

HEINL RADIO BUSINESS LETTER RECEIVED

2400 CALIFORNIA STREET

WASHINGTON, D. C. OCT 21 1945

NATIONAL BROADCASTING COMPANY, INC.

30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

J. H. MacDONALD

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October 10, 1945

SARNOFF FORESEES RADIO MAIL AND OTHER AMAZING THINGS

Brig. Gen. David Sarnoff, President of the Radio Corporation of America, gave the members of the American Academy of Political and Social Science in Philadelphia their money's worth the other night by telling them of revolutionary changes in warfare and communications. He actually had the learned gentlemen sitting on the edges of their chairs and when he touched upon the astounding scientific possibilities, they ate it up.

General Sarnoff, declaring that America, to be first in peace and war, must be first in science and warned that bombers with television eyes and the radio-controlled rockets are no myths.

"So deft, so all-seeing, is the radio-television control", he said, "that from launching sites the operator pressing push-buttons can guide the winged missile as if he were inside its shell. If he sees that the rocket is going to miss the target, he can turn it quickly; he can even make it loop-the-loop!"

"The very thought of thousands of these television-eyed monsters of destruction coming up over the horizon of the sea as a storm cloud may well cause us to shudder", said General Sarnoff. "They might be loaded with warheads of atomic power, some to strike and wipe New York off the map while others guided westward, to turn Pittsburgh, Detroit, Chicago and other cities into death and dust. No longer is the suicide flier needed; television can do his task - and more." * * *

General Sarnoff said that with the perspectives unveiled, humanity may look forward to a future of terror, or a future of security and abundance.

"If we desire the latter to be our destiny, then all nations must decide to live in harmony in 'One World'", he remarked.

"In the wake of war there are many new ideas and discoveries which can be applied to our every-day life", he continued. "In some instances, however, science ran far ahead of man's readiness to provide practical safeguards that would confine their uses to peacetime purposes. Atomic energy is one disturbing illustration. Further development is bound to release the great potentialities of atomic energy for use in industry, heat, light, power and transportation. But the atomic units that one day may power hundreds of thousands of peaceful automobiles and airplanes, also could be used in war.

"Nor can it be safely assumed that atomic bombs necessarily will come only from the skies. They might come from submarines or ships, or even from land artillery. In fact, it is

conceivable that 'smaller and better' atomic bombs, as small as baseballs, might be planted by saboteurs at strategic places and there remain hidden until such time as an enemy decides to strike. A secret radio signal transmitted from a distance, might be used to detonate such bombs and spread havoc far and wide."* * *

Television, General Sarnoff stated, is destined to become a utility in the American home and a revolutionary force in world-wide communications. It will bring visual entertainment to the homes of the rich and poor alike; it will flash historic events, letters, documents and pictures around the world, while the television eye in factories will enhance safety and speed industrial processes.

"Wherever transport needs vision, television will help to provide it", General Sarnoff said. "The airplane will see by television and radar; so will ships on the Seven Seas. Similarly, wherever industry needs an eye, television will provide it. It will watch over industrial processes and machines; it will go into places the human eye cannot reach. Fireproof eyes will be put into furnaces to scan chemical reactions. Tunnels will have these radio eyes as will conduits and mines. Television is light and radio combined. . . .

"In the future, a person will write a letter or a message that will be put on a belt moving in front of a television eye. In a split second that letter or message, exactly as written, will appear in England, South Africa or China. There, it will be automatically reproduced by a photographic process for delivery in minutes - not hours as required by even the fastest airplane.

"Eventually, we may be able to take a sealed letter or document and flash it across the hemispheres without opening the envelope. That again is a television possibility - and it is not fantastic. If X-Rays can look through the human body and through steel, why should it not be possible for the television eye to look through a paper envelope? This would make possible a radio mail system."

Concluding, General Sarnoff said: "Let us see to it that in our new-won freedom, the scientist retains his liberty to think, to speak and to work unfettered. Let us teach our youth the great responsibilities of science and encourage them to travel its high-ways of progress. Let them be bold in thought and daring in pursuit of the vision of their dreams."

