

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

RECEIVED

AUG 13 1945

J. H. MacDONALD

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4,000,000 SETS AUTHORIZED OCT. 1-MARCH 1; PRICE RISE LOOMS

Melvin E. Karns, new Director of the War Production Board Radio and Radar Division, who has just succeeded Louis J. Chatten, states there is a possibility that more than 4,000,000 new home sets might be produced between October of this year and March of 1946.

"The public will not have much trouble buying new radios as Christmas presents", WPB Staff Chief John D. Small said.

R. C. Cosgrove, Crosley Vice- President, and President of the Radio Manufacturers' Association, has expressed apprehension over the apparent fall-down of the OPA in revising radio set prices "delaying many manufacturers from getting into production and preventing some from resuming production altogether." Also manufacturers seemed to agree that there might be a rise of 20 to 35 percent in the price of sets.

A factor in set prices will be the terrific competition among manufacturers.

"Everyone knows that the radio business is entering its most competitive era", said Henry C. Bonfig, Vice-President of the Zenith Radio Corporation. "As of this week, there are 106 radio manufacturers as compared to 54 pre-war. This means that the dealers with the best product, the soundest merchandising, the smartest planning and the best carrying out of those plans will win out."

Isador Goldberg, President of the Pilot Radio Corporation, was not too optimistic over the immediate outlook declaring that WPB action did not overcome the continuing shortage of materials.

Harold Boeschstein, Operations Vice-President of WPB, said that the resignation of Mr. Chatten was deeply regretted. He will return to the electronic industry, with which he had been associated for more than 20 years, most of the time as Vice-President and General Manager of Fada Radio and Electric Co., Long Island City, N. Y.

Mr. Karns went to WPB in November 1944, from RCA Victor Division, Camden, N.J. He holds degrees of bachelor of science in electrical Engineering from Kansas State College and doctor of laws from the South Jersey Law School. Mr. Karns was formerly with the Westinghouse Electrical and Manufacturing Co. Since last January, he has been Assistant Director of the Radio and Radar Division under Mr. Chatten.

Despite a statement recently credited to Mr. Karns that the outlook was for a relatively small output of civilian sets this Fall, the WPB Radio Director was more optimistic in assuming his new office.

Reconversion of the radio industry from war to civilian production, Mr. Karns predicted at a meeting of the Receiving Tube Scheduling Industry Advisory Committee just held in Washington, is expected to be easier and quicker than that of any other major industry and will be accomplished without interference with the war effort.

Unless there is an unforeseen turn in the military situation and on the clear understanding that war needs must be filled first, the radio and electronics end equipment industry will be authorized to produce for civilians approximately one-half its pre-war civilian output during the last quarter of 1945, and approximately its full pre-war production in the first quarter of 1946, Mr. Karns stated.

Mr. Karns pointed out, however, that the amount of electronic equipment, including home radio sets, that will actually be produced and available to consumers during these periods might well be considerably under that authorized due to the continued tightness of materials, components and manpower. This statement was made to allay any false impression that sufficient production and delivery of home radio sets will be achieved to satisfy public demands by the end of the year.

The Committee met in a two-day session to review and schedule the production and distribution of radio receiving tubes and to adjust manufacturers' production schedules in filling rated orders of the Army, Navy, lend lease and for international aid for the balance of this year. Although military requirements for receiving tubes are less critical than formerly, tube manufacturers were advised that military orders must still take precedence over other rated orders in their production schedules and that orders for replacement tubes must be filled before tubes are offered for sale for home set production.

A general discussion was held concerning the recently revised L-265 order which, as the first step in the reconversion of the radio industry, removes the basic restrictions on the production of all radio components and relaxes the restrictions on the sale of all radio end equipment, which may now be produced under WPB "spot" authorization.

Bob Almy, Manager of Distributor Sales of Sylvania Products, Inc., one of the large tube manufacturers, said that shipments of tubes are continuing to improve in both type and quantity. Several types which formerly were on the critical list are now available in adequate supply. The shortage of battery types is still acute, particularly since more batteries have been released, Mr. Almy noted.

