact that for more than 12 years any American who undertook to criticize Mr. Roosevelt's policies or call in question any of his acts risked a barrage of abuse which was at times beyond belief. Tory, reactionary, Fascist, appeaser, Roosevelt-hater, and conspirator were words used indiscriminately to describe any citizen who might have his doubts on OPA or the bookkeeping of Lend-Lease. Mr. Roosevelt himself delivered pious lectures from which we were expected to conclude that the President's opponents were men of evil purpose and low morals, except when they were the fatuous dupes of wicked malefactors. He was particularly contemptuous of those who played fast and loose with 'other people's money'.

"Now, after President Roosevelt is dead, we find him tolerant of a transaction which almost any of his horse-and-buggy critics would have shunned, if only to avoid the appearance of evil. What explains it? Mr. Roosevelt's undaunted admirers, who are industriously making him into a legend, will laugh it off as the ill-considered act of an importunate youth. Don't we all have trouble with our boys? But that won't do. It doesn't explain the late President's failure to insist that his son should not involve the White House in such a transaction. Still less the Roosevelt family's failure to do as millions of Americans, more hard pressed than they, have done - pay the debt in full."

A United Press dispatch has this to say with reference to the same loan:

"The Treasury is expected to complete within a few days its report on the reported transaction in which a \$200,000 loan to Brig. Gen. Elliott Roosevelt was settled for \$4,000.

"One member of the House Ways and Means Committee, which requested the inquiry, predicted that the report would 'whitewash the whole matter'.

"Although the Treasury report probably will be ready this week-end, it may not be made public before Fall. It will be released only by Committee Chairman Robert L. Doughton (D., N.C.), who is away from the Capital. He may not return until the House convenes October 8th.

"The investigation followed published reports that John A. Hartford, President of the Atlantic and Pacific Tea Co., settled a \$290,000 loan to the late President's son for \$4,000 and claimed a \$196,000 bad debt reduction from his income tax.

"The settlement purportedly was negotiated by former Secretary of Commerce Jesse Jones."

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WLB UPHOLDS WFTL, MIAMI, CLOSED SHOP

The War Labor Board, following up its decision that it was not bound by Florida's "right-to-work" amendment, Tuesday upheld the closed shop at Miami Radio Station WFTL, a station owned by the Fort Industry Company, of which Commander George B. Storer is President.

The national Board affirmed the decision of its Atlanta Regional Board, directing continuation of a closed shop agreement which the AFL radio broadcast technicians had negotiated with the previous owner. The union represents nine technicians.

Industry members of the Board dissented. Florida's attorney general intervened in this case, and in a similar one involving the Tampa Box Co., J. W. Young & Co., and Enterprise Box Co., all of Tampa. Approval of a maintenance of membership decision in the latter case was announced last week.

Florida voters last November amended the State's bill of rights to provide that "the right of persons to work shall not be denied or abridged on account of membership or non-membership in any labor union or labor organization, provided that this clause shall not be construed to deny or abridge the right of employees, by and through a labor organization or labor union, to bargain collectively with their employer."

The WLB held that laws of the United States are superior to State laws or State constitutions and acted, it said, under mandate of the Smith-Connally War Labor Disputes Act to settle labor disputes which might affect the war effort.

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MACKAY RADIO OPENS NEW BERLIN CIRCUIT

Inauguration of a new direct circuit between New York and Berlin, Germany, was announced last week by the Mackay Radio and Telegraph Company, operating subsidiary of the American Cable & Radio Corporation. This circuit was formerly assigned to the Ninth Air Force. Mackay Radio announced that it has opened an office in the Red Cross building in Berlin to accept messages from Army personnel.

While with the Air Force unit, the station was used to transmit press messages to the United States and to furnish short-wave programs to this country. The station then, as now, was staffed entirely by Mackay Radio personnel.

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## RADIO CAN'T DO IT ALONE, NEWSPAPER POLL CLAIMS

Two surveys on public reaction to the recent delivery men's strike against New York publishers claimed Tuesday that the longer habitual readers go without newspapers the less they like it.

Fact Finders' Associates, Inc., polling a cross section of public opinion for the American Newspapers Publishers' Association's Bureau of Advertising, reported that 89.2 per cent of those interviewed said radio did not completely fulfill their need for news.

The first poll, conducted in the first week of the strike, featured the question: "You are probably getting most of your news now from the radio. Is radio completely fulfilling your need for news?" Results of the first survey showed that 76.6 per cent felt it did not. In the second survey, taken July 11 and 12, five days before the 17-day strike ended, there were 89.2 per cent negative answers to the radio question.