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FCC COMMISSIONER WILLS REPORTED ON THE MEND

There were good reports from the office of FCC Commissioner William H. Wills, former Governor of Vermont, who recently suffered a heart attack. It was said that Commissioner Wills had recovered to the extent of probably being able to visit his office tomorrow.

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BELIEVED GARMENT WORKERS FILING FOR FM ONLY THE BEGINNING

The International Ladies Garment Workers Union applying for licenses Monday to operate frequency modulation stations in New York, Boston, Philadelphia and Chattanooga was regarded as the forerunner of other unions getting aboard on FM and establishing their own stations all over the country. Nor does it seem that money will be lacking to carry out these enterprises. ILGWU, for instance, starts out with a nice little kitty of \$250,000.

Furthermore, the ILGWU will be on a strictly commercial basis and in direct competition with local AM and FM stations already established.

This was made clear by Fred F. Umhey, secretary of the Union, who said that the program calls for the incorporation of a special company for each of the stations to be managed by local representatives and that while the ILGWU was starting the project it would expect that after preliminary financing the local communities would undertake to carry on the station on their own as community projects, not as labor propaganda agencies.

"These ILGWU-sponsored stations", Mr. Umhey pointed out, "are not to be maintained through union subsidies. They will sell time to an extent that will make them self-sustaining. From that point on, however, they will cease to be profit-making enterprises and will devote most of their time to social, cultural and spiritual programs."

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FTC CALLS MONTGOMERY WARD ON CARPET FOR TUBE, TV CLAIMS

Montgomery Ward & Co., Inc., Chicago, is charged in a complaint issued by the Federal Trade Commission with misrepresenting the number of tubes contained in radio receiving sets it sells and the capacity of the sets for television.

The complaint charges that the respondent in its advertising has made various statements which serve as representations that their radio sets are equipped with either 6, 7, 8, 9, 11 or 12 active, fully-functioning tubes and are wired or equipped for television. According to the complaint, the sets are not equipped with the designated number of necessary, fully-functioning tubes, but have installed therein one or more non-functioning or tuning beacon tubes or rectifier tubes which do not perform any recognized customary function of radio tubes in the detection, amplification and reception of radio signals. The complaint further alleges that the sets are not wired for television and are not capable of receiving and reproducing picture signals in visual form.

Twenty days are granted the respondent to answer the complaint.

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REINSCH AND McINTOSH SEEK NEW 5,000 W. CINCINNATI STATION

Although they could not believe themselves that a frequency was available in such a desirable field, nevertheless when they found it out, J. Leonard Reinsch, Managing Director of Governor Cox's radio stations, and Frank H. McIntosh, former head of WPB Radio and Radar Division, lost no time last week filing with the Federal Communications Commission for a full-time 5,000 watt regional station on 630 kc. in Cincinnati last week.

This followed their organizing the Queen City Broadcasting Company, of which Mr. Reinsch is President, and Mr. McIntosh, Secretary and Treasurer. There are at present five stations in Cincinnati - WLW, 50,000 watts, WCKY, 50,000 watts, WSAI, 5,000 watts, WKRC, 1,000 watts, and WCPO, 250 watts.

Messrs. Reinsch and McIntosh are both well known to the industry. Mr. Reinsch, a Director of the National Association of Broadcasters, has come into additional fame as radio advisor to President Truman. In fact, Mr. Truman tried to get him to join the White House staff as one of his secretaries but former Governor Cox of Ohio, his boss, said that he was too valuable a man to be spared.

Mr. Reinsch, who is a native of Streator, Ill., after graduating from Northwestern, began with WHIO in Dayton, when that station was acquired by the Cox interests. Later he was assigned to WSB, Atlanta, Georgia, and full supervision of all of the Cox stations. President Truman first became acquainted with Mr. Reinsch in November, 1943, when he appeared as a witness before the Senate Interstate Commerce Committee.

Mr. McIntosh, who hails from Omaha and who attended Omaha University and M. I. T., served first as part-time engineer of WOAW (now WOW) in Omaha. In the 15 years following his graduation he had a part in the installation of 200 domestic and 150 police radio stations. He became technical advisor of the Fort Industry stations, of which Commander George B. Storer is President. After serving as Chief of the Radio and Radar Branch of WPB in the war, Mr. McIntosh opened an office as consulting radio engineer in Washington.

