



February 6, 1946

## JETT ADVISES HOLDING OFF ON NORTH AMERICAN REALLOCATIONS

Federal Communications Commissioner Ewell K. Jett, Chairman of the U. S. Delegation, addressing the North American Regional Broadcasting Engineering Conference in Washington on Monday, attended by delegates from eight countries, advised against further international reallocations in view of the many changes following the war. In order to give more time to study the situation, Commissioner Jett suggested that the matter go over until the next conference in 1947.

Mr. Jett, who was later elected permanent Chairman of the Conference, said:

"We are now entering a period of momentous and worldwide change. It is a challenging period - but I know from experience and the results attained at conferences in Canada, Cuba, Mexico and other countries, that we can and will meet this challenge by adopting a mutually satisfactory agreement that will best serve the interests of the people in all the countries participating in this Conference.

"As you know, the purpose of the present North American Regional Broadcasting Agreement is to regulate and establish principles governing the use of the standard broadcast band, 550 to 1600 kc, in the North American Region, so that each country may make the most effective use of this band of frequencies with a minimum of technical interference between stations.

"The present treaty recognizes three principal classes of channels; namely, local, regional, and clear, and provides for the classification of stations operating on these channels.

"The six local channels are assigned to the largest group of stations. These operate with 250 watts power and serve centers of population and the immediately surrounding rural areas. Provision is made for the protection of service out to a distance from the transmitter in accordance with standards of good engineering practice.

"The 41 regional channels are generally available to stations employing medium power from 500 to 5000 watts. Certain exceptions in respect to the use of power up to 50,000 watts are recognized for Cuba, Haiti and the Dominican Republic provided directional antennas are employed to protect stations to a given field intensity contour. These regional channels are used to serve large centers of population and extensive surrounding areas. Many of these stations use directional antennas and thus afford the necessary protection to other stations broadcasting on the same frequencies.

"The 59 clear channels are assigned primarily to high power stations. 25 of these are protected within the boundaries of the United States, 6 in Canada, 6 in Mexico, and one in Cuba. The remaining 21 clear channels are shared among the several countries according to less rigid standards. Priority of use of specifically designated clear channels for each country is recognized. However, under the provisions of the Agreement each country may use any or all of these 59 clear channels as well as the remainder of the broadcast band provided technical conditions with respect to interference make such use practicable.

"Most of the governments and many of the same persons who are present today met in Washington in January, 1941, and signed an Engineering Agreement supplementing the present North American Regional Broadcasting Agreement. Shortly thereafter, on March 29, 1941, the most sweeping reallocation of frequencies in the history of North American broadcasting took place. Among broadcasters it was referred to as 'Radio Moving Day'. I recall, for instance, that in the United States more than 800 stations changed to their new operating frequencies at the appointed hour of 3 A.M.

"The overall improvement in broadcast service resulting from the treaty is well known to listeners everywhere. However, due to the scarcity of materials during the war it has not been possible to take full advantage of the opportunities afforded by the treaty. Today, the situation is different. Equipment can now be obtained, and many new stations are now being built. In addition, we are doing everything possible to improve existing broadcasting facilities.

"It is, therefore, believed that we should not change the engineering standards, or other provisions of the treaty, until we have had sufficient time to carefully consider the effect of such changes. For this reason, the United States Delegation will submit a proposal to abide by the provisions and engineering standards of the present Agreement until a full study may be made with a view to submitting new proposals at a treaty-making conference in 1947. This will allow a minimum of time to conduct the necessary studies and prepare for the treaty-making conference. It will also provide for the orderly growth of broadcasting in accordance with the existing standards while the new plan is being formulated.

"This leads me to suggest that we devote most of our time at this conference to the discussion of each other's problems with a view to reaching an agreement only on those matters which are of vital importance at this particular time. I know that you will have many items of interest to present at the technical meetings which begin tomorrow. We hope to have available at that time a complete set of records supported by engineering facts. Therefore, do not hesitate to let us know if at any time you desire certain information in regard to a particular frequency or station."

Francis Colt de Wolf, Chief, Telecommunications Division, State Department, delivered the address of welcome and Sr. Carlos Maristany, Undersecretary of Communications of Cuba and Chairman of

the Cuban delegation responded. The Conference was called primarily to consider the demands of Cuba for 20 additional clear channels.

Harvey B. Otterman, Assistant Chief, Telecommunications Division, State Department was Vice-Chairman of the American delegation. Delegation Chairmen in addition to the United States and Cuba included: Canada - F. H. Soward, External Affairs Department; Mexico - Manuel Espejel Rodriguez, engineer; and the Bahamas - Alen D. Hodgson, Director, Bahaman Telecommunications Department.

Among the U. S. observers were:

National Association of Broadcasters - T. A. M. Craven, Vice President, Cowles Broadcasting Co., NAB Director-at-Large and former FCC Commissioner; Columbia Broadcasting System - William B. Lodge, Director of General Engineering; Joseph H. Ream, Vice-President; Radio Corporation of America-National Broadcasting Company - Frank M. Russell, NBC Washington Vice President; James P. Veach, Washington Manager, RCA Frequency Bureau; Raymond F. Guy, radio facilities engineer, NBC; G. B. Margraf, Washington attorney, NBC.

Also, Westinghouse Radio Stations - Walter Evans, Vice-President in charge of broadcasting, John W. Steen, counsel; and General Electric Company - P. D. Andrews; Mrs. M. L. Busch.

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GLEN McDANIEL IS GENERAL COUNSEL OF R.C.A. COMMUNICATIONS

Glen McDaniel, New York and Washington attorney, has been appointed General Counsel of R.C.A. Communications, Inc., New York City. Mr. McDaniel, who resigned on January 15th as Chairman of the Navy Board of Contract Appeals, succeeds the late Frank B. Warren.

Associated with the law firm of Sullivan and Cromwell in New York for six years, Mr. McDaniel handled cases before the Securities Exchange Commission, the Federal Trade Commission and State and Federal courts. In March, 1942, he was named Special Counsel to James V. Forrestal, then Under Secretary of Navy, and later that year was commissioned a Lieutenant, USNR, in the Office of the General Counsel of the Navy Department. Promoted to Lieutenant Commander in 1944, he figured prominently in the procurement of aircraft for the Bureau of Aeronautics.

Mr. McDaniel, a native of Seymour, Texas, was graduated from Southern Methodist University in Dallas and Columbia School of Law, where he served as editor of the Columbia Law Review. He is married to the former Miss Dorothy Sandlin, currently appearing in a leading role in the "Desert Song", at the New York City Center.

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MAJ. ARMSTRONG TAKES EXCEPTION TO MR. JETT'S FM STATEMENT

The following letter has been received from Maj. Edwin H. Armstrong, of New York, inventor of FM:

"In your issue of January 30th, there is published a statement by Commissioner Jett on the recent decision concerning F.M. by the FCC.

"In this statement there appears the following -

"Major Armstrong indicated during the hearing that it would be possible to provide service on the high band out to a distance of about 60 miles. Accordingly, if the proposed assignments to cities as released by the Commission are plotted on a map, it will be possible to determine the amount of rural coverage throughout the U.S. on the metropolitan class of frequencies."

"This summary of my testimony is not correct. An important part is omitted. I made it perfectly plain that I was talking about an antenna nearly 1000 feet high when I made the estimate of 60 miles and that I was not talking about the 500 foot height established as the Commission's standard. Hence, it does not follow 'accordingly' that this figure can be used to plot rural coverage around cities. Very few of them will have such antenna heights available.

"No plotting of circles around cities is going to alter the laws of propagation nor change the fact that Mr. Norton's predictions of better rural coverage on the higher frequencies rest on assumptions that are technically unsound."

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TV EXPERIMENTAL SET STOLEN; NEW RADIOS HIJACKED

Recently one of Farnsworth's first postwar experimental television receivers was stolen from the locked car of a Farnsworth engineer in New York City. The engineer had driven from Fort Wayne, Indiana, to New York City to conduct field tests of the receiver there. When he left the car unattended a few moments, just after his arrival, a television-conscious thief smashed a window and helped himself to the set.

A few days later, E. H. McCarthy, Farnsworth Sales Manager, was advised that a truck carrying a shipment of twenty-five brand new radios had been hijacked in Chicago and the radios appropriated.

Investigations have been placed in the hands of the New York police, Chicago police and the FBI.

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CHICAGO DAILY NEWS BACK IN RADIO THROUGH ATLASS STATION

Quite a number of newspapers either overlooked the opportunity to acquire broadcasting stations and a few who acquired stations sold them, but the Chicago Daily News is probably the only metropolitan newspaper to sell its station and later buy another one. This is about what the News, whose station WMAQ was one of the pioneer outlets of the country, did in selling WMAQ to the National Broadcasting Company some years ago, and then last week tentatively buying a 42% interest in WIND from Ralph L. Atlass. The sale is subject to the approval of the Federal Communications Commission. The argument will be made, however, that since the sale would not involve the control of the station, that consent of the Communications Commission is not necessary.

While Mr. Atlass owns the 42% under consideration, the control of the station is actually in the hands of Phil K. Wrigley, chewing gum magnate, who owns 38% and H. Leslie Atlass, Ralph's brother, Chicago Vice-President of the Columbia Broadcasting System and General Manager of Columbia's station there, WBBM, who owns 20%.

John S. Knight, publisher of the Chicago Daily News, is the prospective purchaser of the interest of Ralph Atlass, and the price is understood to be \$800,000. Mr. Atlass would continue as Manager. The deal is contingent upon the FCC acting by March 1st, either party then having the right to cancel.

There are 1197 WIND shares outstanding, of which Ralph Atlass would deliver to Mr. Knight the 357 he holds, as well as 55 shares held by his son, Ralph Lewis; 32 by his daughter, Pauline Marie; 33 by John T. Carey, WIND Sales Manager; 20 by Mrs. Mabel Walker Willebrandt, Washington attorney, and former Assistant Attorney General; and one each by Miss Lou Wittal, Mr. Atlass' secretary, and Milton Dreyfus. These shares aggregate 499, or approximately 42%.

Mr. Wrigley holds 465 shares and Leslie Atlass 233 shares.

Mr. Atlass though still in his early forties, is a veteran radio station operator and one of the most successful in the business. He owns the controlling interest in WLOL, Minneapolis, and only recently sold WJJD, in Chicago, to Marshall Field, which he had acquired in 1933. Ralph began as an amateur operator in Lincoln, Ill., and later moved to Chicago where he kept his transmitter in the dresser drawers at his home. The call letters WBBM were assigned to this transmitter and that's how the powerful WBBM station in Chicago originated. Ralph and his brother Les owned WBBM and later sold it to Columbia. Station WJJD, which they later acquired from the Moose Lodge, and still later sold to Marshall Field, bears as its call letters the initials of former Senator James J. Davis of Pennsylvania, former head of the Moose. Ralph Atlass also owned Station WLAP, Louisville, now WAVE.

The Atlass brothers with their amateur forerunner of WBBM are believed to be among the first to sell time to sponsors. Their early customers were the Chicago Yellow Cab Co., World Storage Battery Co., and Chicago Mercantile Company.

Ralph antedated Hooperatings by many years by calling radio stores in Chicago - at that time radio sets were tuned in on retail stores - with the questions, "Is your set on" and "what station are you listening to?" The initial survey was to find out how many people were listening to the baseball game broadcast.

Purchase of WIND by the Chicago Daily News would give Mr. Knight a second radio interest. The publisher also owns a half-interest in WQAM in Miami, Fla., which he purchased in October 1945.

Mr. Knight is publisher of the Miami Herald, which is operated in conjunction with WQAM. He also is publisher of the Akron Beacon-Journal, and the Detroit News, but neither has a station affiliate although it is believed he is interested in establishing such ownership interests, having application for FM stations in both cities.

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#### PALEY APPOINTED RADIO CHAIRMAN FOR '46 BROTHERHOOD DRIVE

William S. Paley, Chairman of the Board of the Columbia Broadcasting System, has been appointed Chairman of the Radio Committee for the 1946 American Brotherhood Drive the week of Feb. 17-24, it has been announced by Harold E. Stassen, former Governor of Minnesota, General Chairman for the observance of American Brotherhood week.

With Mr. Paley on the Radio Committee are Niles Trammell, President of the National Broadcasting Company; Mark Woods, President of the American Broadcasting Company, and Edgar Kobak, President of the Mutual Broadcasting System.

President Truman is Honorary Chairman of the American Brotherhood campaign, which is sponsored by the National Conference of Christians and Jews. The goal of the drive is a \$4,000,000 fund to combat bigotry and prejudice.

Mr. Paley, accepting the chairmanship for radio, said:

"I am glad to accept the chairmanship for radio of the American Brotherhood Drive because I believe that nothing is so important to our future national welfare and to the development of international understanding as any work which promotes better understanding and mutual respect between peoples of different faiths and races."

All four radio networks will cooperate in the drive, Mr. Paley stated, and all unaffiliated radio stations in the country are taking an active part.

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CBS SAYS TESTS PROVE HIGH FREQUENCY COLOR TV FAR SUPERIOR

In advance of the inauguration of a series of demonstrations of its new ultra high frequency color television for the press and industry last week, the Columbia Broadcasting System gave out a detailed advance story for release Monday morning. However, on the next day, the following correction was rushed through:

"Early this morning, Dr. Peter C. Goldmark informed us that late last night the new transmitting antennas in the Chrysler Tower had gone into service.

"This means that the ultra high frequency transmitter being used in our demonstrations is now radiating four times as much effective power as the most powerful television station in the New York area.

"We haven't had time to revise the press material on CBS Color Television being mailed today to include what is perhaps the most important point of all - that ultra high frequency transmission, which was claimed to be far inferior to lower frequency transmission in radiated power, is actually far superior."

This then was the last word Columbia had to say in putting its best foot forward on color. Using completely new equipment which, it was explained, had been developed, built and installed since V-J Day, the pictures were broadcast from the spire of the Chrysler Building.

It was said that this was the first time that a color broadcast in ultra high frequencies had been demonstrated on other than point-to-point basis. The picture was first picked up on a film on the 10th floor of the CBS Building at 485 Madison Avenue, just north of St. Patrick's Cathedral, and then transmitted by coaxial cable to the Chrysler Tower at 42nd Street and Lexington Avenue and broadcast from the 75th floor of that building. Finally, it was again picked up on the 9th floor of the CBS Building and brought by wire to the receiver screen which the guests were watching.

The transmitter used was of commercial design and was built and installed by engineers of the Federal Telephone and Radio Corporation, domestic manufacturing subsidiary of International Telephone and Telegraph Corporation. The receivers used were designed and built by CBS engineers.

Of the transmitter, an I. T. & T. press release states:

"The design of this new transmitter alters the entire concept of television transmission and sets a new standard for broad band 'fine screen' reception. One technical innovation incorporated in the equipment is its ability to combine the visual and the sound transmission on the same carrier frequency, thus making possible the first broadcast application of this principle. Since the sound



and picture signals are combined at the studio, then broadcast as a composite signal, a single transmitter rather than two independent transmitters is used. This means lower initial cost, less power consumption and less space requirements."

The only reference made to the RCA prediction that at least five years would be required to successfully achieve color in television was when Worthington Miner, CBS Director of Television, said:

"Much of the argument against color and the higher frequencies has been concerned with the time element. There are still those who claim it cannot be done in less than five years. This timetable we cannot accept. We feel that, by all odds, the most critical part of the work has already been demonstrated by us here today.

"Admittedly, our demonstration today has been limited to motion picture film and slides. That would seem to leave unsolved the problem of live pick-up. But that is less of a problem than it might seem to be. Live pick-up equipment involves relatively simple cameras, which CBS developed and used in daily color television broadcasting on the lower frequencies before the war.

"We believe that with the entire industry putting its shoulder to the wheel, ultra-high frequency black and white and color can be made available to the public by early next year. And, I may add, that that is a brief six months behind the promises now made for delivery of low frequency black and white equipment by even the most optimistic manufacturers."

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#### MARK WOODS GOES TO THE BAT FOR COMMERCIAL SPONSORSHIP

Mark Woods, President of the American Broadcasting Company, took a vigorous swat at critics of commercial sponsorship.

