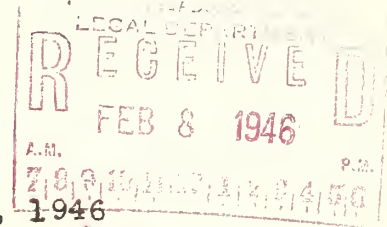


# HEINL RADIO BUSINESS LETTER

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No. 1716

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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 - Alan 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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## OHIO 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-Pathe, 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.

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.

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

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 fiancé 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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