Mr. Reinsch is 37 years old; Mr. McIntosh 39.

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KEN-RAD TUBE VOTES LIQUIDATING DIVIDENDS

Ken-Rad Tube & Lamp Corp. has declared two liquidating distributions, one at the rate of \$22.50 a share on class "A" stock, payable October 30 to holders of record October 15, and the other one share of Westinghouse Electric Corp., common for each five shares of Ken-Rad class "A" common, payable November 15 to holders of record October 15. Westinghouse Electric has purchased the remaining assets of Ken-Rad.

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OPA ANNOUNCES WOOD RADIO CABINET PRICING

Release: For Friday Morning Papers, October 12, 1945

Radio Release: 7 P.M. EST, Thursday, October 11

Pricing methods that will encourage speedy reconversion by manufacturers of wood radio cabinets were announced (as of Friday morning, Oct. 12) by the Office of Price Administration. The cabinets will be used in household radios and electrical phonographs, which will soon be returning to the civilian market.

An order, effective October 16, 1945, bases manufacturers' ceiling prices on the prices they charged for cabinets delivered to radio set manufacturers between July 1, 1941, and October 31, 1941.

To determine their ceiling prices for the same models, manufacturers apply a price increase factor of 18 percent to their 1941 prices for models delivered between July 1 and October 31, 1941. If a cabinet was not delivered during this period, but has an established ceiling under the consumer durable goods regulation, an increase factor of 12 percent may be applied to each price to determine the new ceiling price. In line with OPA's reconversion policy, these increase factors reflect lawful increases in material prices and basic wage rate schedules since October 1941, together with the industry's average 1936-39 percentage margin over total costs.

The following pricing methods are provided for new models of cabinets and for the output of new manufacturers:

(1) For new models comparable to models on which ceiling prices are fixed by the order, an automatic pricing technique is established. The manufacturer figures his own ceiling price by computing his unit direct cost for the comparable model and for the new model, based on current costs, and applying the mark-up he would realize on the comparable model.

(2) For new models not comparable to other models with established maximum prices, and for all models produced by new manufacturers, ceiling prices must be obtained by application to OPA. The agency-approved prices will be in line with the price level set for other models under the order.

OPA pointed out that no provision is made for resale prices, since the greater part of all cabinet production is sold directly to radio set manufacturers. A survey of the radio industry now is in progress, however, to determine the increase factor to be applied to this group. Price increases allowed for cabinet manufacturers will be included in the increased materials costs used to compute the increase factor for the radio set industry.

The pricing technique for comparable models, by permitting manufacturers to determine their own ceiling prices, does away with the loss of time involved in securing positive approval in each specific case. Unit direct costs for new and comparable models must be reported to OPA, together with the resulting ceiling prices

within five days after entering into a sales contract. Sales may be made immediately at the reported prices, but OPA reserves the right to adjust these prices later. No adjustments will be retro-active if the manufacturer has complied with the order.

Manufacturers who are required to apply to OPA for ceiling prices may not sell the models affected until they have received specific authorization from the agency.

The order, OPA added, provides for the establishment of ceiling prices to classes of purchasers other than radio set manufacturers. It also authorizes the agency to act on its own initiative in setting ceiling prices when manufacturers fail to make application or to file complete records.

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CONGRESSMAN PROPOSES BILL TO CURB RADIO PROFIT INCENTIVE

Representative Celler, of New York, Tuesday introduced a bill in the House of Representatives, the object of which would be to:

Require stations to allocate part of each day for free broadcasting of "particular types or kinds of nonprofit" programs or activities.

Permit any person or group that can convince the Government of its superiority to take over a wavelength when the current holder asks renewal at the end of the customary three-year period.

Compel stations to file with the Federal Communications Commission their records and financial accounts for public inspection

Prevent sale of stations at prices exceeding their "fair" value.

Representative Celler explained, in a public statement:

"Radio is in danger of being consumed by the profits fever."

He said that many stations had declined to present free such programs as "Labor for Victory", "Invitation to Learning", "National Radio Pulpit", and "The Chicago Roundtable".