"The reason I want to answer the indictment of certain commercial sponsorship is that it has gone unchallenged in recent years, while the people responsible for raising the issue have gradually become bolder critics", Mr. Woods said, addressing the Advertising Club of Cincinnati. "Some of them are sincere, but I am afraid they don't know all the facts. Others, less sincere, have their own reasons for hammering the anvil whenever they can find an audience.

"The truth is, that there is nothing immoral, degrading or indecent about commercial sponsorship. The Boston Symphony's performance of a Beethoven symphony is every bit as excellent when the Allis-Chalmers Company is paying the bill as when ABC signs the check. (And there are those in Boston's Symphony Hall who think the orchestra sounds even better now that their take-home pay is augmented!)

"I cannot accept arguments which deplore the quality of a sponsored program, and compare it with the lily-white character of the same show on a sustaining basis. Do actors sound better, the less they are paid? Do musicians? Let me testify as an expert witness: They do not!

"But accepting the theory of the critics, let us see what we will have already accomplished. We will have effectively tossed at least a dozen programs off the air. So far, the listeners have gained nothing. In fact, they have lost some of the great public service programs. And what does that do to all the rest of the public service programs - the ones which we as networks and stations finance?

"Well, out of the studio window, along with those shows, must go roughly \$8,000,000 in revenue for the cost of time only. And just to compound the evil, all of the periods formerly occupied by those programs must be filled by the networks out of their own depleted pocketbooks. There goes the quality of radio. You cannot drop \$8,000,000 and spend money to replace those programs without using a pretty sharp paring knife on the ingredients of all your sustaining programs. So you end up with a lot less than you began with - in quality, in number of programs, in good will and in revenue. After all, let's face the facts. Our only source of revenue is the advertiser! The advertiser directly or indirectly pays the cost of all Public Service as well as all Sustaining Programs.

"Of course, the argument is that the broadcasters should set aside certain time to public service; and, by broad inference, that only such features which are not sponsored may qualify for the public service seal of approval.

"Let me say, without equivocation, that - with a certain few exceptions, all in the field of Religion - I sincerely wish that every public service program were a commercial program. I say it is rankst folly to condemn some of America's greatest programs because they represent American institutions.

"Have our American people become so soft in their minds and their emotions that they cannot endure brief, well-considered statements from the sponsors who pay millions to afford them this fine listening? Does the fact that these sponsors hope to sell tractors or chemicals or cars detract from the music and the drama?"

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Since the selection of Connecticut as the site for permanent UNO headquarters, Arthur Feldman, correspondent of the American Broadcasting Company in London, reported in a short wave broadcast that he has been deluged by Londoners as to just where Connecticut is, how far it is from Times Square and mostly how it is pronounced.

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## CHIC CONGRESSWOMAN TELEVISED OVER NEW WASHINGTON STATION

The distinction of being the first woman Member of Congress to be televised at the Allen B. Dumont experimental station W3XWT in Washington, D. C., fell to Representative Frances P. Bolton (R), of Lyndhurst, Ohio. In an extension of remarks in the Congressional Record, Mrs. Bolton said:

"It was a most interesting experience. The studio is in the Harrington Hotel building. The lights now being used give 1,000-foot candlepower. Two hundred and thirty 300-watt lights are focused on those participating. The heat is terrific, but in possibly 2 months cold light will be used.

"Our audiences today were confined to a restricted area. Among the viewers were members of the Television Institute from New York, Baltimore, Washington, and Richmond, Va., attending a luncheon at the Statler. We had word from several of the viewers that the broadcast came through very clearly.

"I was most interested to be told that it is anticipated that within a year or two the cameras will be so constructed that they will be brought right into offices and we will talk directly to our constituents from our own desks. In addition, the actual happenings on the floor will not be beyond the power of these amazing cameras.

"I was particularly interested to know that both Cleveland and Cincinnati, in my home State, have applied for television stations.

"Truly, this is a world of miracles in which we live."

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## INVENTORIES SHOW NO RADIOS BEING WITHHELD FROM MARKET

A spot check on the stocks of 34 leading producers of radios, electrical refrigerators, ranges and washers and ironers at the end of December showed no excessive inventories of finished products being withheld from the market, the Civilian Production Administration disclosed on Monday.

Six plants had no inventories at all, though they had produced a total of 78,525 units - electrical refrigerators, washers or radios - since reconversion. Another six companies (including an electric ironer firm) had an inventory of less than 500 units each. As only 29 companies were in production at that time, of the 34 firms checked, the fact that 12 of the 29 producing companies only had inventories of less than 500 units each indicates that shipments were being made steadily.

A total of 526,046 units - electrical refrigerators, washers, radios, ranges or ironers were made since reconversion by the

29 spot-checked producing plants. Only 47,350 units of this total were in inventory at the end of December, the period when this survey was made.

Many of the units in inventory had not been shipped, Civilian Production Administration officials found, because the manufacturer was accumulating quantities with which to supply his distributor for a uniform display date, or because pricing arrangements had not been completed, or because of difficulties in obtaining crating material.

Civilian Production Administration officials checked 15 companies in the electrical radio industry. Three of these firms were found to be not in production at the end of December because of difficulties in obtaining components. The 12 producing firms had made 160,155 electric radios (mostly in October, November and December) and had an inventory of 18,299.

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#### ZENITH URGES FARM PAPER FM PROTEST; PHILCO BACKS FCC

The Zenith Radio Corporation by way of further protest against the recent decision of the Federal Communications Commission denying Zenith's petition that the 50 mc band be added for FM stations, is now bringing the case to the attention of the farm papers of the country.

At about the same time, the Philco Corporation declared that the Communications Commission was to be commended for its decision not to change the FM allocations.

"The Commission, in the face of intense pressure from a limited number of manufacturers, has adopted the course of action best suited to protect the public interest", John Ballantyne, President of Philco, said.

"If the Commission had created a split-band FM service, it would have imposed an unsound and uneconomic allocation system, which would have increased the cost of enjoying FM broadcasting service and imposed extra expense on every purchaser of a new FM receiver.

Commander E. F. McDonald, Jr., President of Zenith, wrote the farm paper editors:

"The Federal Communications Commission has just ruled that the farmer who today receives poor radio service because of static, interference, and fading, shall continue to receive poor service although FM can easily bring him better radio broadcasting than that now enjoyed in most cities.

"The Commission did this last week when it denied the petition to give back to the farmer good rural FM coverage by reassign-

ing the 50 mc band which it took away last June. The 50 mc. band had rendered good service in many areas for five years. This decision will serve to perpetuate the near monopoly of broadcasting by which the large radio chains exert their tremendous influence in molding public opinion.

"Zenith manufactures no transmitters for sale and can be little affected by this decision one way or the other. It is the public that pays the penalty. Since the technical issues have been resolved, there is nothing further that Zenith can do except to supply irrefutable technical data to others who may wish to carry on the fight for the farmer's right to hear good radio programs."

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#### RURAL RADIO LISTENERS PREFER NEWS AND HYMNS

The Agriculture Department reported that a Nationwide radio survey it made shows that farm and small-town listeners prefer programs giving them news, hymns, sermons and talks on farm problems.

Of radio's entertainment programs, those broadcasting old-time music got twice as many votes as the next most commonly mentioned.

"The program preferences of small-town listeners indicate a greater preference", the Department said, "for lighter aspects of radio service than is found among farm people."

The survey was made in connection with the Federal Communications Commission hearing on the question of whether present so-called "clear channel" radio stations render a program service particularly suited to the needs of listeners in rural areas."

Such farm organizations as the National Farmers Union, the National Grange and the American Farm Bureau Federation have criticized programs of such stations.

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#### RKO TELEVISION ELECTS AUSTRIAN PRESIDENT

Ralph B. Austrian has been elected President of RKO Television Corporation, succeeding Frederic Ullman, Jr.

Mr. Ullman's duties as President of the greatly enlarged RKO-Pathé, Inc., are demanding practically all of his time. He will continue to serve, however, as a Director of RKO Television Corporation.

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 ::: SCISSORS AND PASTE :::  
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In Defense of Chicago Radio  
 (Larry Wolters of the Chicago Tribune writing in the New York Times)

Generally speaking, Chicago radio is genuinely confident about the future. Why are we optimistic? This always has been a natural production center, still is. There's much good talent here. It's true some of the top talent is skimmed off every year, but new blood is constantly being infused.

Scads of newcomers pry their way into big-time radio here every year. The American Federation of Radio Artists here reports that its paid-up membership of 750 is the highest it's ever been. More money is being spent by advertisers here than ever before; more money is being spent on talent here, and a dollar buys more in results here than anywhere in the nation. That's what the broadcasters say, at least.

If Chicago slipped any in recent years perhaps the easy money of wartime was to blame. Nothing but marginal time was available for sale. What stock was on the shelves became shopworn, and there wasn't too much incentive to develop new ideas. But a promising seed bed is being developed now. Nothing orchidaceous is to be expected. The pattern has been pretty well set by "the Quiz Kids", "Breakfast Club" and "Dr. I.Q.". Idea programs and not neon name shows will be nurtured.

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Mr. LaGuardia's Air Rating  
 ("Variety")

Now that the ballyhoo anent the coast-to-coast sponsorship of ex-Mayor LaGuardia has subsided, here's what's happened to his Sunday night ABC commentary Hooperating:

For his initial broadcast, LaG racked up a 12.7 rating. His audience for the second program dropped to 6.5, a nosedive of 6.2 points.

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Senate Also Asked To Check on George Allen  
 (Joseph and Stewart Alsop in "Washington Post")

The shrewd politicians are much more interested in the President's nomination of George Allen to the Board of the RFC than in his choice of Edwin Pauley for Undersecretary of the Navy. \* \* \*

Without any place on the public payroll, Allen has occupied one of the offices allotted to the presidential staff in the State Department, and has served as one of the President's chief advisers almost since Mr. Truman took office. During the past year, he has also emerged as what can only be called a commanding figure in the business world. In 1944, he was already the Director of 16 corporations, including 12 insurance companies. \* \* \*

But in 1945, Allen's guidance and advice gained a wider appreciation. In that year he added to his list directorships in American Cable and Radio, Consolidated Vultee Aircraft Corp., General Aniline & Film Corp., Hugo Stinnes Corp., and the Republic Steel Corp. On the board of Aviation Corp., Consolidated Vultee and Republic Steel, Allen sits with his old friend, Victor Emanuel. On American Cable and Radio, he has among his colleagues members of a New York banking house which has long been known for its friendly interest in the Democratic Party.

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(Walter Lippmann in "Washington Post")

It will also be necessary for the Senate to scrutinize the nomination of Mr. George Allen to the Board of the Reconstruction Finance Corporation. The fact that Mr. Allen has the far-flung and complicated private business connections which the Alsop brothers described yesterday in their column, would not necessarily disqualify him. But as they indicate, Mr. Allen's expanding career in business has been coinciding with his expanding influence at the White House. His many directorships would be more impressive testimony to his industrial genius if he did not devote so large a part of his genius to running the Truman Administration.

The nomination should, therefore, be investigated carefully to find out why he has become a director of so many corporations when he spends so much of his energy governing the United States. Does he in fact produce and sell airplanes, steel, insurance, and no end of other useful goods and services, or does he produce and sell political influence? This is a fair question, and it is the obvious duty of the Senate to see that it is answered.

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Doesn't Blame Petrillo For Cashing In On Spinelessness  
( "Saturday Evening Post" )

It is easy to understand that a country threatened with a complete stoppage of its milk supply, or transportation, or electric-power transmission, might submit to such dictation. But the paradox is that one of the most relentless squeezes against the American public is operated by the purveyors of boogie woogie. Maybe a country which can't lay off the live long enough to establish the right to buy its music canned, crated, or any way it likes, gets what it deserves when a Petrillo waves foreign music off the air. Anyway, it is inappropriate to blame Little Caesar for cashing in on our spinelessness.

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(Leonard Lyons, "Washington Post")

When the announcement came that Army Signal Corps scientists at last had made radar contact with the moon, Paul Porter, Chairman of the Federal Communications Commission, was asked whether his Commission would have jurisdiction in this case.

"If it isn't within the province of the FCC", Porter replied, "undoubtedly Petrillo will charge for the reflections."

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: : : TRADE NOTES : : :  
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Now comes the report that President Truman is not seeking the full-time of Paul Porter, Chairman of the Federal Communications Commission for services at the White House but thinks he has a big enough job at the FCC and desires him to stay there. This fits in with a rumor last week that Mr. Porter will be called upon from time to time for presidential advice but will continue as FCC Chairman. It has been reliably reported that Mr. Porter does not want to go to the White House and would only go if drafted.

Press Wireless has filed tariff applications with the FCC to send photographs of servicemen in Europe to relatives or friends in the United States; just photos are being transmitted to the newspapers. Thus a mother or fiancée may receive a picture of a soldier or sailor abroad in from one to four hours.

The election of Fred T. Caldwell as President and Henry M. Pease as Vice Chairman of the International Standard Electric Corporation, world-wide manufacturing and sales organization of the International Telephone and Telegraph Corporation, was announced Tuesday by Col. Sosthenes Behn, President of I. T. & T.

Mr. Caldwell, who has just returned to this country from Spain where he served as Executive Vice President of the Spanish Telephone Company, a former I. T. & T. subsidiary, will take over his new duties immediately. Mr. Pease, who takes over the vice chairmanship of ISE, has been president of the corporation since 1941

Radio stations in Cleveland had things all their own way in covering the Jennings Hall fire last week because of the protracted strike of pressmen which has now had Cleveland's three daily newspapers closed down for five weeks.

Almost two-thirds of the companies which have obtained radio set prices to date are newcomers in the field, not having produced before the war, a Radio Manufacturers' Association analysis of OPA prices listed through the week of January 18th, discloses.

A total of 93 companies, including three mail order houses, have obtained prices on 352 sets, and of the 90 manufacturers only 33 were in production before the war. This means 57 are new in the radio set production field.

OPA officials expressed the belief that many of the newcomers, probably as many as half, decided not to produce at this time after getting their prices. The reason for such a decision, OPA officials believe, was that prices were too low to make production profitable during a period of short supplies.

Ioury G. Maloff, who supervised the development of RCA's reflective optical projection system for television receivers, which makes possible large, brilliant images on a home receiver screen approximately the size of a newspaper, will be the principal speaker at a meeting of the Radio Club of America to be held Feb. 15 at Havemeyer Hall, Columbia University, New York.



Thirty Philco export service managers, from all parts of the world, are in Philadelphia attending Philco International Corporation's two month training school in the servicing of radio and television receiving sets and other products.

The refresher course for these distributor service men has brought them from such far away places as Peru, Iceland, Netherlands West Indies, New Zealand and Bolivia.

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The radio tube manufacturers delivered approximately 40,000,000 tubes for replacement purposes in 1945, according to Bob Almy of Sylvania. This was a tremendous improvement over the lean year of 1944 when only 20,900,000 were delivered. The 1945 performance compares favorably with the 33,700,000 figure for 1941 which is considered the last normal year.

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RADIO-RADAR SURPLUS PROPERTY TO BE AVAILABLE IN SIX WEEKS

Officials of the War Assets Corporation stated last week that total electronic surplus sales to date were only between \$7 and \$8 million of \$130 million received, but that within 45 days much radio-radar surplus would be available.

Agreement on general principles for continued disposal of surplus electronic materials, except telephone equipment, by manufacturer-agents was reached at a recent conference of the Surplus Disposal Committee of the Radio Manufacturers' Association with RFC and Surplus Property Administration officials.

Many objections to present operations of war surplus disposal were submitted both by officials of the RMA committee, which was headed by M. F. Balcom of Sylvania Electric Products Co., of Emporium, Pa., and included representatives of all industry groups.

The RMA conference followed an upheaval in reorganization of the war surplus procedure in which the new War Assets Corporation superseded RFC and also the Surplus Property Administration.

At the RMA-WAC conference, Chairman Henry W. Cornell, Chairman of the War Assets Corporation, said that it was proposed to continue the manufacturer-agent plan for the electronics industry, except telephone apparatus, and to make the disposal contracts "more workable".

The Committee agreed to change the system of commissions for electronic manufacturer-agents. WAC proposed a varying, sliding scale method of remuneration, possibly with different per cents on different types of radio-radar equipment. Limitation of special salesmen's commissions also will be sought.

