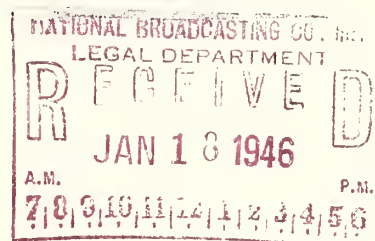


HEINL RADIO BUSINESS LETTER

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January 16, 1946

BIGGER RADIO SET OUTPUT SEEN AS OPA EASES PARTS RULES

If the strikes don't cause further serious delay, it is believed three rulings just made by the Office of Price Administration may do much to clear up the radio set parts manufacturing bottleneck. Set manufacturers have been marking time but the following action by the OPA has given them considerable encouragement that the radio parts stalemate may now be broken:

(1) Manufacturers of radio parts or electronic circuit parts will shortly be authorized by the OPA to make application to the price agency for permission to continue to make deliveries under orders taken before December 3, 1945, at prices then in effect. This announcement is being made in advance of formal orders to be issued shortly.

On December 3 of last year, OPA said, the regulation governing ceiling prices for radio parts was amended to provide a new method for computing ceilings. To prevent hardship on a manufacturer who had contracted to sell at the old prices before December 3 and who had not completed deliveries under such orders, today's action is being taken. Previously permission to continue to make deliveries at the old prices on orders written before December 3 had been extended from that date to January 15, 1946.

(2) OPA also announced that manufacturers of radio parts and electronic circuit parts may use estimated hours of labor required to make a part on the basis of current experience, rather than an estimate of hours required in 1941. Many manufacturers, OPA pointed out, find it difficult to estimate hours of labor required for a product on the basis of 1941 experience.

(3) OPA further announced a new increase factor for radio speakers which was recalculated on the basis of more complete data obtained from major producers. The new factor is 19.6% over 1941 prices. The formerly announced factor was 13.5. OPA also announced that during the next few months, until May 1, 1946, maximum prices for parts which the manufacturer computes by comparing them with frozen priced parts will be automatically approved when the manufacturer files his report of the price with OPA. This temporarily replaces a 30-day waiting period for these prices. OPA may later give the manufacturer a 10 day notice of a new price if OPA finds that the manufacturer's reported price was out of line. This new price will not affect deliveries previously made.

The legal action will be in the form of an amendment to Maximum Price Regulation 136 - Machines, Parts and Industrial Equipment.

Action at this time by the OPA is believed to be the result of a meeting last week in Washington between the Price Administration officials and radio industry leaders. About 40 representative parts manufacturers and a few leading set producers were present at the hearing. Chief spokesmen for the parts group were R. C. Sprague, of North Adams, Mass., Chairman of the OPA Industry Advisory Committee, and head of the RMA Parts Division, and other members of the Committee. The set manufacturing group was headed by A. S. Wells, of Chicago, Chairman of the RMA Industry Reconversion Committee.

While still far short of a volume scale, it is the opinion of the Radio Manufacturers' Association that the radio manufacturing industry at the beginning of the New Year is geared for steadily increasing production in 1946 unless strikes occur to curtail the industry's output or price rollbacks on radio parts lead to further shortages in radio components.

Radio set prices increasing in volume from OPA each week indicate a considerable number of manufacturers are in limited production or prepared to go ahead. The sixth weekly OPA report on set prices, issued this week for the week ending January 4th, brought the total number of radios priced to about 250.

With a threat of strikes in some radio set production plants, a tabulation of statistics compiled by the U. S. Bureau of Labor Statistics shows that wage increases in the radio-phonograph industry since January 1941, have exceeded the 30 per cent increase being asked by some unions.

Earl H. Morse, head of OPA's electrical equipment section, machinery price branch, in Chicago, was quoted as saying in a dispatch from that city, that he has heard "many times" that the technical and complicated pricing procedure for radio parts, which took him thirty-two pages of script to explain, is unworkable. Any failure of the procedure to operate comes from one of two causes, he said: (1) Failure to understand exactly how the procedure operates, "possibly due to OPA failure to make clear the provisions and procedures of the regulation", and (2) failure to make a real effort to operate under these provisions.