"Each renewal", Mr. Celler went on, "should be subjected to rigid investigation . . . any person or entity desiring to function on the wave length involved should have the right to appear and present his case. If he can demonstrate his ability to operate the station to a greater degree in the public interest, renewal of the application to the current licensee should be refused, and the privilege granted to the new applicant.

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McGRADY OF RCA RECEIVES MERIT MEDAL FROM PRESIDENT TRUMAN

President Truman last week presented the Medal for Merit to Edward F. McGrady, Vice President in charge of Labor Relations and a Director of the Radio Corporation of America, who was loaned by RCA at the request of the Secretary of War, as consultant and advisor to the Secretary of War on labor problems for the duration of the war.

The Medal was accompanied by the following citation:

"The President of the United States takes pride in presenting the Medal for Merit to Edward Francis McGrady for service as set forth in the following citation:

"For the performance of extreme services to the War Department as expert consultant to the Secretary of War and the Under-secretary of War from 2 January 1941 to 3 September 1945. To Mr. McGrady fell the task of advising the War Department on labor problems of the greatest magnitude, as well as carrying out plans to the end that a smooth over-all labor to the country's war industry would continue unabated. Mr. McGrady was throughout instrumental in strengthening the bond of cooperation between organized labor and the army; in settling and avoiding a large number of labor disputes that impeded, or threatened to impede the production of war materials; in promoting the maximum effort on the part of the labor leaders and the rank and file of American labor in support of the war effort. He performed particularly notable services in such fields as the troublesome but uniformly successful administration of Army-Navy "E" awards; and in securing labor's absolutely unqualified cooperation to the production of the atomic bomb. Through his intelligence, wise counsel, great tact and far-sightedness, and through his clear-headed analyses of one of the most difficult situations facing the country, he distinguished himself by exceptionally meritorious conduct in the performance of outstanding services and materially contributed to the victory of the United Nations over their enemies."

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CAPT. PAUL BOUCHERON GOES BACK TO FARNSWORTH

Home from the war, Capt. Paul H. Boucheron, U.S.N.R. has been appointed Director of Public Relations for the Farnsworth Television and Radio Corporation at Fort Wayne, Indiana.

Captain Boucheron, who also served in World War I, was formerly in charge of advertising and publicity for the Radio Corporation of America. When E. A. Nicholas left RCA to become President of Farnsworth, Mr. Boucheron joined him.

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EDGAR BILL WORKS OUT NEW PLAN FOR CONTROVERSIAL TIME

Of interest to other broadcasters throughout the country is a new policy adopted by Edgar L. Bill, President of Station WMBD of Peoria, Ill., in allotting time for the discussion of controversial issues.

Mr. Bill said WMBD will provide free or sell time, depending upon circumstances in each case, for discussion of public questions and controversial issues. Each request will be considered on the basis of subject's merit, contribution to public interest, degree of public interest, and status of applicant with regard to recognized law and policy enforcement agencies and public welfare.

Program material must be presented in talk or speech form only, by authorized representative of applicant, and must be submitted to station 48 hours in advance. Program time must run at least five minutes, and no product or service advertising will be permitted.

The one-time national advertising rate will apply and all such broadcasts must be identified according to regulations in Section 3.409, Communications Act of 1934. Time will be allotted "with due regard to all the other elements of balanced program scheduling."

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"TOMMY THE CORK" GETS HIMSELF WRITTEN UP

In the first of a series of three articles, "Tommy Corcoran's Washington Shenanigans", written by Alva Johnston, in the current (October 13) issue of the Saturday Evening Post, Mr. Johnston turns considerable heat on the participation in radio matters by Corcoran who, as a White House secretary, was for a time a prime favorite and No. 1 "Court Jester" of the late President Roosevelt.

"One government official was dismissed for saying that Tommy had too much influence with the Department of Justice", Mr. Johnston write, "and another was reprimanded for saying he had too much influence with the Federal Communications Commission. Two FCC probers quit because of alleged threats of indictments. Five lawyers for a FCC Congressional Committee resigned, saying that Government force had been exerted to hush up the WMCA case."