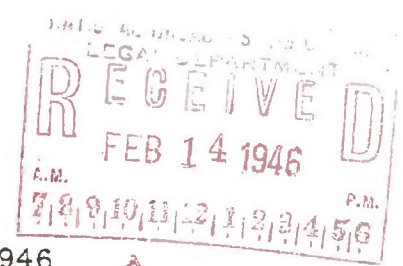
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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

~~ALL~~ All Atts



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No. 1717

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February 13, 1946

## COAXIAL CABLE TELEVISION DEDICATION WOWS CAPITAL

Television never did a better piece of lobbying for itself than at the history-making initial telecast over the Bell System's new coaxial cable between Washington and New York transmitting the Lincoln Birthday exercises from the Capital yesterday (Tuesday). It was a splendid presentation from start to finish. The clear life-like black and white pictures, as good as a theatre movie but not so large, did a grand job of selling television to the Representatives and Senators whose leaders not only took part in the show but seemed to be delighted to do so. All agreed that here was something they could use in their most important business - campaigning for re-election.

Senator McKellar (D), of Tennessee, who is pinch-hitting for President Truman as presiding officer of the Senate, seemed to sum up the collective opinion of the Capitol Hill participants when he said:

"People like to hear their representatives as well as to hear them." He then got quite a laugh by saying: "I think they prefer to see them as to hear them. I think it would be a wonderful thing if by means of television a constituent back home could see his Senator in motion, in action, and with people, at the same time they could hear him."

Another break for the coaxial cable television tryout was the fact that the big labor strikes kept so many at home in New York and Philadelphia and gave them the opportunity of viewing the noon-hour performance which they ordinarily would have missed.

The television systems of the National Broadcasting Company, the Columbia Broadcasting System, the Allen B. Dumont Laboratories, and the Bell System joined in putting on the demonstration. The telecast was seen and heard in New York through the facilities of NBC's television station WNBT, CBS' television station WCBW and Dumont's television station WABD. The program was also carried by Dumont's station W3XWT, the first in Washington, by WRGB, General Electric in Schenectady and the Philco television station in Philadelphia.

The National Broadcasting Company in Washington held an open house reception for invited guests to view the pictures with Frank M. Russell, Vice-President, and Carleton D. Smith acting as hosts.

The program began with interviews with the leaders at the Capitol and then the scene shifted to the Lincoln Memorial where General Eisenhower was seen laying a wreath from President Truman

at the foot of the Lincoln statue. An amusing feature was when General Eisenhower had to go through the motions of placing the wreath at the statue which some of the photographers (but not the television's sharp eye) had failed to catch the first time. Music was by the famous Marine Band directed by Capt. William F. Santelmann.

When commentator Bill Henry asked Senator Wallace White of Maine, Republican leader and radio expert of the Senate if he thought television was going to play a leading part in political campaigning, he replied:

"I do not believe that you or all of those interested in the development of television or aspiring candidates have any real comprehension at this time of what television is to do with respect to political campaigning. We campaigned in years past with track and pamphlets, we've utilized the press. We've addressed relatively small audiences. We have had microphones and loud speakers. We've had columnists and commentators. But you have found something really more potent than all, the people like to see their public men in action.

"They like to give their candidates what the boys call 'the once over'. They want to know if a candidate sneaks as though he meant what he said. Speaks as though he had definite convictions...speaks as though he had the courage of his convictions. And I think all these things and more are to be made known to the American people. The American people are interested in the elections of public servants."

Representative Clarence F. Lea (D), Chairman of the House Committee which handles radio matters, said:

"Only time can tell the far reaching consequences of television to the people of the world. Today we can be sure of one thing. We can hail it as a great contribution to the knowledge and understanding of the people of our nation. Radio gave to the human voice the possibility of being carried to the whole world. From the remote station in this country, the human voice is taken to the remotest section in the world. The radio television gives the eye a similar increase of power. If we go to the highest mountain top and look around us, it is a narrow circle that is the natural range of the human eye.

"Television is going to make it possible to see to the other side of the mountain, to the other side of the continent, to the other side of the world, and see our neighbors of the world. The average citizen of this country never has the opportunity of seeing the Capitol of our nation. He has read about it, he has heard a great deal about it, but television is going to give him the opportunity to see. With his great knowledge of his country, he is going to exercise the duties as a citizen of this republic. Now he knows little about the thousands of activities of his government. We are here today on the Capitol Steps of the Nation, the average citizen knows little about what occurs up here in Congress, little about

the multitude of activities of the executive department of the government. Television is going to give him a chance not only to read and hear, but to see Congress in action and enable him better to discharge his duties to this great nation."

A map was flashed on the screen showing the completed units of the coaxial cable and how eventually it would extend from coast-to-coast.

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"TV READY TO GO BUT - " - PORTER: WHEELER AGAINST MONOPOLY

Speaking at the Lincoln Birthday coaxial cable Washington-New York television demonstration, Paul Porter, Chairman of the Federal Communications Commission, declared that technically "television is ready to go but there are a great many economic and social problems yet to be solved. Television is going to have a lot of disappointments in its early stages."

Senator Burton K. Wheeler (D), Chairman of the Senate Interstate Commerce Committee warned against a television monopoly.

"We have at the Commission applications for 200 new stations, television stations, in the various metropolitan areas, and there is no question that scientifically and technically the industry is ready to go and it is going to mean not only new entertainment and education but at the same time it is going to produce a lot of new jobs, it is going to carry a reconversion load that is beyond the expectations of many of us who have been studying this problem", Chairman Porter said.

"I can see in communications, including television and FM, some six billion dollars in capital expenditures and consumer goods within the next few years and when you consider after the last war sound broadcasting was just getting off the ground, we know that the strides television is going to make will be much greater rapidity than in sound broadcast.

"Do you have a great many applications for television broadcasting?" Mr. Porter was asked.

"In taking the Nation's Capital, for example, we had just four frequencies available for television stations and we had eight applicants for those frequencies. Similarly in New York, Chicago, Los Angeles, San Francisco and our principal metropolitan areas. There are more people that went to go into the business than we have frequencies available", he replied.

"Is that going to be the case everywhere...that the number of frequencies are going to be smaller in television than in standard radio?" the Chairman was asked.

"It will be in the lower bands that are allocated presently for commercial television. There has been great experimentation in higher frequencies and it is the Commission's view that a truly competitive nationwide system of television is going to have to go way upstairs around 400 and 500 megacycles", he replied.

Senator Wheeler said:

"There are a great many problems coming before the Interstate Commerce Committee and before the Senate and Congress of the United States. Some of these problems have already been presented to the Interstate Commerce Committee. Television can be one of the greatest mediums for good or one of the greatest mediums for evil for the people of the United States. I think it can be a great good if it is properly used and it is up to the Congress of the United States to see that there is no monopoly in television and that it is used for the benefit of the people from an economic, social, as other problems. We'll have some legal, economical and social problems before the Congress. I think it is a great instrument for education and I hope it will be used in the right way."

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CBS COLOR PHENOMENAL, SAYS McDONALD; WBBM SET FOR CHI

The greatest enthusiasm was shown by E. F. McDonald, Jr., President of the Zenith Radio Corporation, after seeing a demonstration of the new Columbia Broadcasting System color television demonstration in New York. Commander McDonald, owner of television station W9XZV, in Chicago, when asked if the new color was an improvement over the old, said, "Columbia is to be complimented on the phenomenal progress it has made since V-J day. The CBS effects with color are just out of this world when compared with black and white."

It was also learned that CBS hopes to have a high-definition, full-color video transmitter installed in Chicago by April or May. Transmitter, to operate in the ultra-high band on 490 mc, now being built by CBS engineers. Westinghouse will supply studio equipment. H. Leslie Atlass, Jr., CBS Chicago Vice-President and operator of Station WBBM, will be in charge. CBS since December 20th has been operating a video transmitter on 700 mc. band.

Commenting further upon the New York demonstration which he had witnessed, Commander McDonald said:

"The absence of ghosts in the Columbia color pictures and the use of buildings as reflectors demonstrated the value of the high frequencies for television. I think that there is no question that the great future of television lies in high definition on the higher frequencies in color. I have a number of reasons for saying this. The advertisers of the country have been willing to pay a premium to purchase color in their advertising. In the movies a mediocre picture in color will oftentimes pack a theatre whereas a

picture in black and white must be good to achieve the same relative box office success. Also, if the film companies could produce color film for all types of cameras at a price as low as black and white, I feel that there would be little or no more black and white sold. Kodachrome 16 mm color film for amateur moving picture cameras, although higher in price, now outsells black and white three to one --- the public wants color.

"In a color television receiver the public can enjoy color without additional cost after the original purchase of a receiver.

"Five years ago, we produced color television on our own television station here in Chicago, and have been working on it since that time. It is our intention to produce color television receivers for the new high frequencies rather than black and white for the old frequencies. As a matter of fact, I feel that it is unfair to sell any television receivers to the public in the 50 mc band which even the FCC concedes is a temporary assignment. No television receivers should be sold to the public for operation in the 50 mc. band without putting the public on notice that their 50 mc. receiver will shortly be obsolete."

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#### DOMESTIC RADIO SET SHIPMENTS ONLY 8% OF PREWAR AVERAGE

Incomplete reports by the Civilian Production Administration indicated that shipments of domestic radio receiving sets during December were approximately 100,000 sets, or 8% of prewar average monthly production of 1,100,000 sets a month and only a fraction of earlier forecasts by the industry. Few if any sets were shipped for civilians during October and November. It is thought that actual output in December may have been somewhat higher because some of the smaller manufacturers, on whose production no reports are available, may have been shipping sets at a greater rate than the industry in general, but the total shipments by such companies is a negligible factor.

Reports indicate that military radio and radar orders still account for the major portion of shipments in the industry, even though total military shipments are very small. The radio manufacturers are having trouble getting cabinets because they have to compete with the furniture makers.

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The program of the State Department for continuing to furnish information of American life and governmental policies through short-wave broadcasts abroad was approved by the New York State Publishers' Association in a resolution sent to Secretary Byrnes.

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FIRST BOOK ON RADAR SOON OFF PRESS; BY ORRIN E. DUNLAP, JR.

"Radar" -- what it is and how it works -- by Orrin E. Dunlap, Jr., the first popularly written story of this new miracle of radio science, will be off the press of Harper & Bros., New York, February 27th.

Mr. Dunlap, formerly radio editor of The New York Times, and now a member of the executive staff of the Radio Corporation of America, has added "Radar" to a list of ten radio books which he has written in language the layman can understand.

This is a story that even the schoolboy can understand as well as the radio amateur, the radio broadcaster who hasn't taken the time to think the thing out, and the average radio listener who wants to be informed on a new advance of science, which, starting in 1940, reached a production peak of more than \$3,000,000,000 worth of equipment before the end of the war in 1945.

"How can an invisible radar beam pulse through the air, strike the tiny speck of an airplane up 20,000 feet, or 20 miles away -- hidden in clouds, fog or darkness and reveal its exact location and speed? The miracle is that radar does exactly that, for a radio wave is reflected like an echo from the plane, even when the latter is invisible or but a pinpoint in space", Mr. Dunlap asks. "That is the wonder of radar -- the sixth sense that guides airplane pilots and marine navigators with unerring accuracy, and prevents collisions -- the radar that controls gun-fire so accurately that enemy ships in the dark and beyond the horizon are like clay pigeons on parade in a shooting gallery."

If radar sounds complicated to the layman, Mr. Dunlap says it is easy to understand if the echo is kept in mind. For the echo illustrates radar as the stone cast into a pool of water pictures the formation and action of radio waves. The stone casts a series of ripples in ever-widening circles; the radio transmitter does likewise in the vast electromagnetic sea. In radar the transmitter projects radio energy which echoes if it strikes an object, just like a boy who yoo-hoos and hears the sound reflected from a cliff, or from the walls of a cave.

Yet, the word "radar" did not appear in the news until 1943!

Mr. Dunlap vividly portrays the genesis and the evolution of radar. He tells how the secret was revealed. His chapter on the amazing wartime performance is almost unbelievable. A decade ago even men of science would not have believed them to be possible -- to sink an enemy battleship by gunfire through the dark of night, more than 8 miles away, without the gunners seeing it was a fantastic idea in 1940, yet a reality by radar in 1942!

Profusely illustrated with pictures and simple sketches that help to explain radar, the book is a contribution to the library of science that long will be valuable as a historic record



of radar in the war. Dramatically, he makes radar easy to understand by all who read to learn and to be informed while being entertained. Radar is a story of man's ingenuity that puts Jules Verne in the background of fantasy. The end of the war lifted the curtain of secrecy on Radar -- a drama of science many will want to read about between the covers of this latest book, written by the same author who wrote the biography of Marconi; "The Future of Television", and "Radio's 100 Men of Science."

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DECISION AWAITED AS TO WHETHER OR NOT PORTER LEAVES FCC

Although five days have passed since Paul Porter, Chairman of the Federal Communications Commission, was called to the White House so hurriedly by President Truman, there is at this writing still nothing definite to report. The story that up to now has not been denied, is that Price Administrator Chester Bowles is to replace John W. Snyder as Director of the Office of War Mobilization and Reconversion, and that Chairman Porter will replace Mr. Bowles as head of the Office of Price Administration.

One writer said that leaving the White House, Mr. Porter "appeared to be suppressing excitement over something". He declined to talk to newspapermen saying any statement had to come from President Truman.

Mr. Porter was likewise silent on the subject when he attended a reception given to the delegates of the North American Regional Broadcast Conference delegates. Someone asked, "How shall I address you - as Chairman of the FCC or as Chief of the OPA?" Mr. Porter laughed but again refused to be drawn out.

It was further reported that if Porter left the FCC, the President would not appoint anyone to take his place but would leave the vacancy. This fitted in with the story that Porter was reluctant to leave the FCC but that if he did leave, wanted something with more permanence than the OPA.

According to that version, if Porter went to the OPA, Charles R. Denny, Jr., the youngest member of the Commission, being only 33 years of age, was slated to be the Acting Chairman of the FCC. If Denny, who was former FCC Chief Counsel, worked out O.K., and if Porter got along all right at the OPA and the life of the Office of Price Administration were extended, then Denny might be appointed permanent Chairman and a new man appointed to fill the Denny vacancy. One informant went so far as to say that if there were any tie votes (there would be only six Commissioners without Chairman Porter) that Mr. Porter might even be called back from time to time to participate in the votes and break the deadlock.

There was still another story floating around. It was that Chairman Porter wasn't going to OPA after all but would continue at the Commission. All of which leaves us about where we were when we came in.

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MAYOR USES MUNICIPAL STATION TO CALL OFF N.Y. SHUTDOWN

Seeking what he believed to be the quickest way to end the city shutdown caused by the fuel shortage, Mayor O'Dwyer availed himself of New York City's Municipal Station WNYC to tell the people that the crisis had passed and that things could open up again. That he should turn to WNYC in the emergency was a bit ironical because though the station was Mayor LaGuardia's particular pet Mr. O'Dwyer has up to now shown little interest in it and, according to rumor, was thinking about selling it though he has approved WNYC's budget for another year.

Prospects for settlement of the tug boat strike which tied the city in knots were reported as somewhat brighter as the Mayor remained in conference at the City Hall with a group of business leaders, including David Sarnoff, of the Radio Corporation of America, Bernard Gimbel, Hugh Robertson, Managing Director of Rockefeller Center, and Basil Harris, President of the United States Lines.

Meanwhile other members of the Employers' Committee were in conference in another room of the building with Edward McGrady, Vice-President of RCA in charge of labor relations, former Assistant Secretary of Labor, who had been mentioned repeatedly as a possible arbitrator of the dispute.

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RADIO REACHES NEW HIGH IN 1945 - \$310,450,000 NET

New revenue peaks and marked gains in the number of stations were recorded as the American system of broadcasting completed its twenty-fifth year of existence in 1945, according to the new 1946 Broadcasting Yearbook, now on the presses. During the year, revenue soared to \$310,450,000 in net time sales, an increase of 7.3 per cent over 1944; and at the year's end there were 1,004 standard broadcasting stations in the country compared with 943 in 1944. About \$73,000,000 was spent by broadcasters and advertisers on talent; and, while there were fewer radio receivers in 1945, there were more radio-equipped homes than ever before, according to the publication.