RCA-Victor plans to concentrate on early delivery of table models, plus a limited quantity of the large consoles, according to Joseph B. Elliott, General Manager of the concern's home instrument division. He estimated that prices would be "slightly higher" than before the war.

Philco types will include midgets and the larger consoles as well as some FM models, with the top price probably in the neighborhood of \$175, Larry F. Hardy, head of the Radio Division, said. He predicted that the prices would be only 20 percent above pre-war levels.

H. J. Mandernach, District Manager for the General Electric Company, agreed that the first sets would be mostly of the AM type, with FM following soon thereafter. He expected chief emphasis would be on the smaller table models, the wood needed for the larger console cabinets still being restricted.

Arthur Freed, Vice-President of the Freed Radio Corporation, doubted if his concern would begin civilian production before the end of the war. He predicted that retail costs would be one-third higher.

Dorman D. Israel, Vice-President of the Emerson Radio and Phonograph Corporation, in charge of engineering and production, said their types would be a compact table-model receiver, a table-model radio and phonograph combination and an AC-DC-battery portable. He believed increased labor costs would raise the price of sets by 30 per cent, the concern having previously indicated that its retail prices would range from \$25 to \$85.

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GEO. F. SCHECKLEN ELECTED V-P & GEN. MANAGER OF RADIOMARINE

Capt. George F. Shecklen, USNR, 48 years old, has been elected Vice President and General Manager and also a Director of the Radiomarine Corporation of America. Before entering the Navy on active duty in December, 1941, Captain Shecklen was Commercial Manager of R.C.A. Communications, Inc.

In 1917, Captain Shecklen enlisted in the Naval Reserve and served as Chief Radio Electrician at West Coast Naval stations until July 19, 1919. Immediately thereafter, he went to the Marconi Company as Supervisor-Operator and was transferred to the Radio Corporation of America when RCA took over the Marconi stations. During the next five years he advanced to become Manager of the RCA Sales Office in Los Angeles and later was assigned to China to improve direct radiotelegraph service between that country and the United States. While in the Orient, he was appointed Honorary Advisor to the Chinese Ministry of Communications and the National Committee for Reconstruction. He was made China Representative for RCA in 1928 and was elected Vice-President of R.C.A. Communications, Inc., in 1935. Captain Shecklen returned to New York from China in 1939 as Commercial Manager of RCAC.

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ABC EMPLOYEES RECEIVE SURPRISE XMAS PRESENT IN AUGUST

The American Broadcasting Company Saturday distributed additional compensation checks to all employees who, on December 31st last had been employed by the company for six months or more. Accompanying the checks was a letter from Mark Woods, President of the American Broadcasting Company, which read, in part:

"Last Christmas I wrote you that the American Broadcasting Company had planned to distribute additional compensation to all employees of the company who had been in its employ for a period of six months or more. At that time, however, certain of these payments were disapproved by the Salary Stabilization Unit of the Treasury Department and consequently we decided to pay only those which had been specifically approved and to hold all the rest pending an appeal from the ruling.

"I am very happy to inform you that during the past week we were notified that our appeal has been successful.

"We are, therefore, now making the additional compensation that ordinarily would have been made last Christmas."

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U.S. SIGNAL REPORTS SUCCESS IN CONTRACT TERMINATION

That the U. S. Signal Corps has been successful in problems of contract termination is set forth in a War Department release which says:

"As of 30 April 1945, a total of 4,515 Signal Corps contract terminations had been authorized, yet in only 275 cases was final settlement still pending. This result was due in part to a unique feature of Signal Corps practice, the holding of monthly forecast meetings in the various districts. At these meetings the various steps in the settlement of cases are forecast, and these dates are scored for accuracy at the next meeting. The practice has proven effective in achieving in a systematic manner, a reduction of the pending case load, to the benefit of both the Signal Corps and the contractors.

"New techniques of cooperation are among the most encouraging of recent developments. Special field units consisting of personnel trained in auditing and property disposal are assigned as resident representatives in the contractors' plants or in key cities. They perform services not only for Signal Corps but also in some instances, under the consolidated program, for other War Department technical services and Navy bureaus. Such a procedure is now the responsibility of the Signal Corps at such companies as Federal Telephone and Radio Corporation, Newark, New Jersey, and Zenith Radio Corporation, Chicago, Illinois."