Mr. Johnston then devotes the rest of the article to a discussion of the sale of Station WMCA in New York by Donald Flamm, charges made by Mr. Flamm, and the subsequent FCC investigation.

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COWLES MINNEAPOLIS RADIO STATION TO SUPPLEMENT NEWSPAPERS

Very likely one of the next fields to be invaded by the Cowles Broadcasting Company will be Minneapolis. An application is pending with the Federal Communications Commission for a wavelength in the Twin Cities for a 1000 watt AM station to supplement the fast growing Cowles newspapers - the Minneapolis Star-Journal (evening) and Tribune (morning and Sunday). A 160 acre site has been purchased for a contemplated FM and television station.

Broadcasters are pretty familiar with the success of the Cowles Brothers in developing the Des Moines Register and Tribune and Look magazine but not so many know about their newspaper achievements in the Northwest. Editor & Publisher this week (October 6) devotes considerable space to it saying, in part:

"Aggressive promotion and circulation efforts, plus a striving 'to report the news so that readers will really understand it' have placed the Minneapolis Star-Journal and Tribune in a leading position among newspapers of the Northwest."

"Using the experience they (the Cowles Brothers) had gained in Des Moines, they doubled the circulation of the Star in four years after they bought it and made it the largest in Minneapolis. John Thompson, former New York Times executive from whom John and Mike purchased the Star, remained as publisher.

"On Aug. 1, 1939, the Star company purchased the Journal and the resulting paper, the Star-Journal, emerged with a circulation of 240,000."

"That of the Tribune, which had 63,000 in mid-1941, has more than doubled; the Star-Journal's circulation is above 250,000; the Sunday Tribune is well over 400,000 and the No. 1 postwar circulation objective is to put it over half a million."

"Harold Perkins, Business Manager, who went to Minneapolis from the Pittsburgh Press, points out that classified advertising, except death notices, lost-and-found, and want ads directed to the papers' state circulation, is omitted from country editions. This has meant reduction of two to four pages in the weekday editions affected, and of the Sunday Tribune by eight or more pages.

"The paper accepts no liquor, beer or wine advertising, Perkins told Editor & Publisher, and it maintains a strict censorship over advertising material."

"John Cowles runs the Minneapolis newspapers and Mike operates those in Des Moines.

"John emphasized that theirs is not a chain newspaper operation. He moved to Minneapolis shortly after the Cowles purchase of the Star, likes the city immensely, believes in its future

and says he intends to live there the rest of his life. In Minneapolis, as in Des Moines, key employees own stock in the newspapers on which they work."

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CIO BUYS ABC TRANSCONTINENTAL NETWORK TIME

The American Broadcasting Company has just sold time over its transcontinental facilities to the Congress of Industrial Organizations for sponsorship of a series of four 15-minute programs to be broadcast every other week beginning Monday, Oct. 15.

The series, which will be devoted to public issues relating to labor, will feature Philip Murray, president of the CIO, who will introduce guest speakers.

In announcing the sale of time for the discussion of controversial issues, Mark Woods, President of the American Broadcasting Company, said:

"We believe it is in keeping with the Federal Communications Act, as interpreted by the Federal Communications Commission, to sell time to labor unions.

"ABC proposes to continue to exercise its managerial discretion to insure well-rounded discussions of public affairs, both on a commercial and sustaining basis."

The CIO series will be broadcast on October 15 at 10:15 PM EST, and at 10 P.M., EST, on October 29, November 12 and November 26.

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SURPLUS ARMY RADIO EQUIPMENT TO BE PUT ON MARKET

Between \$3,000,000,000 and \$5,000,000,000 in electronics and radio equipment, produced originally for the armed forces, will be sold by approximately 225 radio manufacturers throughout the nation, according to a statement by the Reconstruction Finance Corporation made in Chicago.

Included in the equipment, the RFC said, will be thousands of walkie-talkies which will be adaptable for use by police and fire departments.

The manufacturers will also dispose of mobile radio communication units, field telephone sets, radar devices, and mine detectors, all with reconversion applications for commercial use.