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CONGRESS ROWS OVER REP. RANKIN'S ATTACK ON WINCHELL

Lincoln Birthday tributes in the House of Representatives were interrupted by a clash over Walter Winchell, radio commentator, Representative Sabath (D), of Illinois, touched off the explosion when he said:

"It is a matter of regret to me that yesterday the gentleman from Mississippi (Mr. Rankin) should have again attacked Walter Winchell, an officer of the Naval Reserve, a loyal, patriotic and generous American citizen, and one of the most fearless radio commentators we have, who needs no defense from me.

"The gentleman from Mississippi has unfortunately chosen to attack Walter Winchell, not on a rational basis of their difference in ideas, but on grounds of religion and emotion, just as on other occasions he has attacked Drew Pearson, another outstanding commentator who is unafraid to give the truth, on an emotional basis.  
\* \* \* \* \*

"Yesterday, the gentleman resorted to the use of billingsgate which I dislike even to repeat. He called Mr. Winchell a 'slime-mongering kike'. The use of this word is insulting to the whole American people. It is contrary to the spirit and intent of the Constitution and of our institutions of government. It is a vicious word which violates that spirit of tolerance and understanding essential to a democratic way of life. It is un-American to use such a word about another American. It has no place in congressional debate. It is an inflammatory word which can serve only those divisive forces which would like to see American set against American because of differences in religion or race. Such language should be and is condemned by all decent-minded persons, who will share with me my devout hope that never again shall such a word, or any similar word, be used in this House to describe any American, or any group of Americans."

Representative Rankin jumped to his feet and said:

"I want to serve notice on the member from Illinois (Mr. Sabath) who has just left the floor of the House, after a mcuthy attack on me, that whenever he gets ready to debate on this floor I am ready at all times; and when he comes here to defend some slime-monger who goes on the radio and lies about me, then I am ready to meet him anywhere."

It appeared, however, that Representative Sabath had not left the floor. He jumped to his feet and demanded that Rankin's words be taken down, a parliamentary procedure to determine if they violated the rules of the House. Representative Sparkman (D), of Alabama, presiding, ruled that the words did not attack a member of the House and were not out of order.

Then Representative DeLacy (D), of Washington, described Rankin's attack on Winchell as "disgraceful" and declared "we do not intend to let such go unchallenged on this floor."

Representative Rankin shouted "I don't intend to stand here and listen to these Communistic attacks on me", and demanded that DeLacy's words be taken down. Another member shouted a demand that Rankin's words be taken down.

Speaker Rayburn (D), of Texas, returned to the chair to preside, had the words read, and ruled that both Rankin and DeLacy had violated the rules against personal attacks on other members. Under the ruling neither member could speak during the remainder of the House session yesterday.

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#### TRUMAN ASKS MORE FUNDS FOR STATE DEPT. BROADCASTING

Despite the controversy over whether or not the State Department should continue in the news and propaganda distribution business, President Truman last week asked Congress to raise the State Department budget approximately 30 million dollars with a goodly share of it to be spent for an "Information Bureau".

The President asked for authority to establish "An information program designed to disseminate abroad through press, publications, radio, motion pictures, and other media, information about the United States, its people and its policies."

Congress also was asked to provide money so that the State Department can continue its wartime task of procuring and analyzing "intelligence concerning foreign countries, and to conduct research required for the proper formulation of foreign policy."

The House recently refused to provide additional funds to the Federal Communications Commission for maintaining the Foreign Broadcast Intelligence Service. That service, which intercepted and analyzed foreign broadcasts during the war, now has been transferred to the State Department.

An increase of \$9,595,000 was asked to buy and rent reception and transmission equipment for radio and other means of communications, \$908,000 to spend for additional printing, and \$1,538,000 to purchase printing equipment abroad and buy advertising in newspapers outside the United States.

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Brazil's highest decoration to foreigners, the National Order of the Southern Cross, Cruziero do Sul, will be conferred upon Edward Tomlinson, NBC Commentator and Inter-American advisor, at ceremonies at the Brazilian Chancery in Washington, Thursday, February 14th at 4:30 P.M. The National Order of the Southern Cross was awarded to Tomlinson by the present Brazilian Government.

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66% OF PROSPECTIVE RADIO PURCHASERS ARE EAGER FOR FM

Findings in detail of a recent survey made by Sylvania Electric Products Company confirm the optimistic outlook for the purchase of FM sets.

In reply to the question "How many prospective radio purchasers want FM?" Sylvania reports:

"It was found that two out of three prospective radio purchasers want FM. Those who want FM total 66.6%; don't want FM - 10.2%, and don't know - 23.2%. The desire for FM varies with income and with geographic area. In economic group A, 75.6% want FM; B - 67.8%; C - 63.4% and D - 53.3%. In the North East 57.4% want FM, North Central - 65.7%, South - 87.6%, and West - 54.3%.

Most people realize FM will add to the cost of a radio, but 19.3% of those people wanting FM have no clear conception of how much extra they expect to pay. Those who have formed an opinion have the following ideas on price:

Estimated Extra Cost	% of Total
0 . . . . .	2.0
Less than \$30.00. . . . .	36.4
\$30-\$50 . . . . .	14.8
\$50-\$75 . . . . .	23.5
\$75-\$100. . . . .	8.2
Over \$100 . . . . .	15.1
	100.0

"A previous question had established the fact that FM non-owners now constitute 98.6% of all radio families and only one in seven or 13.9% has heard FM. All others base their opinion on hearsay.

"On the subject of FM demonstration, as many as 54.6% would demand a home demonstration, 45.4% would be satisfied with a store demonstration.

"To test the extent to which prospective purchasers are sold on FM, we suggested certain faults, present in many FM receivers, to see if they would buy a set even if these faults existed. 60.6% still said they would buy after all the disadvantages had been exposed to them. Only 13.9% said they would not buy and 25.5% didn't know.

"FM can add as much as \$600,000,000 to the radio business in these first two to three post war years. As many as 10,700,000 FM sets can be sold out of a total market of 17,400,000 sets.

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STILL \$122,896,000 U.S. SURPLUS COMMUNICATION TO BE SOLD

In the liquidation of war surpluses the progress report for the fourth quarter 1945, just made by W. Stuart Symington, reveals the following inventory of communication and electronic surplus as of November 30, 1945:

Communication and Electronic Group	Consumer Goods	Capital and Producers Goods
Radio broadcast transmitting apparatus	1	1,124
Commercial and specialized radio communication equipment	6	12,638
Electronic devices, except control and communication		18,222
Electronic tubes	33	33,175
Telephone equipment	7	7,234
Telegraph equipment		4,107
Electronic equipment components and subassemblies	33	43,878
Other	<u>10</u>	<u>2,518</u>
	90	122,896

(Thousands of dollars - reported cost)

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ALASKAN COMMUNICATIONS SERVICE SEEKS TO CONTINUE

The Civic Functions Appropriations bill now in the Senate recommends an appropriation of \$543,000 for 1947 for the Alaskan Communications System and assumes that signal service of the Army funds will not be made available to cover obligations of the system, as has been the case during the war period. For example, in fiscal year 1945, obligations for the system covered by Alaska communications system funds were \$227,840, whereas similar signal service of the Army obligations totaled \$2,775,146.

The recommendation is based on a plan to operate 33 stations in the system - 32 in Alaska and a master station at Weattle, Wash. During the war period a total of 46 stations were operated. Twenty-one stations were in operation when the war started.

One hundred and fifty civilian and 300 military personnel will be used to maintain and operate the system. This will reflect a reduction from 350 civilian and 2,000 military personnel during fiscal year 1945. Just prior to the war, 52 civilians and 191 military personnel were used to operate the system.

Receipts from commercial traffic are estimated at approximately \$700,000 during fiscal year 1947. The value of Government traffic, if charges were made at commercial traffic rates, is estimated at approximately \$2,000,000. Use of radiotelephone facilities will result in increased commercial traffic. Revenue from commercial traffic in fiscal year 1941 exceeded \$450,000, and for the preceding several years had increased at a rate of about 10 percent per year.

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 ::: SCISSORS AND PASTE :::  
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Asserts More Radicals In FCC Than Any Other U. S. Unit  
 (Frank R. Kent in "Baltimore Sun")

It is a provable fact that conservative propoganda has only a small part of the voluntary support given radical propoganda by columnists, radio broadcasters and commentators generally. However, the fact is that while a majority of the whole writing groups, as well as radio news analysts, actors and kindred folk, lean toward the radical side, the big thing that gives the radicals so wide a market for their stuff is the entrenchment of a radical government in Washington.

This they have had since 1933 and against it conservative propoganda cannot compete. Especially, the Government influence is felt on the radio. "The New Deal", says a student of this situation, "found it easier to control radio than the newspapers because of the club in the hands of the Federal Communications Commission, which probably has more radicals in proportion to desk space than any other governmental unit. The big radio chains found it expedient to ease the way for expression of 'liberal' opinion while making things difficult for exponents of the opposite view. In doing this, many radio people performed a congenial chore. These observations may be equally applied to stage and screen. Political sympathy is always present and those who determine policy feel that they can now get away with left-wing propoganda because the Government supports it."

Who Is Getting The Most Advertising Gravy?

(From "The Dimensions of American Broadcasting" by William C. Ackerman, Director of the Reference Department of the Columbia Broadcasting System in "The Public Opinion Quarterly". The article was recently reprinted in booklet form by CBS)

Broadcasting's estimated gross billings have risen from \$4,820,000 for 1927 to a total of \$391,877,000 for 1944, an all-time record. The figures for national networks are: 1927, \$3,833,000; 1944, \$190,677,000. The figures for other stations and networks are: 1927, \$987,000; 1944, \$201,200,000.

In 1928 radio had only 0.8% of the total national advertising expenditure; by 1943, radio's share had climbed to 15.3. The 100 leading national advertisers of the country invest more heavily in network radio than they do in magazines or in newspapers. This fact is not set down for its competitive implications, but as an essential part of the record of radio advertising's growth. For the year 1943, for example, the 100 leading national advertisers spent \$126,097,616 on network radio, exclusive of talent costs; \$103,163,285 was invested in magazines.

Theatres May Try To Show Louis-Conn Fight Television  
 ("Variety")

Possibility that fight fans who can't crowd their way into the Yankee Stadium, N.Y., June 19, for the Billy Conn-Joe Louis bout, might be able to see the fight via television in a Broadway theatre, was seen in the statement of several Paramount execs this week that the company might have its full screen-sized video ready to go before its presently-scheduled August date.

Under the Paramount system, images appearing on the kine-scope, television receiving tube, are photographed on film stock, developed immediately and then projected onto the screen via the usual motion picture projection methods.\* \* \*

If Par succeeds in getting the kinks wrinkled out of the system in time for the heavyweight fight, it's possible that it might be transmitted to the Paramount theatre in New York on a closed circuit via coaxial cable, and that it would also be televised for home receivers by one of the video broadcasters, such as NBC, CBS or DuMont.

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Country Is Fed Up With Petrillo  
 ("Detroit News")

A member of a House committee which is sponsoring a bill to cut Jimmy Petrillo, boss of the organized musicians, down to size, predicts passage of the measure by Congress because, he says, "The country is fed up with Petrillo." This is true, and being so, we believe the end of Little Caesar and his effective defiance of the President of the United States, the courts and other governmental agencies, is in sight. Names have never hurt Jimmy; if public indignations were the weapon it is popularly supposed, the case of Petrillo would have been closed long since. But public weariness is something else. It is a dreadful thing. "God got tired of him", said Victor Hugo, in as good an explanation as any of the downfall of another Napoleon.

-----

Radio Cited As to Telephone Recorder Possibilities  
 ("New York Times")

The telephone bell rings and there is no answer. Yet the message to be conveyed may be important. Why hasn't the telephone recorded, something that works on the principle of the Poulsen electromagnetic telephone, been in use these many years? Conversations about important war contracts were recorded by the Government and at least two newspapers have equipped telephones with recording attachment. The Poulsen telegraphone has also been used abroad. The Federal Communications Commission is conducting an inquiry into this matter.\* \* \* Such an instrument will be installed at a considerable expense, according to Keith McHugh, Vice-President of the Bell System, "if there is a sufficient demand for it."

Not until a public facility is introduced is there any way of finding out what its potentialities are. No one suspected at the beginning of the century that radio would some day make it possible



to pick bananas at the right time for an incoming fruit ship or that it would be used by trawlers at sea to find out what fish were scarce in the market and what prices were offered. Alexander Graham Bell never dreamed that in our day we would call up some friend 3,000 miles away for no other purpose than to wish him a happy birthday. Probably if the public really objects to the telephone recorder an experimental installation would establish the fact. And until we make such a test one man's guess is as good as another's.

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:::: TRADE NOTES ::::  
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The amount of space devoted to the U. S. Court of Claims' opinion in the case of Dr. Goodwin Watson and William E. Dodd, Jr. formerly of the Federal Communications Commission, and Robert Morss Lovett in the Congressional Record of February 7th, probably cost as much as any of these government employees recovered as back salary when they continued working for a short time after Congress cut off their appropriations. The opinion covered nine pages in the Record, agate type. The Court of Claims awarded Dr. Watson \$101.78; Mr. Dodd, \$59,83 and Mr. Lovett \$1,996.40.

Appointment of Edwin Norman Clark, former Deputy Assistant Chief of Staff for Supply, Supreme Headquarters, Allied Expeditionary Force, as Managing Director of the RCA International Division, was announced today (Wed., Feb. 13) by Brigadier General David Sarnoff, President of the Radio Corporation of America.

Stating that "the disposal of surplus property is such a disgraceful failure that many people are alarmed about it", Carl T. Curtis (R), of Nebraska, said that colleges had not been able to get any and read a letter from the head of the Physics Department of a midwestern university, a part of which was as follows:

"There are no pieces of electrical surplus equipment of any kind listed - such things as radio sets, radio components or repair parts, circuit-building materials, electric meters, radio tubes, - all of which are essential in teaching electronics."

There has been considerable speculation as to whether or not other newspaper-owned stations may follow the example of the New York Times of doing away with commentators at its station WQXR in New York City. The Times will cover the news each hour on the hour as heretofore but will handle controversial issues through forum discussions in which conflicting points of view will be given an equal opportunity to be heard.

An Army-Navy report has revealed that out of 9,000 balloons which cost \$18,000,000, Japan started in the direction of the United States, only about 200 ever landed here. Six persons were killed in Oregon and several grass fires were started. There were

suggestions that the Japs did use some for "ranging" - study of wind currents by means of balloon-borne radio transmitters. Information indicates the Japanese released their last balloons on April 20, 1945, although radio signals from balloon-borne transmitters were heard as late as August 11th.

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Making Chicago his first official guest-visit, Edgar Kobak, President of the Mutual Broadcasting System, left New York this week on an extensive trip across the nation, stopping at key affiliates along the way for conferences.

Kobak arrives in Hollywood February 12, moves to KFRC in San Francisco February 18 and returns to New York Monday, February 25. The following day, February 26, Mr. Kobak will again leave for WHK, Cleveland, Ohio, WHKK, Akron, and KWK, St. Louis.

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Morris A. Kay, safety engineer and part-time inventor, revealed, according to a United Press dispatch from Alhambra, Calif., that he has applied for a patent on a gadget to turn off radio commercials. The device, of which he has made models for himself and friends, can be carried to any room of the house for use. The operator turns the radio off at the start of the commercial and the gadget automatically turns it back on at the end, he said.

-----  
WOL, Cowles' station in Washington, Radio News Bureau, took advantage of wire recorder to cover arrival of trainload of GI English brides in Washington recently, sending Dale Morgan and Lou Brott to Wilmington, Delaware, to board train carrying brides.

Interviews were set up in advance and when train made 15 minute stop in Washington railroad yards, interviews were wire recorded with electricity for recorder pick up provided from switching shanty in yards.

-----  
The reopening of direct, high-speed radiotelegraph communications between New York and Vienna, Austria, by the Mackay Radio and Telegraph Company, operating subsidiary of the American Cable & Radio Corporation, has been announced. The operation of this circuit has been interrupted since the entry of the United States into the war in 1941.

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Broadcast Measurement Bureau announces the addition of five more stations, bringing the total membership to 630 stations and all four major networks. Fourteen stations have subscribed in the first nine days of February.

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The Renewal Sales Department of the RCA Tube Division has been expanded by the appointment of fourteen field sales representatives, David J. Finn, Manager of the Department, has announced.