In the early survey taken July 3 to July 5, 74.2 per cent of those interviewed said they missed most the national and war news. The others said they missed it very little.

The later survey on this subject showed 76.4 per cent missed national and war news most, with 23.6 unaffected by this lack of news.

In the first survey, the absence of local news affected 70.9 per cent and failed to disturb 28.1 per cent. The percentages in the second survey were 65.3 and 34.7, showing a slight decline in concern over absence of local news.

Women were interviewed on the lack of advertising and in the first survey 79.1 percent said they missed the ads very much or moderately. The others reported they scarcely missed them at all. In the second survey the percentages were 77.4 and 22.6.

Asked whether they missed newspapers more after 10 days of the strike than they did earlier in the walkout, 58.7 per cent said "yes", 29.1 said "about the same" and 12.2 said they missed them less.

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Ceylon has about 11,700 radio receivers and it is estimated that 10 percent is equipped to play phonograph records. More than 50 percent of the radio receivers is equipped to use United States tubes, and approximately 90 percent of the sets imported during recent years is so equipped.

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## FIGHT OVER "ABC" TAG SEEN IN ASSOCIATED NET PLANS

With the announcement of Leonard A. Versluis, President of the Associated Broadcasting Corporation, in Grand Rapids of the expansion of his chain into trans-continental proportions September 16th, a clash was seen with the American Broadcasting Company (formerly Blue Network) over the use of the letters "ABC". Mr. Versluis operates WLAV in Grand Rapids, Mich.

The network, which for two years has released programs to more than 100 stations, will have key outlets in Chicago, New York City, Washington, D. C., Hollywood, Calif., and Grand Rapids, Mr. Versluis said.

WJJD, Chicago, has been an outlet for more than a year of programs originated by Mr. Versluis in Grand Rapids.

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## G.E. DESCRIBES TELEVISION SYSTEM FOR DEPARTMENT STORES

A 16-page publication titled "Intra-Tel Systems", a commercial development of television, has been prepared by the Transmitter Division of the General Electric Company.

The brochure describes in detail a television system for use by department stores, and gives the initial cost and yearly operating expense based on prewar prices for a typical system. It is illustrated by numerous charts, drawings, and scenes from recent merchandising presentations over General Electric's television station WRGB.

There are four applications of television for department stores. It can be used as (1) a mass advertising medium, (2) an internal merchandising medium, (3) a television receiver merchandising medium, and (4) a new sales personnel training medium.

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## DETROLA-UTAH-UNIVERSAL MERGER APPROVED

International DetrolaCorp. announced last week its Directors, along with Directors of Utah Radio Products Co., Chicago, and Universal Cooler Corp., Marion, Ohio, have approved a proposal to merge.

C. Russell Feldmann, President and Chairman of the Board of Detrola, said the three industries have 7,500 shareholders and in their last fiscal year had aggregate sales of \$132,000,000. He said stockholders would be asked to vote on the proposal soon.

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## AIRTIGHT STEEL-TO-GLASS SEAL FOR TUBES DEVELOPED BY RCA

A new method of fusing steel and glass in a permanent airtight seal for metal electron tubes has been revealed by Dr. G. R. Shaw, Chief Engineer of the Tube Division of the Radio Corporation of America. The method provides a more foolproof process, he said, in addition to permitting the use of a staple metal for the glass-to-metal seal in place of special alloys which are more costly and sometimes scarce.

The new procedure, developed by engineers of RCA's tube manufacturing plant at Harrison, N.J., depends upon the control of processing so as to secure good "wetting" of steel by glass. At the same time, the new procedure incorporates a mechanical design which provides compression strains at the glass-metal boundary, and thus compensates for differences in expansion of the two materials.

Since the ruggedness and self-shielding character of metal tubes makes them especially desirable for use in combat equipment of the armed forces, he said, the steel-to-glass seal is of direct significance to the war program as well as to future peacetime applications.

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## NAVY TESTS PLAN FOR RADIOPHOTOS AT BEACHHEADS

The Navy has disclosed that experiments are in progress for radiophoto transmission direct from shipboard at the scene of an invasion landing, to expedite the delivery of news from the Pacific war.

Facilities already have been provided for war correspondents to file "copy" or broadcast on a Navy vessel lying off the beachhead, for transmission via Guam to San Francisco. Four communications ships were provided at the Iwo Jima and Okinawa beachheads for that purpose.