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NEW KIND OF COBRA DOES RECORDS A GOOD TURN

The Cobra, a new Zenith phonograph pickup arm of entirely new design, with an extremely light weight, and small mass movement in all directions, in experiments at WMFM, Milwaukee, a bulletin from WTMJ-WMFM, the Milwaukee Journal stations advise, has successfully achieved the reduction of surface noise on records to a minimum and the prevention of excessive record wear.

"For four months before Zenith released the Cobra for general production, a laboratory Cobra was used on record shows on WMFM, Milwaukee, and WMFM is the only station at the present time with a full set of Cobra arms in use on FM record shows", the bulletin states.

Dan Gellerup, WTMJ-WMFM Technical Supervisor, has this to say about the new pickup arm: "The frequency response of the Cobra is determined entirely by the construction of the pickup cartridge, which is extremely small in size. The reduction of mass movement on a horizontal plane reduces wear on the sides of the grooves to a point that can't be approached with normal pickup and the tracking error present in all pickup arms has been reduced almost to an absolute minimum. The result is long record life; much greater dynamic range; and an apparent wider frequency range due to high frequency record noise, which on standard pickups completely masks the low level passages."

Commander McDonald, who supervised the experiments on the new device and named it, adds:

"I think the Cobra is one of our greatest contributions, as broadcasting stations with this new studio pickup can play ordinary records and they sound like transcriptions, and as you know, the real libraries are in the ordinary records, or the Red Seal records. All the great orchestras, the great conductors, etc., are to be found only on recordings and not in transcriptions."

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WEISS PUTS CALIFORNIA TV QUOTA AT 150,000 TO 200,000

A prediction that 150,000 to 200,000 television sets will be in use in Southern California within a few years was made by Lewis Allen Weiss, Vice-President and General Manager of the Don Lee Broadcasting System, in an article in "Television Daily". Mr. Weiss stated Californians in the southern part of the State have been avid for television for a long time.

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CBS COMPILES RECENT FM AND TELE TALKS BY JETT AND OTHERS

The Columbia Broadcasting System is now distributing a booklet "Forecasts in FM and Television" with this explanatory note:

"To provide reliable answers to many questions in the minds of the radio audience - which is to say, of course, the American people - concerning the next future of radio's most interesting developments, CBS invited four authorities in their fields to speak on the Columbia network from coast to coast on four recent Sunday afternoons. Their concise talks are reprinted for your enlightenment and (we believe) keen interest."

The four authorities who spoke and their subjects were FCC Commissioner E. K. Jett, "Frequency Modulation"; Peter Goldmark, Director of Engineering Research, CBS, "Television, the Engineering Side"; Paul A. Porter, FCC Chairman, "Post-War Radio Horizons", and Worthington Miner, Manager CBS Television Department, "Television-Production and Program Side".

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SHOULD KEEP FOREIGN BROADCAST INTELLIGENCE INTACT

The following editorial appeared in the Washington Post recently:

"The House Appropriations Committee has recommended the rescission of \$930,000 from the appropriation of the Federal Communications Commission. This happens to be just about the amount required to operate the Foreign Broadcast Intelligence Service, a subsidiary of the FCC, and means the demise of that extremely useful agency. It means also that the makers of foreign policy in our Government will be deprived henceforth of a valuable instrument for the understanding of developments abroad. The monitoring of foreign broadcasts which the FBIS has carried on throughout the war has proved itself a most fertile source of intelligence about the thinking in foreign countries.

"It would be a waste and pity, we believe, to permit the dissolution of this agency and particularly of its skilled personnel. At least until a comprehensive policy on the establishment of an over-all intelligence agency has been perfected, the FBIS should be retained as a functioning body. The logical place to put it during this interim period, we suppose, is the Department of State, where most of the research functions of the now defunct OSS have been assigned. As we have said before, we think that intelligence should be independent of operations, and we hope that the ultimate solution will be along this line. President Truman is to have a plan ready by the first of the year. Until then, the FBIS, as an essential component of intelligence, should be kept intact."