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SURPLUS PROPERTY RESHUFFLE DOESN'T AFFECT RADIO

Creation of the War Assets Corporation, a subsidiary of RFC, to handle Government surplus of consumer and capital and producers goods will not alter the present manufacturer-agent contract arrangements with RFC nor will it generally change the personnel or setup for disposing of radio and electronic surplus, the Radio Manufacturers' Association has been advised by the Reconstruction Finance Corporation and the Surplus Property Administration.

An RMA Committee will confer Friday afternoon (January 18) with officials of RFC and the SPA on continuance and revision of the

200-odd manufacturer-agent contracts for disposal of surplus war radio. M. F. Balcom of the Sylvania Electric Products, Inc., Vice-President of RMA and Chairman of the RMA's Tube Division, is Chairman of their special "Surplus Disposal Committee".

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COL. ADRIAN MURPHY IS NEWEST CBS VICE-PRESIDENT

The appointment of Lieut. Col. Adrian Murphy as Vice-President and General Executive of the Columbia Broadcasting System was one of the first announcements made by Frank Stanton, new CBS President.

Colonel Murphy was Executive Director of Television for CBS in May 1942, when he reported for duty in the Signal Corps of the Army. Later that year, he became Executive Officer of the Directorate of Planning for the Signal Corps in Washington.

In November, 1943, he went overseas as a Major assigned in an administrative capacity to the Signal Division of Supreme Headquarters Allied Expeditionary Forces. As a Lieutenant Colonel, in June, 1945, he was assigned to what subsequently became the Information Control Division of the United States Forces European Theater where he acted as Assistant Chief of ICD for operations under Brigadier General Robert A. McClure.

Colonel Murphy joined CBS in 1936 as an assistant to Paul W. Kesten, then Vice-President. In 1939, Mr. Murphy was appointed to head Columbia's television activities.

Adrian Murphy was born in New York City in May, 1905. He received a Bachelor of Science degree in 1927 from Princeton University.

Before joining the Columbia network, he was engaged in market research as the basis of industrial designing by the Norman Bel Geddes organization.

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RADIO CLAIMS ADVERTISING COSTS 55% HIGHER IN NEWSPAPERS

That newspaper advertising costs 55% more than radio advertising was the answer of the broadcasters to the recent figures offered by the newspaper publishers. The conclusion of the broadcasters was that the cost of reaching 1000 families by radio was \$5.30 and by newspapers \$8.28.

This reply was made last week by Charles H. Smith, market research counsel for the Columbia Broadcasting System at a meeting

of the Media Association of New York. Mr. Smith spoke also for the National Broadcasting Company and the National Association of Broadcasters inasmuch as the three organizations cooperated in the survey.

Some of the city-by-city costs shown per thousand families reached were:

<u>City</u>	<u>Radio</u>	<u>Newspaper</u>
Pittsburgh	\$1.36	\$10.38
Columbus	4.15	13.73
Providence	4.25	9.51
Minneapolis	2.65	9.60
Louisville	2.80	4.61
Cincinnati	1.05	6.90

Circulation figures chosen for the study were 28,135,000 families for radio - the potential audience of a full major network who "we know listen with reasonable frequency"; for newspapers - 19,901,375 families, the Audit Bureau of Circulation's total for 128 evening papers in 92 cities of 100,000 population or more.

The average number of families "delivered" by a half-hour evening radio program was placed at 2,982,310, giving a Hooper rating of 10.6%, the average for the year ending September, 1945. Average cost was \$16,000, including time and talent.

Using the rules laid down by the American Association of Newspaper Representatives' presentation, radio employed for the study newspaper ads measuring 500-800 lines seen and read, according to the Continuing Study of Newspaper Reading, by 3,184,220 families, or 16% of circulation. This, it was noted, includes duplication and forced combinations of papers. Cost for space only in the 128 papers was given as \$26,377, using 650-line ads as a 500-800 average.

Magazine costs were given as \$7.20 per thousand families reached by the four leading women's publications, \$8.75 for the four weeklies, as against radio's \$5.30.

Commenting upon the broadcasters' conclusions, the Editor and Publisher said:

"There seem to be discrepancies between national advertising cost figures as presented by the American Association of Newspaper Representatives and by the National Association of Broadcasters.

"Why these differences? Obviously, the radio people are using for comparative purposes a list of newspaper markets limited to lead-population cities only, a sort of schedule which advertisers are not likely to set up for themselves.

"It seems to us that costs figured on the way the advertiser actually spends his money in newspapers and radio, rather than how he could spend it without regard to market requirements, make a more logical basis for comparison.