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Know what an "inky" is? Or a "scoop"? Or, for that matter, what "woof" means? Definitions of these, and some 250 other commonly used television terms, are included in the 64-page cartoon-illustrated "Television Talk", just published by the National Broadcasting Company. Designed for ready-reference, this handy pocket-size glossary has been compiled from the working-day language of television engineers and production units.

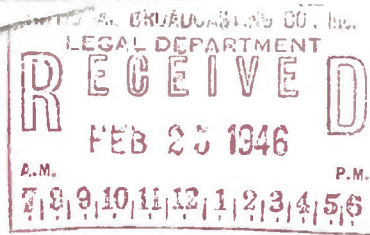
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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

*Handwritten scribbles and signatures, including "A. A. + A. A. Atty Gen."*



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No. 1718

*Handwritten initials: Y.K.P.*

*Handwritten date: 2/27/46*

February 20, 1946

RADIO, ELECTRONIC SURPLUS THREE BILLION; MUCH UNSALEABLE

(ADVANCE RELEASE: Not to be used by Press or Radio before delivered to Congress; Expected at 2 P.M. Wednesday, Feb. 20

Total declarations of surplus Government radio, electronic and communication equipment and of electrical machinery and equipment are expected to exceed a value of three billion dollars in original cost, but much of this property will not be saleable and will be suitable only for salvage or scrap, the Surplus Property Administration informed Congress in an interim report today.

The interim report was submitted in conformity with Section 19 of the Surplus Property Act which requires SPA to report to Congress on specified classes of surplus property and to recommend programs for its disposal. The report was dated Jan. 31, the day before SPA was consolidated with War Assets Corporation, and meanwhile has been in the process of being printed for presentation to Congress.

"Much of the surplus radio and electrical equipment will consist of items of special character not readily adaptable to peacetime use, and will be suitable only for salvage or scrap", the report said. "Some equipment and parts will be saleable after modification and a certain proportion will be directly saleable.

"Radio and electronic equipment is expected to provide a relatively small proportion of commercially saleable material, since it includes not only many special types of radio transmitters, receivers, tubes, and parts, but also radar and other related devices for which no large peacetime use has yet been developed.

"Electrical machinery and equipment comprises a larger proportion of items of standard design and general industrial applicability, such as motors, generators and transformers, for which a definite market can be found.

"The long-deferred demand for civilian type radio and electrical products, a high postwar level of general industrial activity, and the development of new applications for electronic and electrical equipment will play a part in providing a market for saleable surplus radio and electrical equipment. The marketability of surplus equipment differs widely as between detailed categories.

The Government bought approximately 19 billion dollars' worth of radio and electrical equipment for war purposes, the report said. Of this, about 10.7 billion was for radio, electronic and communication equipment, and 8.3 billion for electrical machinery and equipment. Much of the latter represents installations in

Government-owned industrial plants, and may not appear separately as surplus.

Wartime expansion of plants in the radio and electrical equipment fields cost about \$900,000,000, of which approximately \$565,000,000 represented investment of Government funds. Thirteen of these plants cost the Government more than \$5,000,000 each, representing a total expenditure of about \$87,000,000. Five of these plants have been declared surplus, and one has already been sold to its wartime operator.

"The interim character of the report", SPA explained, "is dictated by the fact that, while certain disposal procedures are in effect, a wholly adequate plan of disposal has not yet been fully completed. It therefore appears advisable to inform the Congress of the present status of disposal procedures and measures under consideration for improving and supplementing them, leaving to a later date the description of a complete program."

Discussing disposal methods, the report said, "In the case of radio and electronic equipment, a system of central evaluation panels is used to aid in the preliminary determination of salability, whereas for electrical machinery and equipment, there are salvage and inspection committees located in the regional offices of the disposal agency. The improvement of these systems is now underway.

"Direct sales methods are used for the disposal of radio and electrical equipment, particularly where priority claimants are involved. The additional methods of disposal used for radio, electronics and communication equipment differ substantially from those used for electrical machinery and equipment.

"The basic method of disposal in the case of radio and electronic equipment involves agreements entered into by the disposal agency with the original manufacturer of the equipment, or with a manufacturer who is willing to handle other products besides his own. This channel is used because of the multiplicity of parts, their highly technical nature, coupled with requirements for inspection, testing, and reworking, for which the manufacturers have specialized facilities and personnel.

"The manufacturer-agents are reimbursed for all reasonable expenses and receive a commission except on sales to priority claimants. Among the drawbacks to this method have been the comparatively limited industry participation, and the high cost to the Government of inspection and handling of equipment. This suggests the employment by the disposal agency of increased direct selling or of additional sales methods such as the utilization of commercial and sales organizations under merchandising agency contracts.

"In the disposal of electrical machinery and equipment, the predominant method at the present time is that of direct sale to priority claimants and to the general public. For bulk items, the method of sale through dealers is also widely employed, either by

negotiation, upon a bid basis, or upon a fixed price basis. In the latter case, where items are in long supply a discount may be offered to the dealers. It is probable that prompt and wide distribution may be facilitated by additional methods, such as sale through agents or approved brokers upon a commission basis.

"The disposal of radio and electrical equipment presents handling and merchandising problems of great complexity, and existing procedures are not wholly adequate. A later report will present a disposal program embodying contemplated improvements."

The status of some of the government-owned radio equipment plants costing the government more than \$5,000,000 each is shown by the following table:

<u>Wartime Operator and Location</u>	<u>Owning Agency</u>	<u>Chief Products</u>	<u>Land and Buildings</u>	<u>Machinery and other</u>	<u>Total</u>
Sylvania Electric Products, Inc., Ipswich, Mass.	Navy	Radio			\$5,167,000 (est.)
General Cable Corp. St. Louis, Mo.	DPC	Signal Corps Field Wire	\$1,780,678	\$3,411,721	5,192,400
Western Electric Co., New York	Air Corps	Radio			7,032,000 (est.)
General Electric Co., Schenectady, N.Y.		Radio & Radar			7,398,000 (est.)
Radio Corp. of America Lancaster, Pa.	Navy	Power & Special Tubes	2,978,000	4,514,000	7,492,000 (est.)
Western Electric Co. Eau Claire, Wis.	DPC	Radio	6,171,715	612,667	6,784,382*

\* Some equipment not included in this figure.

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Told for the first time is the story of an American Radio Station "1212" known also as "operation Annie" that comforted the Germans and hoaxed them. A detailed account of this remarkable undertaking was told in the magazine section of the New York Times last Sunday, February 17.

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## PAUL PORTER SAYS AU REVOIR TO FCC BUT MAYBE NOT GOOD-BYE

Paul Porter will give up the chairmanship of the Federal Communications Commission to take over his new job as Administrator of the Office of Price Administration if his nomination is confirmed by the Senate but with the reported squabble of Chester Bowles and John Snyder over who shall rule the roost, no one is willing to bet that Porter, who stands with Bowles, may not come walking back to the FCC.

Although Mr. Porter says that he will resign from the FCC as soon as confirmed, it is understood there will always be a nice soft place for him to light there if he and Bowles are not able to hit it off with Snyder, or if for any other reason the new OPA-Price Stabilization setup doesn't click. It was charged by certain well-informed persons that the reaffirmation of the powers of Mr. Snyder by President Truman came as a complete surprise to Messrs. Bowles and Porter and that they never would have signed up for the new team if they had known this was to be the President's attitude. In fact, things were reported to have become so stormy last Thursday that it was said Bowles and Porter were all washed up and ready to quit even before they began. Mr. Porter isn't saying a word about this, however, and is letting Mr. Bowles do all the talking.

According to another version what has happened is that a new principle or formula has been evolved, with Chester Bowles as the policy-maker but with Paul Porter as the actual administrator of the formula. "Mr. Porter doubtless will prove less rigid than Mr. Bowles", says this observer, "and that's what the White House wants; but Mr. Bowles will be watching to see whether his principles are being safeguarded."

As things stand now, Mr. Porter's job only lasts until June and his first task is to go to the Hill and try to talk Congress into continuing OPA for another year. That he will encounter some opposition may be judged by a preliminary brickbat tossed at him by Rep. John Taber (R), of New York, who declared:

"I have been astounded by the suggestion that Paul Porter be made the head of that organization. It has been broadcast in the newspapers. He was head of the rent outfit when the thing first started, and he made a mess of that. That was covered thoroughly in the report of the Smith Committee to this House after they had investigated it thoroughly. I would hate to see somebody placed in that office where the control would be purely and totally political."

There was amore friendly response from Rep. John J. Sparkman (D), of Alabama, who referred to Mr. Porter who helped write the law that created the OPA, as one "who has so ably discharged the duties of the several different positions in which he has been placed in recent years."

Just what the exact status of Mr. Porter's future connection with the FCC will be, if any, apparently is not known. He

was reported as saying that conceivably he might return to the Commission after the OPA assignment was finished but that he had no plans for doing so. And, as before mentioned, there were reports that Mr. Porter might go higher and even land a Cabinet appointment if he is successful with the OPA, but as it is, he is now pretty much in the position of an acrobat flying through the air from one trapeze to another. If he misses, he will have a net under him in the shape of his old job at the FCC.

A political break for Porter might be the illness of Postmaster General Bob Hannegan which, if reports are true, may put him out of commission for sometime. One rumor has it that Mr. Hannegan has had 10 teeth extracted and may have to spend considerable time in Florida recuperating. Hannegan as is well known, had much to do with nominating President Truman for Vice-President. Paul Porter was Hannegan's right-hand man in the campaign in charge of publicity and is known to be very close to Mr. Truman, and with Hannegan away may be asked to assume some of the latter's political burdens and thus become even closer to the President, or perhaps succeed Mr. Hannegan as Chairman of the Democratic National Committee if the latter's illness prevents him from carrying on.

As predicted in this service sometime ago (December 19), if Mr. Porter left the Commission, his successor would be the promising youngster, Charles R. Denny, Jr., age 33. Mr. Denny was in Savannah holding broadcasting station hearings when the word was flashed to him that the President had appointed Paul Porter Administrator of OPA and had named Mr. Denny as Acting Chairman of the FCC. Mr. Denny, however, didn't seem to get unduly excited about it. In fact, didn't even cut short the hearings and hit it back for Washington as some people might have done.

At the most, he seemed to regard the appointment as temporary (though there was some talk that it might be putting the young man on trial to see if he was heavy enough to hold down the job). He appeared to regard it as a foregone conclusion that Mr. Porter would be back. In fact, it seemed to be the opinion of many that Chairman Paul Porter's picture would continue to hang over the mantelpiece at the FCC for sometime to come and that he would continue to have quite a little to say about the goings on there.

President Truman formally nominated Mr. Porter to be Administrator of OPA Monday. The nomination is expected to be acted upon within the next few days by the Senate. It was still the understanding at this writing that Mr. Truman would not fill the vacancy caused by the absence of Mr. Porter. This would reduce the Commission to six members.

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Praise for Petrillo apparently isn't heard often but former Mayor Fiorello H. LaGuardia, who lately has been lauding radio with particular enthusiasm, went to the bat for the Union leader for "his protection of musicians". The occasion was the fiftieth birthday of Joseph Rosenberg, President of New York Local 802 of the American Federation of Musicians.

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## JUDGE MILLER SUGGESTS STATIONS USE TERM "PUBLIC INTEREST"

The sharp legal eye of Justin Miller, President of the National Association of Broadcasters, and formerly Associate Justice of the Court of Appeals for the District of Columbia, has caught the fact that broadcasting stations have been designating certain broadcasts as "public service programs" when, in his opinion, they would be more correctly referred to as "in the public interest". Calling this to the attention of the broadcasters, Edward M. Kirby, NAB Counsellor in Public Relations, has sent a letter to member stations which reads as follows:

1. Fresh from the Federal bench, and fresh from a swing around the circuit, our new president has just returned from a series of meetings with broadcasters on the west coast, and middle-west and the southwest.
2. Judge Miller has been concerned over the industry-wide use of the term "public service programs".
3. He points out the danger of such a misleading phrase:
  - a. The term "public service" is associated with regulations of common carriers: railroads, telephone, telegraph, light and power companies.
  - b. Radio is not a common carrier, even though the same Federal agency; the F.C.C. regulates common carrier communication companies.
  - c. Continued use of this term which has prevailed for more than twenty years in broadcasting has the psychological effect of identifying the regulation of American radio with that of common carrier regulation. Such identification creeps into thinking and legislation unwittingly.
  - d. American radio stations are licensed to serve the "public interest", an all important distinction.
  - e. This means, as a licensee, you have the right and the responsibility to accept or reject persons or programs offered for broadcast. The telephone or telegraph company, and the railroads, on the other hand, being common carriers, must accept all business that the traffic will physically bear, at published tariff rates. Not so the radio station.
  - f. Your station is licensed to serve the "public interest" not to perform the public service functions of common carriers.

In view of this, Mr. Miller advises stations:

"If you have a department known as the "Public Service Department" obviously it should be immediately re-titled, viz: "Department in the Public Interest".

"In your trade paper advertising and in all promotion it is suggested you instruct your copy writers public relations and publicity people to adopt the phrase "programs in the public interest" rather than "public service programs".

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HOUSE TO CONSIDER BILL TO CURB PETRILLO FEB. 22

Following the usual Washington Birthday eulogies, the House is scheduled Friday, February 22nd, to take up the bill designed to curb the practice of James C. Petrillo's American Federation of Musicians of charging broadcasting stations and other concerns for time when members of his union do not work.

The bill was offered by Representative Clarence F. Lea (D), of California, Chairman of the House Interstate Commerce Committee, which approved it by a vote of 14 to 5. Representative Vito Marcantonio (ALP), New York, was one of those who voted against reporting out the measure.

Representative Clarence J. Brown (R), of Ohio, said that Mr. Petrillo in declining to testify at the hearings had virtually told the Lea Committee to "go ahead and do whatever you want to do".

The bill would impose a \$1,000 fine or a year's imprisonment, or both, on anyone who "by express or implied threat of the use of force, violence, intimidation or duress" tried to make broadcasting companies hire musicians if they did not want them. Another purpose of the measure is to outlaw efforts to bar the broadcasts of educational or foreign broadcasts.

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WANTED - FM SET IN FIRST CLASS CONDITION - FOR MAJ. ARMSTRONG

FM: A radio editor said to Maj. E. H. Armstrong, inventor of

"With all this excitement over FM, I have never heard it. When I am in New York, I'd like to have you give me a demonstration.

"Do you know", Major Armstrong replied apologetically, "I have two sets and they are both broken."

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McGRADY, RCA V-P, PRAISED IN N.Y. TUGBOAT STRIKE

Secretary of Labor Lewis Schwellenbach praised the efforts of Mayor O'Dwyer of New York and Edward F. McGrady, his special representative, in restoring tugboat traffic to New York Harbor.

Mr. McGrady, former Assistant Secretary of Labor, and Vice-President of the Radio Corporation of America in Charge of Labor Relations, was named by the Secretary to aid in bringing about a settlement.

"Mayor O'Dwyer and Mr. McGrady were untiring in their efforts", the Secretary said.

"The submission of the dispute to arbitration and the resumption of tugboat operation permit peaceful adjudication of the questions involved."

Subsequently the differences that led up to the strike were submitted to arbitration by a three man committee under the chairmanship of Mr. McGrady. In expressing his appreciation, Mayor O'Dwyer said:

"My thanks also to Gen. David Sarnoff, Mr. Bernard Gimbel, Mr. Basil Harris, Mr. Hugh S. Robertson, Mr. Edward Anker, Commissioner of Commerce George Saunders, and particularly to Mr. Edward F. McGrady and Judge Edward C. Maguire, who have done so much to help me bring those parties together."

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300-FT. TV TOWER APPROVED FOR BAMBERGER IN CAPITAL

The Commissioners governing the city last week approved the application of the Bamberger Broadcasting Service of New York for a 300 foot television transmitting tower at 40th and Brandywine Streets, N.W., in Washington, D. C., just north of the Washington Cathedral.

The Bamberger firm, along with five other applicants, is awaiting decision of the Federal Communications Commission, allotting four television frequencies to Washington.

FCC rules provide that television towers serving a Metropolitan Area should be a minimum of 500 feet above the average altitude of the area served. Altitude of the proposed Bamberger site is slightly more than 400 feet, as compared with a 200-foot average for Washington as a whole. The 300-foot tower will thus enable the corporation to meet the FCC minimum.