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Easy For Wheeler Compared To Some Senators
(Austine Cassini in "Washington Times-Herald")

Montana Senator Wheeler spent his Summer working, except for a short trip to camp out in his lodge in the Montana mountains. And like Senator Brooks, Wheeler returns to Washington with a bag full of Summer experiences . . . For instance, the time he and Mrs. Wheeler decided to climb up and spend the night in one of the empty Rangers' cottages. All Winter Rangers keep sharp watch to see that no hunters trap or shoot animals on the Government's Game Preserve.

Mrs. Wheeler let out a blood-curdling yell shortly after dawn the next morning.

From a small window she and the Senator were being viewed with curiosity by a big black bear. He had stuck head, shoulders and front paws right into the room!

"Do something, Burt!" commanded Mrs. Wheeler, reacting in wifely fashion.

The fall Montana Senator, who has proven before on the floor of the Senate that he ain't a-feared of a man nor beast, rose up from his bed and walked toward the window. "Get going", Wheeler told the bruin. Which the bear did, slowly squeezing himself out of the window.

After all, even a bear knows when he's not wanted, has respect for a U. S. Senator. Unless, of course, it's a Russian bear.

Mrs. Roosevelt Talks About Her Activities; Radio Offers
(Janice S. Weingarten in "Editor & Publisher")

"I couldn't afford to buy my own newspaper, much less would I want it. I wouldn't care to take on a job I know nothing about."

Here she pointed out that many people seemed to be under the impression that the late President had left her something in the neighborhood of \$2,000,000 and she stressed that this was not true.

"Will you maintain permanent offices here in New York?" Editor & Publisher asked.

"Yes, I now have an office in New York", she answered. "It's a small place in the Canadian Pacific Building where Miss Thompson has one stenographer helping her answer the mail because it's too heavy to handle here at home."

"Is it true that you may take on a 'Mrs. Anthony' advice-type broadcast?"

"No. I've had one or two offers to broadcast once a week and I'm considering them but nothing has definitely been decided yet."

Then, laughing with genuine amusement at the picture the suggestion had conjured up in her mind, she said, "I'm not a Dorothy Dix and would never consent to doing that type of broadcast." * * * *

To get material for her column and her other writings, Mrs. Roosevelt reads prodigiously and confides, "of course I see a great many people."

Mrs. Roosevelt employs three people for outside research. They look up special material for her, read and digest things that she doesn't have time for, verify facts and figures so that she will be accurate at all times." * * *

Mrs. Roosevelt finds reader reaction to her newspaper column as heavy as 100 letters a day. This is not quite as heavy as it was when she resided in the White House but she points out:

"In the White House I got many more letters from people who were infuriated about something I'd said or done."

Phoney Television Schools Newest Racket; FTC May Act
("Variety")

From all indications the public is in for a grand fleecing if it falls prey to the television instruction racket which is growing unchecked, now that war is over, stemming directly from model, theatre and radio "con" dodges that are old hat to showbiz. Leeches who are now moving in to grab their share of coin from would-be actors, writers, and even directors have found a new lure in magic word, "television".

Hopefuls think that without inside info and "pull" they can get from these shysters, they cannot crack tele and fail to realize that authorized video agencies and reps don't know the stooges are alive. Many of them are operating from one-flight-up offices that have housed radio and stage "talent agencies", simply adding another word to their advertising and promotion, thus acquiring another department. Then they just sit and wait for the suckers to stroll in.

And they do. The last few years saw millions of dollars poured into the coffers of voice and dramatic school racketeers. During the war one Chicago outfit ran a school for "television engineering". Over 500 students put up dough to be taught "principles of television" which they have never and will never be able to apply practically. Another school in New York has been "teaching" prospective techmen to build set parts which are then sold to dealers, unbeknown to students who are, of course, paying for their "training".

Checking last week on a Broadway talent school claiming a television course showed that a fee of \$200 for six months was asked by outfit which had no tele equipment and no contacts or attachment with any video outlet. "Television is just like motion pictures", was glib explanation, "and you don't need a camera to learn how to act for Hollywood."

(Editor's Note: It is reported that both the Federal Communications Commission and the Federal Trade Commission have been aware of this situation for sometime and that the FTC may take some action at an early date.)

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TRADE NOTES

FCC Clear Channel hearings which were to have been held October 23 have now been moved forward to January 14, 1946.