"More to the point, however, is the AANR's evaluation of advertising as against sales performances. The AANR demonstrates that not only in cost per 1,000 families reached, but also in delivering customers, the newspaper outstrips radio.

"There is this, too: The Hooper ratings used in the radio study measure the families tuned to a half-hour program for a minute or more. Does that minute or more include the commercial? If the commercial is heard, involuntarily for the most part, does it have the same impact as a newspaper ad which 16 of 20 or 30% of the readers look at voluntarily, as shown in the Continuing Studies?"

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DON LEE PREPARES FOR TELEVISION CHANNEL SHIFT

The Don Lee Television station, W6XAO, in Hollywood, changes from old television channel one to new television channel two within the next two months, in accordance with the latest allocations for television recently made by the Federal Communications Commission, and moves the station from the old 50 to 56 megacycle channel to the new 54 to 60 megacycle channel. The new frequency is the lowest available for high-power television stations.

W6XAO will accomplish the frequency change with a minimum interruption of program schedule. Last program on the old frequency will be on February 18, and the first program on the new frequency will be March 4th.

"We have been informed by leading television receiver manufacturers that they will convert receivers of their manufacture to the new channel at little or no charge", Harry R. Lubcke, Director of Television for Don Lee said. "Owners will be advised to contact the local office of the manufacturer of their receiver, or they may telephone Don Lee television at HO-8255 for further details, including basic information for converting home-built receivers. Receiving antennas need not be changed."

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FORT INDUSTRY STATIONS EXECUTIVE STAFF CONFER IN N.Y.

A management meeting is being held at the Waldorf in New York this week of the executives of the Fort Industry Company.

Commander George B. Storer, president of the company, acted as skipper of the proceedings assisted by J. Harold Ryan, former President of the National Association of Broadcasters, who now has returned to his duties as Vice-President and Treasurer of Fort Industry. Among the others present were:

George B. Smith, Managing Director of WWVA, Wheeling, and Vice-President; John Koepf, Washington Manager; Glenn B. Boundy, Chief Engineer; Harry Steensen, Comptroller, and the Managing Directors of other Fort Industry stations.

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CLEAR CHANNEL HEARINGS GET OFF TO A SLOW START

The first two days of the Federal Communications Commission hearings on whether or not clear channels should be broken down were pretty tame. Chairman Paul A. Porter was in personal command and all the Commissioners were present with the exception of E. K. Jett who is in Havana in connection with the North American Regional Broadcast Agreement.

The first two witnesses were H. Underwood Graham, radio engineer with the Standard Broadcast Division of the Engineering Division of the FCC, and Dallas W. Smythe, Chief of the FCC Economics Division.

Following this Dr. Rensis Likert, Chief of Program Surveys, Bureau of Agricultural Economics, Dr. Angus Campbell, Assistant Head of the same Bureau, and other agricultural radio program experts were heard. The first commercial broadcaster to take the stand was Bartley C. Crum, who said he was an attorney from San Francisco and President of Station KYA in that city.

"We assume that a revision of the clear channel rule is in order, not only predicated on engineering data to be submitted to the Commission or what has already been submitted", Mr. Crum said. "Such a revision is possible. In a sense, I come before you from the West, it having been said somewhat humorously that the West above all needs an ambassador to Washington for the purpose of urging upon you wider distribution of clear channels to the Middle and Far Western area of the United States.

"From the statement we have filed with you, it appears, I think, pretty clearly that that area, whatever the justification may have been in the past, has been somewhat niggardly treated in the allocation of clear channels; and it is our view that should the Commission abrogate this rule, as indeed we think it should, that those areas, particularly the rural areas of the West, should be made more accessible. That in brief is our position and that in brief is my testimony. I do not purport to be an expert in any sense of the word. I realize quite clearly the difficulty, the difficult international problem that confronts the Commission and the difficult engineering program. I am simply urging the Commission, as a matter of policy in carrying out the mandate of Congress, that the time has come for the abrogation of the clear channel rule."

"Are you urging that some of the channels on which, for instance, regional stations or local stations in large numbers are now operating, be converted to clear channel use and that these numerous communities and regional community stations be put out of stations to make way for a single clear channel station on the West Coast?" Paul Spearman, counsel for the Regional Committee asked.

"Of course not", Mr. Crum replied.

"That is the implication", said Mr. Spearman.