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FCC O.K. SPEEDS AVIATION CORPORATION-CROSLEY SALE

Following the approval of the transfer of the license of Station WLW of Cincinnati to the Aviation Corporation in the proposed \$22,000,000 sale of The Crosley Corporation, which the Federal Communications Commission favored by a vote of 4 to 3, other important details of the transaction were taken up in an effort to complete the transaction as soon as possible.

Voting in favor of the granting of the application were FCC Commissioners Porter, Chairman, Jett, Danny and Wills. Commissioners Walker, Wakefield and Durr voted to deny the application.

The Commission was unanimous in its views that some of the problems presented by this case require legislative determination and the opinions subsequently to be issued will be transmitted to Congress with specific recommendations for new legislation.

Under terms of the purchase contract Aviation Corporation will acquire 64 percent of the Crosley shares at \$39 a share from Powell Crosley and family. The same offer has been made to minority stockholders.

In the meantime, the Aviation Corporation reports that its profit for 6 months ended May 31 was \$1,593,260 or 27 cents vs. \$2,317,853 or 40 cents in the same 1944 period.

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RCA OPENS NEW VIENNA CIRCUIT; RESTORES BERLIN SERVICE

Opening of a new radiotelegraph circuit between New York and Vienna and restoration of direct radiotelegraph service between New York and Berlin were announced by Lieut. Colonel Thompson H. Mitchell, Vice President and General Manager of R.C.A. Communications, Inc. Traffic on both circuits is limited at present to government, press and soldier communications. The Vienna station is a mobile RCA unit, formerly located in Northern Italy.

Erection of a fixed station in the U.S. zone of occupation in Berlin provides RCA with two services into Germany. A mobile station which was shipped from this country to Naples after the invasion of Italy early in 1944, then transported by air to southern France to accompany the Allied armies on their drive through France into Germany, is now located at Bad Weisse, in the area occupied by the American Third Army. At the request of the U.S. Army, this complete short-wave station, weighing twenty-five tons, was flown several hundred miles across the Mediterranean by a fleet of fourteen C-47 transport planes in order that communications could be maintained with the rapidly advancing invasion forces.

The new RCA fixed station at Berlin was shipped to Europe from this country and stored in Paris until arrangements could be made for its permanent installation in the German capital

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BILBO AND WINCHELL CONTINUE "BATTLE OF PICCOLO" ON RADIO

With the adjournment of Congress, what has become known in the Senate as the "Battle of Piccolo" has been transferred to the radio. It started with Senator Theo. G. Bilbo (D), of Mississippi, addressing a letter to a Brooklyn critic, Mrs. Josephine Piccolo as "My dear Dago". Walter Winchell in his broadcast over ABC, took a crack at Senator "The Man" Bilbo, who countered with a caustic letter, a portion of which read:

"I have just heard this Sunday night's broadcast by you, the most limicolous liar and notorious scandalizing kike radio commentator of today, and I want to thank you for doing me the great honor of listing me among your victims of hate. You are one of those who think you can spew your venom and hate and if anybody calls your hand you immediately try to hide behind your race and yell 'persecution'.

"You know nothing about the rules of fair play, otherwise you would have read the insulting letter by Josephine Piccolo addressed to me, in which she boasted of the fact that she was neither a Jew nor a Negro - evidently she puts the two in the same class. You were not fair enough to even report the entire salutation of the letter in question written by me. When she told me she was neither a Jew nor a Negro, I addressed her as 'My Dear Dago', and as a part of the salutation I said, 'If I am mistaken in this, please correct me.' * * * *

"You are like all rabble-rousing, strife-breeding Communists which I verily believe you to be regardless of how strong you may deny it. Your episode in trying to parade your patriotism by strutting around awhile in a Navy uniform did not fool the American people

"You are just a dirty scandalmonger kike, regardless of what you pretend to be. I would say more, but I realize no matter how much Jergen's lotion I might use, I could not keep white and clean by messing with you - you are too dirty and flithy."

Drew Pearson over the ABC network Sunday night, referring to the "Dear Dago" letter, said that Senator Bilbo had been addressing others as "Dear Negro Lover", etc. As a result of this he predicted that National Democratic Committee Chairman Robert Hannegan would not give Bilbo any help when the latter comes up for re-election in 1947.