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GIFFORD, A.T.& T., AND BEHN, I.T.& T., AWARDED MERIT MEDALS

The outstanding work of the communications companies in the war was further recognized last week when Maj. Gen. Harry C. Ingles, Chief Signal Officer of the Army, acting on behalf of President Truman, presented the Medal for Merit, the highest civilian award, to Walter S. Gifford, President of the American Telephone & Telegraph Company, and Col. Sosthenes Behn, President of the International Telephone & Telegraph Corporation.

According to the citation accompanying his award, Mr. Gifford during the war made every effort to assure that facilities of his organization were utilized to the maximum extent possible in the successful prosecution of the war.

"Not only did Mr. Gifford place the technical facilities of his company at the disposal of the Army", the citation says, "but he directed it in playing a major role in furnishing highly trained technical specialists to the Army through the Affiliated Plan."

Colonel Behn's citation stated that the decoration was given for "exceptionally meritorious conduct in the performance of outstanding service to the United Nations". "From December 7, 1941 to August 14, 1945", the citation continued, "as president of the International Telephone and Telegraph Corporation, Mr. Behn fostered extensive research and development which produced radio and telephone equipment used to great advantage by the Army. At his direction, International Telephone and Telegraph Corporation made available to the Army extensive land line facilities, which were of utmost importance to the war effort during a period when Army facilities were taxed to the utmost." Referring to Colonel Behn's visit to Europe in 1945, the citation adds that "he personally visited France and Belgium and effected a reorganization in those countries of communications laboratories which enabled the latter to reproduce mobile radio equipment which aided materially in establishing vital communications stations for use in operational zones."

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NORTH AMERICAN PHILIPS CO. EXPANDS LABORATORIES STAFF

The North American Philips Co. Laboratories recently organized to act as research center for all Philips interests in the United States, has enlarged its staff to include Dr. James G. Black, who is to be Chief of the Division of Miscellaneous Projects and Analytical Laboratories, Carol M. Veronda to be Assistant Engineer of the Microwave Section, George A. Espersen, Associate Physicist, Microwave Section. In addition Dr. Victor Wouk, formerly with Westinghouse, recently joined the engineering staff at Dobbs Ferry, NY.

Dr. Black recently completed work on a secret project for the National Defense Research Committee. Mr. Veronda was with the Naval Research Laboratories where he was occupied with radar work. Mr. Espersen has been transferred from the Dobbs Ferry plant where he was tube engineer.

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CUBANS HAVE NARBA STYMIED IN THIRD WEEK OF CONFERENCE

The North American Regional Broadcast Agreement conference in its third week in Washington has now reached a critical point due to the demands of the Cubans.

"The Cuban delegates are asking for concessions in the way of additional channels which are believed to be unreasonable by the United States from an engineering standpoint."

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FCC STATES FM ALLOCATION PLAN WORKING OUT SATISFACTORILY

After three months of experience in making assignments of FM channels, it appears that the tentative allocation plan being followed provides the necessary degree of flexibility and is working out satisfactorily, the FCC announced last Monday.

In issuing the plan on December 19, 1945, the Commission pointed out that the plan was being published as a guide. "The Commission wishes to emphasize that this allocation pattern is tentative only, that the channels listed for particular cities (and their areas) will not be followed in a hard and fast manner and that departures will be made from the plan wherever it is found desirable or necessary to do so", the allocation announcement stated.

As examples of the manner in which this arrangement is enabling the Commission to assign channels according to the special needs of various areas, the Commission cited the following instances:

One of the 12 metropolitan channels tentatively allocated to Washington, D. C. area has been assigned to an applicant in Winchester, Va., leaving 11 channels in Washington for 14 applicants. A hearing is scheduled for these applications on March 11th.

One of the 19 metropolitan channels tentatively allocated to the Philadelphia area has been assigned to an applicant in Atlantic City, N.J.; seven applications are pending in this Philadelphia area.

One of the five metropolitan channels tentatively allocated to the York, Pennsylvania area has been assigned to an applicant in Hagerstown, Md. Two applications have been granted in York and one is pending.

Similar readjustments will be made from time to time as circumstances may require.

As of Monday, conditional grants have been assigned to 328 applicants, in addition to the 53 grants in the new band to pre-war licensees; 120 applications have been set for hearing, leaving 284 applications still to be acted on.

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GEORGE E. ALLEN IS CONFIRMED; SENATOR TAFT LEADS OPPOSITION

George E. Allen, friend of President Truman, and a Director in a large number of commercial concerns was confirmed last Monday to be a member of the Board of the Reconstruction Finance Corporation despite a spirited fight by the Republicans led by Senator Taft of Ohio.

Senator Taft began by saying that it was generally understood that Mr. Allen, if appointed to the Board, would be elected Chairman.

"Mr. Allen testified at the hearings before the Committee that when the President suggested to him that he wished to nominate him, he gave him a 'thin hint' that he would become Chairman", Senator Taft declared.

"Mr. Allen appeared before the Federal Communications Commission in 1945, when the Aviation Corp. bought the stock of The Crosley Corp., including Station WLW, and had difficulty in getting WLW transferred from the Crosley Corp. to the Aviation Corp. He appeared with the other Directors of the company. At that time he was a close friend of the President, and in the White House every day. The Federal Communications Commission decided in favor of the transfer by a vote of 4 to 3, the opposition being on the ground that a company of that character should not own a radio station. \* \* \*

"I do not believe that so long as Mr. Allen actually retains salaries totaling approximately \$15,000 a year from these large companies, his nomination for this position should be confirmed. The Crosley radio station WLW has a constant contact with the FCC. All these companies in which Mr. Allen is interested have a vital interest in various departments of government. It seems to me that if he proposed to retain salaries from companies that pay him for the only possible reason which I can see, namely, his position in Washington, his knowledge of what goes on in Washington, and what information he can supply them, it is a further argument against his confirmation. As an example, Mr. Allen's own evidence shows that the President has consulted him about appointments. It would make a tremendous difference to some of these companies as to who is appointed on various boards. It is of vital importance to radio station WLW to know who may be appointed on the Federal Communications Commission."

Defending Mr. Allen, Senator Lucas (D), of Illinois, blamed commentators for attacking Allen, saying:

"I listen to commentators on the air night after night. If one could believe some of the commentators, they have a panacea for all the evils which exist in this country and in the world. Give them the opportunity to solve the problem and they can do it. I become so sick of them that at times I am nauseated and compelled to turn the radio off. I am amazed and alarmed when I listen to the distortion of actual facts which I have heard before committees.

The type of commentator, columnist, or newspaperman who deliberately distorts the truth is doing a greater disservice to his country at the present time than any other individual of whom I can think."

Senator Lucas said the main question was not how many directorships Mr. Allen held, but "is he honest and does anyone challenge his integrity and honesty?"

The Senate confirmed Mr. Allen by a vote of 43 to 27 with 26 not voting.

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RCA TV DEVELOPMENTS; CHICAGO PLANT FOR AUTO RADIOS

Improved antennas and anew roof-to-living room transmission line which together provide brighter, clearer pictures on home television receivers than any similar equipment previously available have been developed by RCA Victor engineers, Joseph B. Elliott, Vice-President in charge of RCA Victor's Home Instrument activities, said in New York, and that RCA Victor plans to produce a de luxe Radio-Television-Victrola combination providing three separate and distinct sources of entertainment in a single cabinet. A low-cost table model sight-and-sound receiver retailing for about \$200 will be available first.

The first demonstration of television as a vehicle for presenting a sales and merchandising program to company officials was held last week when the RCA Tube Department used NBC's television facilities to present to top management executives of the RCA Victor Division its plans for production, merchandising, advertising, and sales through 1946.

RCA Victor has leased a plant in Chicago which will be devoted solely to the fabrication and assembly of radios for the automobile industry.

The building, a one-story structure previously occupied by the Diamond Truck Company at 51st and Menard Street, will provide approximately 160,000 square feet of manufacturing space.

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WEISS OF DON LEE ADVERTISING FEDERATION DIRECTOR

Lewis Allen Weiss, Executive Vice-President and General Manager of the Don Lee network, has been named as a member of the Board of Directors of the Advertising Federation of America.

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::: SCISSORS AND PASTE :::  
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LaGuardia Lashing Press Says Radio Doing The News Job  
(Helen M. Staunton in "Editor and Publisher")

"I will attack newspapers whenever the occasion arises", declared Fiorello H. LaGuardia, settling back in his office easy chair.

"As I see it the great hope of accurate information is in the air", continued New York City's ex-mayor who started the city's radio station so he could speak directly to the people.

"I think", he prophesied, "that weekly news summaries, magazines, pamphlets facsimile, television and voice will take the place of your dailies. I think television is going to play havoc with your advertising."

LaGuardia ran into the first snag in his press attack this week. His column sponsored by and printed in the advertisements of the Sachs Furniture Co. titled "Under the Hat", attacking a New York Daily News editorial was refused by the News and Herald Tribune, printed only by the New York Times.

Newspapers have lost the leadership in presenting news, LaGuardia believes.

Radio not only will do the news job, in his opinion, "I think that they are doing it now."

"People have been listening for several hundred thousand years longer than they have been reading", he commented. "They've been seeing for several hundred thousand years before they were reading. So when they have the combination of listening and seeing, then my troubles will be over."

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Would Heave Out The Hooper And Crossley Ratings  
(Jack Gould in the "New York Times")

"It would seem a propitious moment to suggest that all ratings are perhaps the biggest cross that radio has to bear and now would be a fine time to heave them out in so far as they are employed to evaluate a show's worth.

"The rating is the focal point around which virtually all radio thinking revolves and its importance has been exaggerated to such an extreme that broadcasting has come to operate on a meretricious set of values. Whether a program has any intrinsic merit of its own is no longer the prime question. The first requirement is that it boast a pretty set of digits each side of a pale decimal point.

"Mechanically, both the Hooper and Crossley methods are not too dissimilar and any comparison is certainly outside a layman's ken. In each case a percentage figure is derived from checking with listeners, and finding out how many of the whole are listening to a given program. \* \* \* All that the public is allowed to know usually is "the top ten" or "top twenty" programs.



When a sponsor or an advertising agency is spending sizeable sums for promotion of a product, it certainly is reasonable that, so far as is possible in radio, he should want to know how many people are receiving his message. That is only sound business and, in helping give the answers, the ratings serve a purpose. But over the years the ratings also have come to fulfill the sinister function of being the final and absolute critical standard for radio programming, and it is at this point that they may be considered detrimental to the medium.

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A Clipping Bureau of the Air  
(A. D. Ratbone, IV, in "Liberty Magazine")

Some people talk for a living, some sing, others write, but employees of Radio Reports, Inc., of New York, make their living by listening. They hear what radio has to say solely for the benefit of others - others being business executives, congressmen, labor leaders, and anyone else willing to pay for an ear glued to a loud-speaker. They supply word-for-word transcripts of any and all broadcasts dealing with subjects in which the customer is interested. \* \* \*

Clients of Radio Reports include: Air Transport Association of America, American Iron & Steel Institute, American Bankers Association, American Telephone & Telegraph, Bethlehem Steel Company, Edward G. Budd Manufacturing Co., Chamber of Commerce of the United States, Chinese News Service, Congress of Industrial Relations, CIO Political Action Committee, E. I. duPont de Nemours & Co., Diamond Match Company, General Motors Corporation, French Press and Information Service, General Electric Company, General Foods Corporation, International Business Machines Corp., Greek National Herald, J. P. Morgan & Company, Henry J. Kaiser & Company, Secretary of State (U.S.) National Association of Manufacturers, Remington Rand, Inc., U. S. Rubber Company, and U. S. Steel Corporation.

Winston Churchill May Co-Star With Truman In Television  
(Television Broadcasters' Assn. News Letter)

When Winston Churchill makes his only official American appearance along with President Truman at Westminster College in Fulton, Mo., on March 5th, the event may be scanned by television cameras and viewed by throngs unable to attend the affair in person. Portable equipment of WBKB is expected to be taken to Fulton to pick-up the action and relay it for local monitoring.

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 ::: TRADE NOTES :::  
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Brazil imported 9 metric tons of household radios, valued at 992,000 cruzeiros, during the first 8 months of 1945, together with 111 metric tons of radio accessories, valued at 10,088,000 cruzeiros, and 22 metric tons of radio tubes, valued at 6,835,000 cruzeiros, according to the U. S. Bureau of Foreign and Domestic Commerce.

Of these totals, the United States furnished almost all of the radios, with a valuation of 941,000 cruzeiros, 108 tons of the radio accessories, valued at 9,987,000 cruzeiros, and 20 tons of the tubes, valued at 6,359,000 cruzeiros.

Jack Rennie, for five years Radio Director of the British Information Services, has been appointed Chief of the Press and Radio Division in succession to Rene MacColl, well-known British newspaperman who is now returning to journalism. Before entering Government services Jack Rennie was for five years with the advertising firm, Kenyon & Eckhardt of New York.

Courtesy passes to NBC studio sections in Radio City for 1946 have just been issued by Niles Trammell, President.

Irving C. Brown has been appointed Sales Manager of Industrial Electronics Division, Raytheon Manufacturing Co., Waltham, Mass. Before joining Raytheon, Mr. Brown was Sales Manager of Thomson-Gibb Electric Welding Co., Lynn, Mass., manufacturers of resistance welding equipment.

Appraising Arthur Godfrey in his added new role of actor in "Two for the Show" with Ray Bolger, which opened in Boston last week, Variety says:

"Still to be worked out is curious situation involving Arthur Godfrey, sock radio personality making stage debut as m.c. Nice appearance, easy, assured presence, and good voice, but he slows down the pace largely through want of strong material. He really hits it singing "A Lovely Lazy Kind of Day", the show's one hit-parade contender, which develops into best all-around production of the show. Once he overcomes slow-going, radio adlibbing, he should click."

Regarding the show generally, the theatrical magazine comments:

"Notwithstanding large quantities of sour notes at opener "Three to Make Ready", by producing and writing combo that clocked "One for the Money" and "Two for the Show", is obviously set for a wham when they get through with the pruning shears."

With the printing of 50,000 more ballots under way, total balloting in the Metropolitan Opera "primaries" to select six of next season's operas broadcast by the American Broadcasting Company is expected to pass the 250,000 mark soon.

Station WGY, Schenectady, competing against nine other stations now or formerly operated by the National Broadcasting Company, has been awarded for the third time the General Electric plaque for 1945 for the most efficient technical operation of a broadcast transmitter.

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The Board of Directors of Philco Corporation declared a dividend of twenty cents (20¢) per share of common stock payable March 12, 1946, to stockholders of record February 28, 1946. The previous regular dividend was 20 cents per share and was paid on December 12, 1945.

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The Electronics Division of Maguire Industries, Inc., at Bridgeport, Conn., is now in full production with their new Aircraft Range Receiver (Model ARR-1). This is the first of a line of aircraft radio equipment to be manufactured by this division.

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First major marine installation of radar equipment as a navigational aid on a "long-distance commercial passenger-carrying service" is under way in Baltimore on the Old Bay Line's Baltimore-Norfolk night boat, City of Richmond, it was revealed Monday by C. J. Burnside, Manager of the Westinghouse Industrial Electronics Division.

The new unit - which incorporates up-to-the-minute refinements of this war-born electronics development - will provide navigational and anti-collision protection in darkness, fog and all other varieties of bad weather for from 100 yards to 32 miles.

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Included in the contents of "Radio Age", RCA Quarterly for 1946, are:

RCA Demonstrates Latest Television Developments; Radio in 1945-46, General Sarnoff in Year-End Statement Discusses Role of Electronics in a World at Peace; The Story of Teleran, by Loren F. Jones; Deeper into the Unknown; RCA-NBC Firsts in Television - A Chronology of Accomplishments from 1923 to date; Radar in Aviation by H. M. Hucke; Television is Ready to Go - Address by Dr. C. B. Jolliffe to Radio Executives Club; NBC Sets Up Planning Group, by William S. Hedges; Engineers Visit Russia - RCA Group Inspects Electronic Centers in U.S.S.R.; 250,000 See Store Video - Television is Success in First Test as Merchandising Medium; RCA Expands Communications - 57 Countries Served by Direct Radiotelegraph Circuits; and NBC Television Moves to New Quarters - Offices and Rehearsal Rooms Provided in Radio City.