Radiophoto transmission from Guam to the mainland has long been in operation. The famous Iwo Jima flag-raising picture, taken by Associated Press Photographer Joe Rosenthal, was transmitted in seven minutes after it was flown from Iwo to Guam.

The Navy is now using mobile units on the beachheads ashore to give press and radio correspondents direct contact with communications ships offshore, and the Navy said "It is believed this service will be available direct from beaches in the Japanese home islands when the invasion takes place."

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 ::: SCISSORS AND PASTE :::  
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Reports Paley Proposing New German Broadcasting System  
 ("Variety")

Col. William S. Paley's recommendation to the OWI on the setting up of a German Broadcasting System, contained in a letter sent to the Government agency by the CBS prexy-on-leave, was disclosed on Johannes Steel's WHN (N.Y.) news commentary program last Friday.

As revealed by Steel, Paley favors leaving the future of German broadcasting in German hands, with those considered best qualified to assume responsibility of organizing a GBS to be determined via questionnaires listing background, qualifications, solvency, activity under the Nazis, dependability "and his general ideas as to the type of broadcasting service he will propose."

Steel quoted the following excerpt from Paley's suggestions to the OWI:

"It is recognized that attempts might be made to abuse the privilege granted Germans in originating their radio output but anyone who made such an attempt would pay a high penalty for doing so. The control method would provide better cooperation from (German) employees than we would get from Germans if we, and not they, were assuming the responsibility and the risks of broadcast content. In trying to trick us they would irreparably damage themselves."

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Suggests Papers Plan For FM Program Listings Expansion  
 (Jerry Walker in "Editor & Publisher")

While newspaper publishers wade into problems of micro-volt boundaries, millivolt medium field intensities and the comparative merits of horizontal and vertical polarization, their managing editors might be giving a little attention to a phase of FM radio development which will be "their baby" long before many stations are operating.

How are the newspapers going to handle the radio program listings when there are 10 or a dozen local stations, in addition to the network stations and maybe a couple of television stations? . . . . That's the question, and the genius who discovered how to compile listings in space-saving tabular form, when newsprint shortages arrived, has an opportunity to perform another great service.

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Duke Of Windsor Mentioned For ASCAP  
 (Danton Walker in "Washington Times-Herald")

The Duke of Windsor may become an honorary or actual member of ASCAP. Frankie Carle is penning music to some lyrics the Durke once wrote called "Sincerely Yours", thereby putting him in the same class with Gen. Patton, Jimmy Walker, Nick Kenny, et al.

Think Broadcasts To Japan O.K. Despite Small Audience  
(From "London Calling" Overseas Journal of the BBC)

Nearly two years ago the BBC introduced "A Programme for Japanese Listeners" into its broadcasts to the Far East, despite the fact that its potential audience was believed to be small. No one in Japan, apart from a limited number of privileged officials, is allowed to possess a short-wave set.

Is it worth while to talk to such a scanty audience? The BBC is convinced that it is. For, although the true facts about much of what is happening in the world are withheld from the mass of the Japanese people, their leaders are well-informed. And it is almost certain that, however small may be the number of those who actually hear the broadcasts from London, a verbatim report of what the BBC says is placed each morning on the table of the more important Government officials.

That opinion is firmly held by the Director of the BBC Far Eastern Service, John Morris, who speaks from intimate acquaintance with intellectual and official Japan. Formerly Professor of English literature in Keio University, Tokyo, he was at one time also an adviser to the Japanese Foreign Office (and is the author of Traveller from Tokyo). In his view, a short programme of high-grade material is likely to be more fruitful of results than would many hours of would-be popular entertainment.

However, apart from listeners in Japan itself, there are large numbers of Japanese soldiers and sailors on active service who are able to listen to British news, since, in order to hear their own broadcasts from Tokyo, they cannot be forbidden the use of short-wave receivers.

The broadcast is limited at present to a half-hour daily, given by people with a world reputation in their particular subjects. Propaganda is not indulged in. But in reporting the war, a strong point is made that it was British ideas and the British system of leadership that triumphed over German totalitarianism.

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JAYCEE RADIO WEEK SET FOR AUGUST 26-SEPTEMBER 1

Junior Chambers of Commerce throughout the United States will join in recognition of radio as a medium of free speech during Jaycee Radio Week, August 26-September 1.