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NAB ADOPTS CODE; SELECTS "JESS" WILLARD ASST. TO PRES.

Highlights of the Board of Directors' meeting of the National Association of Broadcasters in Washington this week were (a) adoption of the new broadcasters' code; (b) selection of A. D. Willard, Jr., General Manager of WBT, Charlotte, N.C., as technical aide to the new President of NAB Justice Justin Miller, and (c) Mr. Justice Miller's attendance at the meeting prior to his taking over in the Fall.

Thus "Jess" Willard leaves WBT, one of CBS-owned and operated stations, which was recently sold to the Jefferson Life Insurance Company. Under Mr. Willard, who was former Manager of WJSV (now WTOP), the CBS station in Washington, the Charlotte station developed into one of the first division stations in the United States. It was reported that the new owners of the station were desirous of having Mr. Willard remain but the latter desired to make a change. Returning to Washington will be like coming home to Mr. Willard, who has always been very popular in the Capital.

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WHEELER BRANDS POTSDAM PARLEY AS RED VICTORY

Senator Burton K. Wheeler (D), of Montana, commenting on the Potsdam agreement, said:

"I do not feel Potsdam sets a pattern for peace in Europe. I think all of Europe is apt to go Communist. On my trip I found a prevailing belief that Italy, France, Germany and other countries will go Communist when we take our troops out.

"Europe for ages has had a distinct European civilization. It is now going to have a civilization under Russian-Asiatic domination. While they talk of free elections, you're not going to have free elections in Poland, Czechoslovakia, Yugoslavia and other countries.

Senator Wheeler, who is Chairman of the Senate Radio Committee, and who made a tour of Europe recently studying communications conditions said:

"You're going to find Communist-dominated elections without any free speech, free press, or free radio, or opportunity to discuss the difference between a dictatorship of the proletariat and democracy."

"As near as I can see, the war has only resulted in one thing. We have substituted Stalin for Hitler."

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RADIO PARTS-EQUIPMENT TRADE SHOWS CORPORATION ORGANIZED

Radio Parts and Electronic Equipment Shows, Inc. is the name of the corporation newly formed to sponsor and conduct future trade shows on a non-profit basis for the radio parts and equipment industry.

Following the suggestion of the Radio Parts Industry Coordinating Committee, the Radio Parts Industry National Trade Show, Inc. and the Electronic Industry Conference Committee, Inc. have taken action to merge their respective interests and pool the balances remaining in their treasuries and transfer them to the new show corporation.

A board of eight Directors has been appointed, two from each of the four sponsoring groups. These are:

From Parts Division of Radio Manufacturers' Association:
Leslie F. Muter - The Muter Company, Chicago, Illinois; Jermoe J. Kahn, Standard Transformer Corporation, Chicago, Illinois.

From National Electronic Distributors' Association:
W. O. Schoning - Lukko Sales Corporation, Chicago, Illinois; Sam Poncher, Newark Electric Company, Chicago, Illinois.

From Association of Electronic Parts and Equipment Manufacturers: H. W. Clough, Belden Manufacturing Company, Chicago, Illinois; J. A. Berman, Shure Brothers, Chicago, Illinois.

From Sales Managers Club, Eastern Division: R. P. Almy, Sylvania Electric Products, Inc., Emporium, Pennsylvania; Charles Golenpaul, Aerovox Corporation, New Bedford, Massachusetts.

The following officers were elected unanimously:
H. W. Clough, President; Charles Golenpaul, Vice President, Sam Poncher, Treasurer, and Jerry Kahn, Secretary.

It is planned to hold an industry show as soon as practicable following the lifting of travel and other restrictions, and resumption of peacetime operations. Best guess as to the probable date is October, 1946, provided V-J Day comes before the end of this year. Present plans also call for the appointment of a Show Manager on a full-time basis to handle the direction and manifold details in connection with the conduct of the type of shows planned.

Mr. Herb Clough, President, commenting on the new Trade Show Corporation, stated, "With the formation of the Radio Parts and Electronic Industry Trade Shows, Inc., the wheels have been set in motion to conduct future trade shows on a national or regional basis for the benefit of the entire industry."