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The Federal Communications Commission on February 20th adopted Order No. 130-C, amending previous orders regarding amateur operation, so as to include the 50 to 54 megacycle band among the bands assigned to the Amateur Service, and to discontinue authorization for operation in the 56 to 60 megacycle band, effective March 1, 1946. The band 56 to 60 megacycles was previously assigned to the Amateur Service for a temporary period ending March 1, 1946, pending removal of the television stations from the 50 to 56 megacycle band. Television stations either have or will have vacated this band by March 1, 1946.

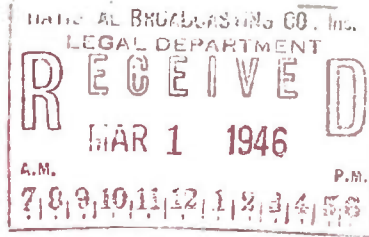
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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

*LAG Adams*



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No. 1719

*LAG*

February 27, 1946

WARNS PUBLISHERS NOT TO LET OUTSIDERS "GET JUMP" IN FM

Doubtless having in mind how many of them "missed the boat" on standard broadcasting, B. J. Rowan, Assistant Manager of Broadcasting, Publicity and Advertising, of the General Electric Company, did his best to awaken the New York State Publishers' Association in Albany to what he believed to be the possibilities of FM radio.

"I am not trying to throw a scare into the publishers", Mr. Rowan declared, "I still believe in newspapers and don't see how I could ever get along without one each morning and evening. But I can't help thinking that radio can distribute news quicker than the newspaper, and I think you will all agree that this is an age when speed is a magic word. That's why so many are travelling by airplane - to save time. Folks may accept radio to save time."

Mr. Rowan nevertheless remarked laughingly, "I sometimes wonder what we will do with all the time we save." The speaker went on to say:

"FM radio is not national in scope - as we are inclined to think of broadcasting - but something that serves a limited area - just about the same area that the newspaper covers in any community. It gives promise of 'butting-in' with the folks your newspapers have served well for so many years.

"Now, just how well it will do the job, is still a question. I know many feel that broadcasting will never more than supplement the press. That may be true, in fact I felt that way myself before the war when we had only AM broadcasting and national advertisers. But now comes this new broadcasting scheme which is limited to the line of sight from its point of origin - in most cases about 25 or 30 miles. It will be disseminating information and entertainment to the same people who buy newspapers. Local advertisers may become conscious of that fact.

"I think you all know better than I do that the broadcasting companies seem to be definitely in the news-distribution business. There has been little - if any - let-up on news broadcasts since the end of the war. And, it would seem to me that the news business belongs to you publishers. You have been in that business for years. Distribution of news has always been your exclusive franchise - and it should continue to be.

"You will agree with me, I am sure, that nothing any of us can say or do, will check broadcasting. It's here, and will continue to grow. So, if it seems to you that radio is going to 'butt into' your business, then don't let some outside interests get 'the jump' on you.

"Today, securing an AM (standard broadcasting) license is very much like trying to get an AP franchise a year or two ago. It is generally easier to buy an existing station just for its license - like some of you publishers may have purchased a newspaper, just to get the AP franchise. That's expensive, as you know.

"But, FM literally has frequencies to burn. There is room for several thousand FM stations - and you don't have to buy a station to get one. They are to be had for the asking of the Federal Communications Commission - that is, of course, if you can show the Commission that you are eligible to operate a station. Many of you newspapermen have already applied for, and secured, licenses for FM stations - and I believe you will agree it was not a difficult job.

"At least 25 percent of this country is not adequately served by broadcasting today. More AM stations - even though additional licenses might be granted - cannot correct that problem - but, in my opinion, FM can. There are now approximately 50 FM stations in operation, and several hundred more are on order and will be installed just as soon as reconversion makes this possible. I am told that more than 40 percent of the pending applications for FM licenses have been filed by newspapers.

"I have no idea of the number of FM receivers now installed in homes throughout the country. I doubt that anyone knows - but I am willing to predict that there will be a million, or more, new sets in use by the end of this year. FM-receiver production, we hope, will be in full swing in a few months. New transmitters will be in operation - and a new branch of the radio industry, that promises to exceed anything which the present type of broadcasting has afforded, will be blazing the trails to all corners of the country before the turn of the year.

<sup>FM</sup>  
"~~FM~~ is here. Someone is going to operate the hundreds of FM stations throughout the country. I feel you should have first call on this medium, since it will be serving the same public in the same communities which you newspapermen have been serving so efficiently for many years.

"That's how it looks to a broadcasting and publicity man, representing a company which sees a wonderful future for FM."

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CONGRESS EAGER TO SOCK PETRILLO BUT NOT LABOR GENERALLY

Although not a single labor leader or Congressman spoke up for James C. Petrillo when the House by a vote of 222 to 43 gave him the worst rebuke of his life last week, and though a majority of Senators and Representatives would unquestionably like to follow through and get his scalp, their one big precaution - with an election this Fall - will be not to hit organized labor with a brick intended for Petrillo.

Reelection is about all a member of Congress thinks about and however anxious the broadcasters are to take advantage of the

unexpected and stinging blow the House gave Mr. Petrillo, Congressional members are not going to be stampeded into taking any chances on dumping over the apple cart with the Fall election staring them in the face.

The latest word is that the Senate having passed the Vandenberg anti-Petrillo (S. 63) has now asked the House for a conference. In the meantime the language of the House Bill (H.R. 5117) introduced by Representative Lea (D), of California, has been included in the Vandenberg Bill. The conferees who will iron out the differences between the two bills no doubt will be made up of members of the Senate Interstate Commerce and House Interstate and Foreign Commerce Committees and are expected to be appointed this week.

The Lea bill would outlaw the use of force, threats "or other means" to compel radio stations to pay tribute to unions for using phonograph records. It also would prohibit any action to require broadcasters to employ more workers than needed or to halt foreign programs or any type of non-commercial, educational or cultural offering.

Violators would be subject to a year's imprisonment or a \$1,000 fine, or both.

The Senate version, sponsored by Senator Vandenberg, (R), of Michigan, specified only that any interference with non-commercial, educational or cultural programs would be unlawful. It did not provide penalties. Senator Vandenberg's bill was aimed chiefly at a long-standing controversy between Mr. Petrillo's union and the girl and boy amateur music school at Interlochen, Mich., which Mr. Petrillo has barred from the air.

Some of the highlights of the heated debate over Petrillo in the House last week were:

Representative Michener (R), of Michigan:

"I do want to answer one question which has been asked a number of times on the floor this afternoon. That is, 'Is organized labor, as such, opposed to this bill?' I cannot answer that, because I have received no single letter, telegram, or word from organized labor in opposition. That is significant. If labor has not appeared in opposition to this bill there is a reason."

Representative Hoffman (R), of Michigan: "The musicians do not even sit by. The broadcasting company just pays Petrillo for that number."

Representative Dondero (D), of Michigan:

"They do not even have to come, I appreciate that, and I was going into that. They need not even appear. But it does force the broadcasting companies to pay tribute to the musicians union. According to the report, that amount has now reached something like \$20,000,000 in one year. That is not a small sum."

Representative Marcantonio (ALP), New York:

"This bill is brought here as a smokescreen of indignation against the activities of Petrillo. Just what does it do to organized labor in the broadcasting industry? This is the first time we have before us a bill which calls for imprisonment in the event that workers go out on a strike. This bill for the first time in history specifically attempts to fix the arrangements that are to exist between labor and the broadcasting companies.

Representative Celler (D), of New York: "The Petrillo case is a bad case and is making bad law."

Representative Brown (D), of Ohio: "Not a single member of organized labor I know of has appeared before our committee or has written letters in support of Petrillo in this matter.

"I say that the time has come for us to stand up and decide for ourselves whether the air of America that we control, if you please - the use of which we dispense as a Congress, because we do control the use of it - is to be free for all Americans, for our school children, for the great musicians of this and other nations, for the United States Army Band, for the Marine Band, for the Navy Band, for the music played for charity, or in the name of the Father as a part of religious services, can be broadcast without some tribute being paid to a man named James Caesar Petrillo who sets himself above the law and above the Nation which is giving him shelter."

Representative Halleck (R), of Indiana: I think, in this matter, regardless of how we feel about Mr. Petrillo and his actions, we ought to legislate as we think and not as we feel."

Representative Harris (R), of Arkansas: "This bill meets the issue face to face and says to Mr. Petrillo or anyone else who indulges in such acts that, 'You shall not be permitted to continue to do so.'"

Representative Rabin (D), of New York: "I don't come here to praise Caesar; on the other hand, I do not come here to bury the hard won rights of labor, particularly the right of labor to strike."

Representative Hinshaw (R) of California:

"I might call your attention to the fact that this bill does not affect only Mr. Petrillo and the members of musicians' union, it affects every employee of every broadcasting company or maker of transcriptions throughout the United States. If it were only to affect Mr. Petrillo personally and to permit high school students and other students to play not for compensation, but to have the free use of the airways without let or hindrance on the part of Mr. Petrillo or anybody else, I would be in favor of the bill."

Representative L. W. Hall (R), New York:

"Petrillo admits that he was going to get - as I understand it from the statement of our chairman - fifteen or twenty million dollars by his actions; yet in this bill we only provide that for his



actions to get that money he is only to be charged with a misdemeanor and fined not more than \$1,000. If you will look at the law books of all the States in the Union, you will find in every case that extortion like that would be classified as a felony, and the person would be subject to a much greater penalty."

Representative Bryson (D), of South Carolina:

"The urgent need for prompt enactment by Congress of the proposed legislation H.R. 5117 has been plainly demonstrated by the ability of this man J. Caesar Petrillo to keep the American people subjected to a system of extortion which he operates in deliberate violation of every principle and guaranty of freedom and common decency upon which this nation was founded."

Thus it went on the better part of an afternoon. The debate covered twenty pages in the Congressional Record (1576 to 1596 - February 21). In addition to this the extended remarks of Representative Sabath (D), of Illinois and Representative Clare H. Hoffman (R) of Michigan were inserted in the Record of February 22 (Pages A977 and A984).

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PRESS ALSO TAKES A GOSH AWFUL SWAT AT J. CAESAR

Believe it or not but J. C. Petrillo is very sensitive to press criticism. The writer became convinced of that while covering the Senate Petrillo hearings in Washington several years ago. Therefore the music leader's feelings may be imagined when he sees the way the newspapers have dished it out as a result of the chastening the House gave him last week.

No doubt the cartoonists likewise will be heard from. As a starter Cliff Berryman in the Washington Star showed Congress heaving Petrillo and his violin out a window at the Capitol and Petrillo saying: "I guess I must have hit a SOUR note". Block, the Washington Post cartoonist pictured a volcano which had erupted labelled, "U.S. Congress" and a mouse playing a violin (Anti-Petrillo Bill) and the cartoon captioned "The Mountain's Labor".

Following is a forerunner of the newspaper comment in the East:

Washington Star - In the light of the character of Mr. Petrillo's activities, there can be little doubt that the lesser evil is to impose the proposed restraints on him. Those who properly object to this on grounds of principle should devote their efforts, not to the enactment of broad legislation dealing with all abuses, which, if adopted, would eliminate any need for legislation that is personal in nature.

Washington Post - Mr. Petrillo has been exceptionally high-handed and infuriating in his methods. His policies run flagrantly

against the public interest. Yet we are well aware that his brow-beating methods are not unique; they are indulged in by a great many labor leaders who by good fortune or because of a more diplomatic method of handling their victims have escaped Congressional castigation. Thus there is an almost childish lack of discipline in the Congressional desire to visit punishment upon a single offender because the limelight of unfavorable publicity has thrown his figure into high relief.

Baltimore Sun - The over-all cure of labor abuses is not to grant Mr. Petrillo special privilege and then try to tell him how to exercise the special privilege. The cure is to repeal the special privilege and at one orderly sweep cut Petrillo, Lewis, et al., back to that simple equality before the law which is all the rest of us would think of asking and which is the life principle of our kind of society.

Philadelphia Record - Petrillo should have been smarter and seen it coming. Other labor leaders should have been smarter, too, and tried to tame down Petrillo. They have seen him defy the National Labor Relations Board, the National War Labor Board, the President of the United States and Congress.

They have seen him forbid performances by Army and Navy bands, and by children's orchestras. They have seen him hamper development of the new FM radio industry by forbidding simultaneous broadcasts over FM and conventional air waves.

But they have made no complaint.

Neither have the 130,000 members of the American Federation of Musicians. They have seen Petrillo dictate to 135,000,000 people what they could and couldn't hear - and said nothing.

We don't know in just what form the Lea Bill will emerge from the House-Senate conference. It may be widened as a substitute for the Case Bill.

But whatever happens, the blame belongs on Petrillo - and on those reasonable union members and leaders who refused to house-break this Sewell Avery of labor unions.

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KSAI

Ever heard of KSAI? It's on Saipan - a Western Electric 50 KW installed by the O.W.I. to wage psychological warfare on the Japs. Using a four element directional antenna-giving an effective signal of 250 KW - it did its primary job most efficiently.

But KSAI did another great job too. One day a crippled B-29 - its navigating equipment smashed "homed" on the station's powerful beam and rode it to safety. Army orders quickly came through: "Keep that station on the air 24 hours a day!" Around the clock, KSAI kept going - with only six hours a month allowed for maintenance. Requests from lost fliers for "position" dropped from an average of 140 per day to a mere 20. In 4 months alone, KSAI was credited with saving 20 Superforts, 200 flyers and equipment worth more than \$15,000,000.

TRUMAN FORMALLY APPOINTS DENNY ACTING FCC HEAD; PORTER SWORN IN

Although the set-up had been previously announced, President Truman made it official Tuesday by naming Charles R. Denny, Jr., Acting Chairman of the Federal Communications Commission to succeed Paul A. Porter, who is now Director of the Office of Price Administration. President Truman did not indicate whether he intended filling the vacancy created by the absence of Mr. Porter. At first it was apparently his intention not to do so - in other words, hold it for Paul Porter in case OPA blew up or for any reason Porter desired to return. However, this didn't suit the politicians (the FCC being the political plum tree it is) and there was talk that maybe Mr. Truman might yield to the pressure. The name of a new candidate was even mentioned - Burke Clements, Chairman of the Industrial Accident Board of Montana - said to have the backing of Senator Burt Wheeler (D), of Montana, who is Chairman of the Senate Radio Committee and pulls a heavy political oar. Also Mr. Wheeler is up for re-election this Fall.

Mr. Porter was sworn in as head of the OPA after whirlwind and unanimous approval in the Senate last week. In his first speech as Price Administrator at the Washington Chapter of the American Institute Banking dinner last Saturday night, he said:

"At the time this invitation was accepted, I had not the slightest notion that a new Price Administrator would address you tonight. I do not know what sense of divination prompted your committee to make this choice because if I had known what they apparently must have foreseen, you would have some less troubled individual speaking to you now.

"In this, my first public appearance, since I have shifted to the tranquil scenes of OPA, I am not prepared to come forward with a finished credo. I have had a good deal of advice in these last few days; but most of my friends speak to me with the somber and morose attitude as if there had just been a death in the family. Now I'm all for having a barrel of fun but somehow or other a lot of perfectly responsible people seem to be suggesting that the fight against inflation is a millstone chained around our collective necks and that we are going to be pushed overboard any minute now. So I would like to attempt to talk briefly to the banking fraternity about a few facts of life as I have discovered them in recent days."

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FEDERAL TEL. & RADIO MAKING UNITED AIR LINES TRANSMITTERS

Ultra high frequency ground station radio transmitters, to be used in communicating with planes from various points along the 9000-mile communications network of the United Airlines, are now being produced by the Federal Telephone and Radio Corporation, domestic manufacturing affiliate of the International Telephone and Telegraph Corporation.

According to E. N. Wendell, Vice-President of Federal Telephone, deliveries of this equipment, designed to insure the safety of commercial aviation, are scheduled to begin in May.

Federal Telephone's contract with United Airlines, which calls for fourteen 500-watt transmitters, is the third to be awarded to the corporation by United, one of the nation's leading commercial aviation concerns. In 1940 Federal built eleven 5-KW transmitters for installation at major terminals on United's network. The order was the first airline installation of 5-KW transmitters and was prompted by the need for equipment that would radiate high signal strength to over-ride atmospheric noise levels. Late last year and in January of this year, United Airlines ordered three 3-KW transmitters from Federal Telephone.