A request by Louis G. Caldwell, counsel for the Clear Channel Broadcasting Service, for more time and because of pressure of other work at the Commission are given as reasons for the postponement.

George E. Allen, insurance executive and I. T. & T. and Mackay Radio director, was a member of the small party that accompanied President Truman on the latter's recent trip to the Middle and Southwest. In fact, Mr. Allen has been described as being a member of the White House staff.

Rear Admiral Ellery W. Stone, formerly Vice-President of Mackay and All America Radio Companies, now head of the Allied Control Commission in the Mediterranean, had a private audience with Pope Pius last week. Admiral Stone expects to leave Rome when the Allied Commission finally disbands.

Mark Woods, President of the American Broadcasting Company is mentioned as a partner of Earl Carroll who is reported to have revealed plans for a \$5,000,000 Hollywood theatre intended to be the largest in the world. It will be along the lines of Radio City Music Hall and the old New York Hippodrome and will seat 7,000. It will be located on Sunset Boulevard opposite CBS studios and will occupy a space of 200 by 585 feet as compared to Radio City Music Hall 200 by 300.

Jess Willard, new Executive Vice-President of the National Association of Broadcasters, addressed the "kick-off" dinner meeting of the Washington Central Y.M.C.A. membership campaign this week.

Leaders of the American and Canadian Radio Manufacturers' Associations are holding a joint session today and tomorrow (Wednesday and Thursday, Oct. 10-11) at the Westchester Country Club, Rye, N.Y. The Canadian RMA Board of Directors and officers will be guests of the American organization at Rye, following the first joint meeting of the two organizations last April in Montreal. A dinner will be tendered to the Canadian guests.

License transfer has been authorized by the Federal Communications Commission for the sale of FM station W3XO to the WINX Broadcasting Company, of which Eugene Meyer, publisher of the Washington Post, is President. The present owners of the station are Jansky and Bailey. The sales price approved by the Commission was \$75,000.

The WPB Radio & Radar Division will cease operations as an agency on October 31st. Thereafter two men will be retained in the Civilian Production Administration to handle any radio industry reconversion problems which may arise during the following few months, Melvin E. Karns, Director, advised.

Reprints are now available of "Film - the Backbone of Television Programming", an address made at a conference of the Society of Motion Picture Engineers by Ralph B. Austrian, Executive Vice-President, RKO Television Corporation, New York.

Mackay Radio and Telegraph Company has resumed operation of its direct high-speed radiotelegraph circuit between New York and Budapest, Hungary.

The 22nd annual advertising and selling course, sponsored by the Advertising Club of New York will feature a clinic in radio and television, directed by Eugene S. Thomas, Sales Manager of WOR.

The Foreign Economic Administration announced that Government purchase of Indian mica will cease on November 30, opening the Indian market, by far the largest source of industrial mica, to private trade.

Restoration of normal commercial activities after November 30 will be speeded by an agreement between the Government of India and the joint U.S.-U.K. mica mission to facilitate exportation of trade samples by Indian mica suppliers.

Edgar G. Herrmann has been appointed Sales Manager of the Emerson Radio Corporation. Mr. Herrmann's long experience has been highly specialistic to the radio and phonograph fields. Mr. Herrmann was formerly an executive of Lord and Thomas Advertising Agency. For the past ten years he has been with Zenith as Advertising Manager and in other capacities.

Two-coat spatter finishes and simulated hammered finishes which give the effect of iridescent metal are now possible in one spraying operation with Dimenso, a newly developed spray gun by Sherwin-Williams Co. of Cleveland which sprays two colors simultaneously through one nozzle.

Intended for radio cabinets, auto dashboards and other metal products where a finish combining beauty and durability is desired, Dimenso provides a one-operation finish that is said to be more durable, faster and cheaper than conventional hammer and spatter finishes requiring two or three operations.

Commander Herbert C. Outerman, on terminal leave from the Navy, has been appointed Executive Assistant to Benjamin Abrams, President of Emerson Radio and Phonograph Corporation. As head of the Electronic Components Group of the Production Division of the Bureau of Aeronautics, Commander Outerman was in charge of the production of electronic and electrical equipment used by the Naval Air Arm during the war.

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