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CAPITAL TELE IN 6 MONTHS MAYBE; TOWER APPROVAL SEEN

Television is one step nearer to Washingtonians with the District Board of Zoning Adjustment announcing that it would overrule the protests of certain citizens' groups and was prepared to approve the National Broadcasting Company and Bamberger Broadcasting Service applications for permission to construct television towers in residential sections.

Carleton D. Smith, General Manager of WRC, NBC station in Washington, said if an application for an experimental television license now pending with the Federal Communications Commission is approved and everything else goes well, NBC experimental television broadcasting should start in the nation's capital within six months.

Mr. Smith, along with J. R. Poppele, Chief Engineer of Bamberger, and President of the Television Broadcasters' Association, put up a hard fight (Bamberger having been overruled on its first site). Mr. Smith said that NBC already had two television transmitters for an exchange of programs between Washington and New York, NBC's original plans for television experimentation having been interrupted by the war. Mr. Smith appearing before the Board argued that the NBC tower to be erected near the Wardman Park Hotel would not be unsightly and would be the center of interest in that part of the city.

Mr. Poppele said a 300 foot tower at the Bamberger site, 40th and Brandywine Streets, northwest of the U. S. Bureau of Standards and north of the Washington Cathedral, would provide satisfactory service to persons within a radius of 25 miles and would allow residents of elevated property as far as Baltimore to obtain programs televised in Washington.

Formal action on the sites will be withheld only until the Zoning Board makes certain that the heights proposed for the towers are absolutely necessary for satisfactory service, Robert O. Clouser, Zoning Board member, said.

The companies have been asked to submit map studies which will show the exact areas not likely to receive adequate television reception from lower towers.

The Zoning Board deferred immediate action because it could not reconcile the differences in elevation sought by the two corporations, Mr. Clouser said. NBC has promised adequate service with a 350-foot tower on a 200-foot land elevation while Bamberger insisted upon a 300-foot tower on an elevation of more than 400 ft.

Further investigation will also be in line with a recommendation by the National Capital Park and Planning Commission that Bamberger prove it could not give adequate service with a 200-foot tower. A higher structure would compete with the skyline view of the Washington Cathedral, the planning commission had said.

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GROSS ACCEPTS POST AS VICE-DIRECTOR OF ITU AT BERNE

Gerald C. Gross, former Assistant Chief Engineer of the Federal Communications has accepted the position of Vice-Director of the International Telecommunications Union at Berne, Switzerland and has been confirmed. Mr. Gross at the time the post was offered to him was in Bogota, Colombia, on a special mission. He returned to the United States, however, before accepting it. He is said to be the first American to be appointed to one of the four international unions with headquarters in Berne.

Mr. Gross participated in the formation of the Engineering Division of the Federal Radio Commission in 1928, and for some time served as Chief of the International Division of the present Commission's Engineering Department. He has represented the Government at 21 international conferences on communications, and has served since 1933 as Secretary of the Interdepartment Radio Advisory Committee. He is co-author with Prof. James Herring of the University of Pennsylvania of an authoritative book "Telecommunications", which is highly regarded in the industry.

Born in New York City on December 27, 1903, Mr. Gross obtained his elementary schooling in France, and was graduated from Haverford College, Haverford, Pa., in 1926 with a B.S. degree. At Haverford he was instrumental in setting up one of the first college broadcasting stations in the United States. He later served as radio and communications officer on a number of ships in the American Merchant Marine.

Formerly on the staff of the Bureau of Standards, Mr. Gross specialized in communications engineering. He contributed to the development of the present aviation interlocking aural beacon, and was also in charge of the standard frequency transmission.

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COWLES, ADLER AND KNIGHT, PRESS & RADIO EXECS OFF TO PACIFIC

Three newspaper executives have left for a close-up view of the forward areas in the Pacific war, at the invitation of the Secretary of the Navy.

They are John Cowles, President of the Minneapolis Star-Journal, and Vice-President of the Cowles Broadcasting Company; Julius Ochs Adler, General Manager of the New York Times, and Station WQXR; and John S. Knight, publisher of the Chicago Daily News.