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SARNOFF, McGRADY OF RCA, TAKE OVER MAYOR O'DWYER'S STRIKES

If you have a labor strike on your hands that you would like to have settled quickly, and want a couple of star mediators, you should call on Edward F. McGrady, Vice-President of the Radio Corporation of America, former Assistant Secretary of Labor, and his very promising pupil, David Sarnoff, President of the RCA. That is what the newly elected Mayor O'Dwyer did and not only did Messrs. Sarnoff and McGrady almost by themselves settle the tugboat strike, but Mr. Sarnoff played the major part in heading off the transit strike which might have been worse.

The best of it was that the services of these super conciliators didn't cost the Mayor a penny. In the transit strike His Honor didn't even have to furnish the meeting place. After several sessions which the Mayor attended in Mr. Sarnoff's office, the peace treaty was finally agreed upon and signed in the presence of the Mayor and CIO leaders after an all night session at Mr. Sarnoff's home in New York at 5 A.M. Tuesday morning.

Mr. Sarnoff didn't come into the picture so prominently in the tugboat strike. Mr. McGrady was designated by Secretary of Labor Schwollenbach as his personal representative and was highly praised for his successful efforts. However, in the threatened transit strike under the expert guidance of instructor McGrady, labor mediator pupil Sarnoff took the center of the stage.

According to one report, a 3 A.M. telephone call, awakening Philip Murray, President of the Congress of Industrial Organizations, from his Hotel Carlton bed in Washington Tuesday, was the first word to anyone outside that a conference at the R.C.A. Building had warded off the city's threatened transit strike. In the call, Mr. Sarnoff asked Mr. Murray to catch an 8 A.M. train for New York to give his blessing to the formal announcement made at City Hall eleven hours later.

Two hours after the call the three-point compact was signed in the upstairs library of Mr. Sarnoff's home, a private house at 44 East 71st Street. It was a one-page typewritten press release, to which the Mayor later added a second page of praise for the peacemakers. In blue ink, it bore the signatures of Michael J. Quill, head of the Transport Workers Union of America, and William O'Dwyer, Mayor of New York City.

The libations were in coffee, with sandwiches obtained by arousing Mr. Sarnoff's cook when the Mayor and other RCA Building conferees came to the house to meet Mr. Quill at 4 A.M.

Mr. McGrady, who in addition to being a former Assistant Secretary of Labor was wartime Labor Advisor to the Secretary of War, is an old timer and one of national prominence in the labor field. Mr. Sarnoff is said to have first attracted the attention of Mayor O'Dwyer when the Mayor called in some of the big industrialists and business men in New York to help him grapple with the tugboat strike. It was the beginning of a beautiful friendship and marked the debut of a brand new labor mediator who may be heard from further as today (February 27th) marks only his 55th birthday.

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#### NEW "SUITCASE-TYPE" LIGHTWEIGHT TELEVISION CAMERA

A new 35-pound television camera and lightweight "suitcase-type" control equipment, so designed that a television crew can carry their studio with them and have it operating in a few minutes, has been developed by the Philco Television Engineering Laboratories, was announced Sunday by Frank J. Bingley, Chief Television Engineer of Philco.

"A unique feature of this new equipment", Mr. Bingley explained, "is that several television cameras can easily be operated from a single portable master control unit. Also, these new cameras give us a clearer, sharper picture than the heavy and awkward prewar equipment. At a baseball game or track meet, for example, we can quickly set up three television cameras to cover the action from various angles, and control all three cameras from a single lightweight master unit operated by the program director. This director's unit may be 500 feet away from the cameras.

"With a total of only 14 portable units - including three television cameras - none larger than a good-sized suitcase, it is possible to televise outdoor or indoor scenes with excellent results. For instance, we proved our new television camera during commercial telecasts of all the University of Pennsylvania football games from Franklin Field last autumn."

Declaring that one reason for using this new lightweight video equipment at football games was to compare its performance with older, heavier television cameras, Mr. Bingley stated that the new camera outperformed prewar models by a wide margin. "It gave us

brilliant television pictures, with better definition and detail", he pointed out. "The new equipment was particularly useful for the close-ups of football action which have proved so popular with the television audience of Philco Station WPTZ in the Philadelphia area."

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#### FCC CHECKS UP ON PROBABLE 1946 RADIO RECEIVER OUTPUT

Construed to be a feeler as to whether or not radio manufacturers are going to toe the mark and turn out an adequate number of sets in the new and highly controverted FM band (88 to 108 mc.) the Federal Communications Commission has just sent a questionnaire to all manufacturers.

It calls for the estimated number of receivers to be manufactured in 1946 capable of tuning the following bands without adaptors, converters, etc.:

1. AM band, but not FM or Television
2. FM band (88-108 mc.), but not AM or Television
3. AM band and FM band (88-108 mc.)
4. Television band (Channels 1-13 inc.)
5. AM band, FM band (88-108 mc.) and television band (channels 1-13 inc.)
6. Other (specify band and exact tuning range)

The questionnaire also calls for the total estimated production of above types of radio receivers during 1946 as to Adaptors, Convertors, etc.:

7. FM adaptors, i.e., attachments to AM sets to permit reception in the 88-108 mc. FM band
8. Convertors, i.e., attachments to FM sets (built for reception in the 42-50 mc. band) to permit reception in the 88-108 mc. band
9. Other (please specify)

The manufacturers are asked to exclude from their estimates any units to be supplied them by other manufacturers and report them separately. Also to exclude from their estimates any units to be built for export and report them separately. Finally they are asked to state exact tuning range of all AM band receivers.

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#### SENATOR BELIEVES TV WILL DUPLICATE AIR MAIL SUCCESS

Senator Kenneth McKellar (D. Tenn.), president pro-tem of the U. S. Senate, addressed the following letter to J. R. Poppele, President of the Television Broadcasters' Association, Inc. after Mr. Poppele had wired congratulations to the Senator following his appearance on the first Washington-to-New York telecast on Lincoln's Birthday.

"Many thanks for your kind telegram of yesterday. I think this was a historic event.

"I am sorry I haven't a printed copy of the Record about what I had to say in the Senate as far back as 1917 about air mail. When I introduced and got passed a bill providing for an experimental line from here to New York first and then from New York to Chicago, and from Chicago to San Francisco later on, I was denounced very soundly by way of my colleagues for foolish expenditure of money. It has turned out to be a great thing. I think television will turn out the same way and be most helpful in our national and private lives."

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RCA NET EARNINGS SOAR TO \$11,317,068

Net earnings of the Radio Corporation of America in 1945 amounted to \$11,317,068, equivalent to 58.8 cents per share of common stock, it was disclosed in the RCA Annual Report released today (Wednesday, February 27th) by David Sarnoff, President. This compares with \$10,263,291 in 1944, when earnings after payment of preferred dividends were equivalent to 51.2 cents per share.

Total gross income from all sources amounted to \$279,503,615 compared with \$326,421,913 in 1944, a decrease of 14.4%.

As of December 31, 1945, RCA personnel numbered 32,985, representing an increase of 10,072 over the total at the end of 1939, the last year before national defense activities were reflected in employment figures. From 1940 through 1945, a total of 8,559 RCA employees joined the armed services of the United States. More than 1,818 have returned to the Corporation and others are being employed as they return. One hundred and forty-five employees died in the service of their country.

Pointing out that the primary objective of RCA throughout the war years was to contribute in every possible way to final victory for the United Nations, Chairman James G. Harbord and President Sarnoff, speaking for the Board of Directors, reported in a joint statement to stockholders that since V-J Day the chief aim of the Corporation has been to "serve the world at peace by producing radio instruments and by operating services unsurpassed in quality and dependability."

The Report refers to the future of radio as an art and an industry that promises expansion of commercial radio activity through new services, new products and new processes. Declaring that hundreds of electron tubes developed by RCA to meet war demands have been instrumental in opening new fields of usefulness in communication, transportation and manufacturing, the Report discloses that a record-breaking total of 20,000,000 miniature tubes alone - many of which were new types - were manufactured by RCA during the war years.

During 1945, a 300-megacycle television transmitter developed at RCA Laboratories reached the stage at which field tests could be made of a complete system utilizing such an installation, and at the same time research and development in other phases of television were reflected in a vastly improved black-and-white television system, employing the new supersensitive RCA Image Orthicon pickup tube and a correspondingly sensitized kinescope receiving tube.

Development of a new FM circuit, called the "ratio type detector", by RCA Laboratories and of new types of radar antennas to extend radar's peacetime uses also were described. The new FM circuit aids in eliminating interference and has superior merits over circuits previously employed for FM reception, particularly in low-priced receivers.

Despite drastic terminations of government war contracts, the Annual Report states, the RCA Victor Division at the end of 1945 had a substantial volume of unfilled government contracts for radio-electronic apparatus and electron tubes. Some of the Company's plant facilities, nevertheless, were reconverted to civilian production within eight weeks after the war ended, and by the close of the year 75,000 small radios and table model Victrola radio-phonograph combinations had been built.

Deliveries also were begun on a new line of improved FM (frequency modulation) broadcast transmitters and other broadcast-ing equipment. Production of motion picture theatre reproducing and sound-film recording equipment, formerly supplying needs of the armed forces, was rechanneled to the commercial market; an all-time high in the production and sale of RCA Victor phonograph records was achieved during 1945, and the company plans to have home television receivers on the market this Summer.

"Television", the Report points out, "is only one of the new services which promises to broaden the market for electron tubes, many types of which were developed by RCA for wartime use. Millions of tubes will be required by the manufacturers of new radio receivers, and millions for replacements in existing receivers. There is increasing demand as well for transmitting tubes and special purpose tubes."

RCA Victor is revealed to have assembled more than 5,000,000 proximity fuses. Created for use in projectiles, the proximity fuse consists of a miniature radio sending and receiving station which detonates the shells at the moment of most devastating proximity..

The volume of international radio-telegraph traffic handled in 1945 was the largest in the history of R.C.A. Communications. The traffic represented an increase of approximately 70% compared with 1944. New circuits were established, in cooperation with the United States Army, with Berlin and Nuremberg, Germany, and Vienna, Austria, and in the Western Hemisphere direct service between San Francisco and Rio de Janeiro was inaugurated to supplement the New York-Rio circuit. Service on a normal basis was resumed with Holland, Belgium, Norway, Czechoslovakia, the Philippines, Shanghai and Japan.



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College Campus Radio Is Growing Fast  
(T. R. Kennedy, Jr., in "New York Times")

One of the fastest-growing ideas in the country these days is "campus" radio - the college-student created, managed and operated on-the-campus wired-radio networks known nationally and collectively as the Intercollegiate Broadcasting System.

Campus radio - which never gets off the college grounds because it is wired from studio to listener - is in full swing at twenty-six leading American universities, catering from four to seven hours daily for the educational and recreational needs of some 60,000 resident undergraduates. Furthermore, an average of two college stations is being added to the system monthly.

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FM and the Farmers  
("Farm Journal" March 1946)

Is freedom of speech on the air the monopoly of a few powerful radio networks and large stations?

Two bitter battles have been fought in Washington, D. C., within the past few days over this issue. The right of farmers to hear what they want to hear on their radios was one of the big points raised.

One fight involves state college and other small stations with a "message" for farmers, which now have to get off the air at sundown to make way for the high-powered "clear channel" stations which deal mainly in entertainment slanted to city audiences, and supported by paid advertising.

The other fight involves frequency modulation - the new kind of broadcasting announced five years ago, with the claim that it has less static and better tone. \* \* \*

A year ago, the Federal Communications Commission announced that when commercial television is authorized, the FM stations will have to move to a higher wave band.

Major E. H. Armstrong, who discovered frequency modulation, and some large radio manufacturers, protested. They said the move would cut the coverage of FM stations to 40% of their present area. Most farmers would not be able to hear the broadcasts. The service, they said, would be so unsatisfactory that the standard stations would be able to retain their "monopoly". But 5,000 FM stations on the lower band would serve nearly all farmers, and would assure free speech on the air.

The other day, after hearing new argument, the FCC announced it would stick to last year's decision. Officials refused to discuss their reasons until their written opinion was issued.

A Kentuckian from Missouri  
(Leonard Lyons in "Washington Post")

When Paul Porter learned that he had just been appointed head of the OPA he sighed: "Now I know the emotions of a Jap pilot when he puts on a black silk kimono and starts climbing into a kamikaze plane". . . Porter, whose parents happened to be passing through Missouri at the time, was born in Joplin. After three months they went to Kentucky, where Porter was raised, educated, married, became a parent and practiced law. "The papers now say I'm from Missouri", he said last week. "I've been a Kentuckian all my life - until about a year ago."

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Duffy's Tavern Ad Lib Brings \$100,000 Libel Suit  
( "Variety" )

Looks like Ed Gardner ad libbed himself into a possible \$100,000 damage suit as a result of a reference to an ex-school teacher on the "Duffy's Tavern" show a couple weeks back. They're trying to straighten out the mess on the Coast before the suit is actually filed.

Notice of intent to file reportedly has been served on Bristol-Myers, sponsor of the show; Young & Rubicam, the agency, and NBC. But it's strictly in Gardner's lap, since all others are indemnified.

It appears Gardner ad libbed the teacher's right name, with the added tag of "old pianolegs", although the script called for the insertion of a fictitious monicker. Meanwhile there are plenty of red faces over the whole incident.

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Calls Public Patents Headlines Misleading  
(From Competitor magazine of the National Patent Council,  
Gary, Indiana)

A cross section of recent headlines on patents (such as "Freeing of Alcoa's Patents Boon to Industry", "Alcoa Grants Use of Patents to Firm", "RCA to Make Patents Available", "Radio Corp. Throws Open its Patent Book", give the impression that industry generally is dedicating its patents to the public. While it may be advantageous to show that patents are not suppressed, there are grounds for fear that the headlines are leading the public to believe anyone insisting on patent protection is not acting in the public interest.

Many underlying facts are missed by the headline reader. For instance, regarding the Aluminum case, Ralph Hendershot, Financial Editor of the New York World Telegram, echoed the common view in Washington when he wrote:

"It is pretty obvious that the government put pressure on Aluminum to give up its patents under threat of haunting the company with the antitrust suits from here on. In other words, by tactics very much resembling those of a holdup man it 'persuaded' the company to give up tangible property worth millions."

RCA has long depended on licensing for much of its income.

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TRADE NOTES

The Washington Daily News (Scripps-Howard) began publishing last Saturday a regular week-end radio review. The first issue ran five pages which were liberally sprinkled with advertising. All six of the local stations carried paid ads.

Cowles Station WOL, in Washington, will run out the red carpet to its new sportscaster Bill Brundage at a cocktail party at the Statler Friday evening.

Announcement of the wedding of Mrs. Rhoda Corwin Klugh, widow of Paul Klugh, former well-known Chicago radio manufacturer, to Mr. Douglas Elliott Pickens at Palm Beach, Florida, Wednesday, February 20th, has been received. Mr. and Mrs. Pickens will be at home at Morrisania Farms, Highland, Ohio, after April 1st.

Paul K. Povlsen has been named Vice-President and General Manager of Maguire Industries, Inc. Mr. Povlsen, who has served since 1941 as Vice-President in Charge of Production for the J. I. Case Co., of Racine, Wis., will supervise all manufacturing operations of the company, including those of subsidiaries.

Walter B. Scott, an industrial engineer, who also has been associated with the J. I. Case Co., is joining Maguire Industries, Inc., as an assistant to Mr. Povlsen.

Station WPDQ, Jacksonville, Florida, affiliate of the American Broadcasting Company, has received a construction permit from the Federal Communications Commission to change frequency to 600 KC from 1270 KC and operate with 5000 watts power day and night. Expectations are that WPDQ will be operating on this new frequency about July 1st.

George M. Baillie, Production Manager of Broadcast Measurement Bureau, is in Chicago to supervise the mailing during the week of March 4th of BMB's half million ballots, by which radio station audiences will be measured on a uniform basis in every U. S. county and approximately 1,000 cities.

The Trustees of the University of Pennsylvania at Philadelphia, Pa., have applied for a construction permit for a new non-commercial educational broadcast station to be operated on 42.9 megacycles and power of 10 KW.

Broadcast Measurement Bureau has just published To Date, a 40-page illustrated booklet explaining the uniform measurement of radio station audiences throughout the U.S. which BMB is undertaking in March.

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