Informed of plans for Jaycee Radio Week, J. Harold Ryan, President of the National Association of Broadcasters, Washington, D. C., said that the announcement will be received with great enthusiasm by the broadcasters of America. "It is eminently appropriate that the theme of this observance will be 'Freedom of Speech'", he stated. "The broadcasters will report on their guardianship of this vital guaranty of the Constitution and make plans with the young men of America for the preservation of our heritage as free people. The broadcasting industry, like the Junior Chamber of Commerce, is working for victory and victory's vibrant promise that the Jaycees, the broadcasters and all men of good will may observe succeeding anniversaries in a world of uninterrupted peace and freedom."

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TRADE NOTES

The second session of the informal Engineering Hearing will be held August 1, with respect to FM and Facsimile and August 2 with respect to Television. The meetings will be held in Conference Room B in the Departmental Auditorium on Constitution Avenue between 13th and 14th Sts., N.W., in Washington, D.C. at 10 A.M.

Reports of the sub-committees on FM and Television will be available for consideration at that time. "It is hoped that those interested in Facsimile will have submitted proposed standards for discussion", says the FCC call for the meeting signed by G. P. Adair, Chief Engineer. "All engineers interested are urged to attend."

Dempsey & Co. of Chicago on Monday offered 150,000 shares of the common stock of the Admiral Corporation at \$12.50 a share. About half of the shares are being offered by the company. The proceeds it receives will be used for expansion in the radio, electric refrigerator, electric range and home freezer fields.

Stuart Crocker, President of the Columbia Gas & Electric Corporation, who began his business career with the RCA, has been elected a Director of the Guaranty Trust Co. of New York.

In 1922 he became assistant to Owen D. Young, Chairman of the Board of RCA and the General Electric Company, and later Vice-President of International General Electric Company, and Vice-President of the General Electric Company.

It is expected that the FCC's order to restore all stations to full power October 1st will include the boosting of WINS, New York from 10 to 50 KW; WGAR, Cleveland, O., 5 KW to possibly 50 KW; WJLS, Berkley, W. Va., to 1000 w. day and night; KTBC, 1000 w. day and night, and KEVR, Seattle, Wash., from 250 w. to 5 KW.

The Cowles Broadcasting Company has received the approval of the Federal Communications Commission to acquire control of WNAX at Yankton, S. D., in a \$13,000 stock acquisition.

The new \$8,000,000 General Electric Research Laboratory will be built five miles east of Schenectady, New York, on the Mohawk River. The geographic location is said to offer special advantages for radio and television, high voltage X-Ray, and radar research. Buildings with 300,000 square feet of floor space will accommodate an expanded postwar research staff of about 800. It is hoped that construction can start in six months.



Easing of military requirements have allowed allocation controls to be lifted from all molybdenum and tungsten products except wire, the War Production Board reported Tuesday.

Accordingly, orders M-369 and M-369-a, which previously established allocation controls, have been revoked. To maintain allocation control on the wire products, WPB issued Direction 6 to the steel order M-21. Under this direction, processors are required to file a report of estimated monthly production of tungsten and molybdenum wire with the Ferro Alloys Branch of WPB's Steel Division.

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Gardner Cowles, Jr., President of the Cowles Broadcasting Company is a member of the Board of Directors of the East and West Association of which Pearl Buck is President.

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Speaking over WGY in Schenectady, James D. McLean, of General Electric, said that 150 television stations would be in operation after V-J Day, thus giving television to half the people of the country.

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The Office of War Information has decided to abolish its foreign news bureau, which supplies the American press with news from foreign broadcasts, principally Japanese.

Neil Dalton, Director of OWI Domestic Operations, said discussions are under way with the Federal Communications Commission to see what arrangements can be worked out for distributing foreign news. He said he thought the news undoubtedly could continue to be available in some form.

The actual monitoring of foreign broadcasts is conducted by FCC. The OWI Foreign News Bureau digests and distributes the broadcasts.

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540 radio manufacturers, 40 radio magazine publishers (approximately) have failed since the start of active broadcasting twenty years ago. & Television

Radio/Retailing is the only magazine to appear in the Business Paper Section of Standard Rate & Data Service for June 1925, which is still published today under the management of its founders Messrs. O. H. Caldwell and Mr. Clements.

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Shipments of the Storage Battery Division of Philco Corporation in the first six months of 1945 were 32% ahead of the corresponding period last year

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Count Ciano writes in his diary December 24, 1942, now being widely syndicated by the Chicago Daily News:

"Yesterday I was in Mussolini's room while he listened to a radio speech by the Pope. 'The vicar of God should never speak', he said. 'He should remain among the clouds. This is a speech of platitudes that would be done better by the parish priest of Predappio.'"

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