They will be in the Pacific from four to five weeks.

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ELLIOTT'S ALIBI BACKFIRES; CRITICS WANT FDR CLARIFICATION

Instead of silencing critics by his belated statement regarding his radio and other deals, Elliott Roosevelt seems to have caused them to renew their charges with repeated vigor. Another boomerang apparently was Elliott's defense of his father. Critics immediately asked for further enlightenment regarding this.

"What is much more of vital concern to the American people (than Elliott)", said the Washington Post, "is the reputation of Franklin D. Roosevelt, charged with complicity in his son's allegedly nefarious business deals.

"Conscience as well as common sense supports General Roosevelt's plea that 'until these facts are disclosed my only request is that any charges concerning my affairs should be confined to me and that no further attempt be made to smear a man who can't talk back'. In the absence of specific proof sustaining the charge against him - and the burden of providing such proof clearly rests upon his detractors - President Roosevelt's place among his countrymen should remain wholly independent of unsubstantiated smears."

Seeking the same information plus more about the method of settlement, an editorial in the Washington Star concluded:

"There are two facts, or alleged facts, which, while covered perhaps by implication in his statement, are not dealt with specifically. One is the charge that General Roosevelt arranged a telephone conversation between his father and a man from whom he was borrowing \$200,000 in order to assure the lender that the transaction would not embarrass the President. The other concerns the alleged settlement of this loan for \$4,000 by Jesse Jones, then Secretary of Commerce, and the question of who arranged for this adjustment. These points should be cleared up in any future statement which may be made."

Westbrook Pegler, whose articles appear in the Capital in the Washington Times-Herald, wrote:

"Elliott's statement does not deny that there was a telephone conversation between his father and Hartford, so we may speculate as to what else they discussed, and what prompted a citizen who had never met the President to call him up at exactly that moment out of the infinity of time.

"To agree with Elliott that that loan was not discussed, if that is his contention, we must conclude that the call was a miraculous coincidence at the very moment when Elliott was borrowing \$200,000 on 'unbankable' security from a man whom he had met only once, and then for a mere introduction."

In regard to Elliott's declaration that his father "never promoted or assisted my personal affairs", Mr. Pegler told of Hill Blackett, a radio advertising agent of Chicago, being invited by Elliott to dine at the White House in 1939.

Pegler related:

"His business was placing radio advertising by clients with radio stations and networks. Elliott then was running his Texas State Network. This was the year of Elliott's big loan. He did place business with the network at Elliott's solicitation, because 'anything that looks good we will try'. * * * *

"When I reached Mr. Blackett by telephone he said that, following Elliott's suggestion that he dine with his parents at the White House, he received his invitation from Mrs. Roosevelt and that when he arrived at Washington a reservation had been made for him at the Mayflower Hotel by the White House. * * * *

"He says that if the purpose of the invitation was to promote advertising revenue for Elliott, the Roosevelts did it 'delicately'. Neither of them suggested that he place any business with Elliott but Mrs. Roosevelt said they were interested in the welfare of their children. * * * *

"Finally Mr. Blackett was asked what he thought was the common interest that elicited the invitation.

"'After all', I suggested, 'they knew you weren't a tailor.'

"'I assume, like anyone else, you know what I mean', he said. 'I don't have to spell it out for you. I have been entertained by lots of people who wanted business.'"

A self-initiated New York grand jury inquiry into Elliott's John Hartford \$200,000 radio loan settlement deal, first official indication that possible criminal aspects of the transaction are under study, has been held up awaiting outcome of the Internal Revenue Bureau's investigation, it was reported.

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DON LEE POLLS EFFECTIVENESS OF TELEVISION COMMERCIALS

Several hundred persons recently responded to a poll conducted via television by the Don Lee television station, W6XAO in Hollywood, in connection with the presentation of an "experimental commercial" film by Johansen Bros. Shoe Company of St. Louis.

More than 50 percent of the responses received from televisioners in Long Beach, Whittier, Santa Monica, Burbank, Glendale, Van Nuys, Inglewood and Los Angeles, indicated approval of the production, which combined a commercial message with a drama, especially filmed for telecasting purposes, the Television Broadcasters' Association reports.

Eighty percent of the participants in the poll commented on the type of program material, some of whom said the film held their interest and others dissented. About one-third of the viewers were favorable in their comments on the value of the presentation, while others offered reasons for improvements.

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NOBLE, CHAIRMAN N.Y. NATIONAL WAR FUND SERVICE DIVISION

Edward J. Noble, Chairman of the Board of the American Broadcasting Company, has accepted an appointment as Chairman of the Service Division of the New York National War Fund.

Under his jurisdiction in the Service Division of the New York National War Fund, will be such branches of commerce and industry as accountancy; advertising; public relations; entertainment, comprising motion pictures, radio broadcasting, theatres, music and sports; graphic arts; hotels, lawyers; the publishing industry, and the cleaners, dyers and laundry groups.

The quota for the Service Division is from \$1,250,000 to \$1,500,000 as compared to the entire \$17,000,000 quota for New York.

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C-O-R-R-E-C-T-I-O-N

Comes this communique from a valued reader:

"I blamed it all on that special brand of Washington weather! In no other way could I explain the two lapses from the vaunted Heinl journalistic accuracy which you packed into your last release - the item on the Empire State Building crash.

"First you tagged the television tower station as 'NBC-General Electric'. Unless Mr. Charles Wilson has gone in there overnight and shifted the equipment, the transmitter and accessories are 100% RCA - you know, the Radio Corporation of America.

"Secondly, the Empire State is strictly a one-way proposition - New York to G-E at Schenectady.

"Also, when NBC-RCA pick up remote programs via relay or otherwise, the receiving equipment is usually installed on the RCA Building and not at Empire State."

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A series of five illuminated displays dramatizing five important phases of RCA Victor's manufacturing activities - sound power telephones, Victor and Bluebird records, electron tubes, sound systems, and radio, phonograph and television receivers are being made available to dealers for window and store display. These exhibits, which are about 8 ft. long and 5 ft. high, will be booked through RCA Victor distributors for display in their areas.

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Against Licensing Radio Repairmen
("Sylvania News")

Up to the present moment, the majority of the letters we have received seem very definitely to be against any licensing of repairmen, whether by city, state or national governmental authorities. The reasons stated in the order of their importance and frequency of mention are as follows:

1. Licensing would entail too much governmental regulation and control with its attendant taxation or annual renewal fee and possible political graft.
2. Licensing would be a barrier to many men who possess the mechanical ability but who are financially unable to obtain the technical knowledge required for passing the license examination.
3. Licensing is not needed to keep out the so-called "screw driver mechanics" and inexperienced or dishonest men because the public very quickly finds them out.
4. Licensing would tend to decrease competition which otherwise would be a welcome factor in stimulating a high standard for expert work and the use of first class tubes and parts.
5. Licensing for other trades, such as electricians, in most states where it has been tried, has increased the state's budget system and at the same time, due to the ever present loopholes in the law, it has not prevented the unlicensed electrician from operating, and thus paved the way for bootlegging of electrical work at the expense of the licensed electrician.

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Los Angeles Court To Test Television Use
("Editor & Publisher")

Testimony-by-television, to be tested in Los Angeles highlights the ambitious postwar plans for a \$16,000,000 courthouse with luxurious quarters and up-to-the-minute facilities for newspaper men.

The television test is expected to establish the practicability of such testimony, in cases involving persons unable to appear in court. The witness, a defendant in a realty suit, is confined to bed as the result of an accident. Equipment for the experiment will include a "walkie-talkie" device so that the attorneys and judge can speak to the witness as well as see and hear her.

Plans for the test have been directed by Samuel Blake, presiding judge of the Los Angeles Superior Court. Final arrangements for permanent television equipment in the new courthouse are waiting the outcome of the test.

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Newspapers and Stations Confer Regarding Program Errors
("Variety")

Slashing of mistakes in radio program schedules carried by Cincinnati's three dailies is resulting from a dinner meeting of the papers' radio editors and publicity directors of the five local stations. Most bugs in the listings are on network stanzas, it was brought out by a check of recent logs.

The editors stressed the fact that the logs are a mighty readership feature and that errors in them always bring telephone and written complaints from subscribers.

To keep a more accurate tab on network traffic, the stations' publicity chiefs vowed to jack up the home offices for improvement in that line. They also went on record to get in step themselves by informing the editors of changes as soon as possible.

An operations setup agreed upon calls for daily pasting on a blank sheet of paper of each newspaper's log for that day and dated for the same day of the week following. Corrections are made as received in the publicity directors' offices and the sheet is mailed special delivery to the editors two days before publication date. Added service for the Post and Times-Star, afternoon sheets, includes telephoning by the editors to the stations at specified times each morning for last-minute changes, and special calls by the stations to the afternoon papers of changes for that day which become known after the regular forenoon calls.

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Says Butcher's "Eisenhower" Book Will Be Ready By Xmas
(Elizabeth Ford in "Washington Times-Herald")

The recent books that have traced the career of General of the Army Dwight D. Eisenhower from babe-in-arms to man-at arms, from shavetail lieutenant on an obscure Texas post to supreme leader handing down the law in a big red schoolhouse in Reims, will soon - as months are measured by publishers - be joined by still another one.

This eulogistic expose, tentatively titled "Three Years With Eisenhower", will be done from an aide's-eye view and is being compiled by Capt. Harry C. Butcher, U.S.N.R., a member of Gen. Ike's staff.

The Captain will telescope those "Three Years" into the space that fits between here and December, with his publishers planning to play Santa Claus for the Christmas trade. "Three Years" - gift wrappers and all - will fill two stockings instead of one, for Capt. Butcher is all set to turn out a tandem tome.

There will be dope on strategy - how the campaigns were worked out and who said what at the conference table - what else happened at the surrenders of Reims and Berlin - candid shots of the Big Three meetings.

The captain and pretty Mrs. Butcher have long been prominent on the local scene. Before he reported for active duty with the Navy Reserve early in 1942, he had been head of the Washington office of the Columbia Broadcasting System.

Following her husband's call to the colors, Mrs. Butcher saluted home-front war-time chores, working as a receptionist at Red Cross National Headquarters.

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::: TRADE NOTES :::

The FCC clear channel hearing has been postponed to October 23rd so as not to conflict with the Third Inter-American Radio Conference at Rio de Janeiro September 5th.

Frank M. Russell, NBC Washington Vice-President, is giving a reception tomorrow (Thursday) at the Statler in Washington in honor of William Brooks, Director News and International Relations of National Broadcasting Company, and Edward Tomlinson, author and news analyst who has just been appointed Inter-American Advisor and Commentator on hemisphere relations to NBC.

A dividend of 87½ cents per share has been declared on the outstanding Radio Corporation of America shares of \$3.50 Cumulative First Preferred stock, for the period from July 1, 1945, to September 30, 1945. The dividend is payable October 1, 1945, to holders of record at the close of business September 7, 1945.

John D. Small, WPB Staff Chief, said the return of radios to store shelves and showrooms will be a harbinger of many other types of goods desired by a public with needs to be filled and cash to spend.

"There will be a trickle of civilian goods into the market for the next five months", he said. Then "there will be a stream, and finally a flood."

Radio Projects, Inc., of New York, asked the Federal Communications Commission for authority for FM broadcast stations in West New Brighton, S.I., and Jamaica, Queens. The company president is Mitzi E. Newhouse, stockholder of the Staten Island Advance Company, Inc.

Microphones and radio parts from the Signal Corps which the boys sent hom for souvenirs have been retrieved, among many other things, by the Army's inspectroscope, anew secret device like a fluoroscope which is able "to see through" packages without unwrapping them and to detect unmailable material. If there is evidence of theft a court-martial proceeding is instituted. War trophies are permitted to enter the U.S. but certain items, such as firearms and enemy radio or radar equipment is confiscated.

Decca Records, Inc., net for the half was \$450,284, or \$1.16 vs. \$504,620 or \$1.30.

Louis Martin has been appointed Manager of the Application Engineering Section of the RCA Tube Division. Mr. Martin will work with leading radio and electronic equipment manufacturers on tube application matters. He joined RCA in 1928 and left in 1931 to become Managing Editor of "Radio Craft and Short Wave Magazine" until 1935 when he rejoined RCA.

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