"Do you want your channel cleared, is that the idea?" Louis G. Caldwell, counsel for the Clear Channel Broadcasting Service, WGN, Chicago and other stations.

"It is my understanding that it is quite possible from an engineering point of view to have, say, in the West, additional clear channels without interference whatever with certain existing channels in the eastern part, say, of the United States. I am urging on the Commission as a matter of policy that it grant the West a little further relief", Mr. Crum answered.

"You want more clear channels in the sense of moving channels that are not clear?" Mr. Caldwell asked.

"That is right", Mr. Crum replied.

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WNAX "TYPICAL FARMER" PREFERS HIS JOB TO TRUMAN'S

When asked by a news photographer if he and his wife would pose for a picture in front of the White House the day he "dropped in to talk things over" with the President, John Oeser, 59 years old of Westside, Iowa, "typical Midwest farmer of 1945", replied:

"Sure, but I hope they don't sign me up. I've got a 160-acre farm and eight children to attend to." Mr. Oeser was the winner this year of an annual award sponsored by the Cowles Brothers Station WNAX at Yankton, S.D. Five Midwestern States - Iowa, Minnesota, Nebraska, North and South Dakota - competed and 70,000 persons were present including Fleet Admiral William D. Leahy when Oeser won the prize.

In awarding the title of "Typical Midwest Farmer of 1945" to Mr. Oeser, the committee in charge also took into consideration his record as a member of his community. Besides being affiliated with the School Board, he was Chairman of Red Cross, USO and bond and salvage drives.

Mr. Oeser's father, John, came to America from Germany and worked his land assiduously and the son has carried on. Besides thousands of bushels of crops, the farm has produced \$22,000 worth of hogs in the last four years.

Mr. and Mrs. Oeser who arrived in the city early in the week have visited most every place of interest from the Capitol down to Barney Baruch's park bench "office" in Lafayette Square. They will be the guests Thursday night at the Hotel Statler (where, if you please, they are staying) at a banquet given by the Cowles Broadcasting Company with Vice-President T.A.M. Craven in charge. Preceding this there will be a cocktail party given by WOL, Cowles' Washington station, acting as co-hosts with their sister station WNAX. Meanwhile, as part of their awards, Mr. Oeser has received a new tractor, war bonds, a check for a complete wardrobe, and his wife has been presented with a wrist watch.

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ANTI-PETRILLO BILL RE-INTRODUCED; MADDY FACES OUSTING

At about the same time that Representative Clarence F. Lea (D), of California, reintroduced a bill in the House of Representatives in Washington, Dr. Joseph E. Maddy, Founder and Director of the National Music Camp at Interlochen, Mich., said in Chicago that he expected to be "thrown out" of the American Federation of Musicians for violating the union's orders in connection with the edict against the Michigan music students' broadcasts.

A showdown in the music situation as it concerns the broadcasters is expected when Justin Miller, President of the National Association of Broadcasters, meets with Mr. Petrillo and the union's International Executive Board in Chicago next Friday (January 18th).

Representative Lea's bill makes it a penal offense to force a radio broadcaster to hire any employee whom he neither needs nor desires. There is also a provision for legal penalties against any union preventing a broadcaster from transmitting programs originating abroad.

Earlier in the week, seven Boston night clubs sought an injunction to restrain the American Federation of Musicians from interfering with their contracts with bands, maintaining the union had demanded wage boosts of 25 to 30 per cent.

Allan Seserman, counsel for the clubs, said union demands would give musicians now earning \$60-\$61 a week, including overtime, a straight scale of \$75, with overtime extra.

He asserted one hotel had been without "live music" since Monday and that three others had agreed to pay the new rates under protest for two weeks.

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SURPLUS PROPERTY REPORT ON RADIO PATENTS

A report of W. Stuart Symington, Surplus Property Administrator, to Congress on "Patents, Processes, Techniques and Inventions" has just been printed.

With regard to radio patents, the report states:

"Both the War and Navy Departments during the war benefited from licenses from the radio and communications industry granted by 157 companies, covering an estimated 25,000 patents or patent applications, and running for the duration of hostilities and 6 months thereafter. These licenses were mostly free, but in some instances royalties were paid to individual companies."

The report may be had from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D.C., at 10 cents a copy.

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RADIO CORRESPONDENTS AGAIN LOSE IN NATIONAL PRESS CLUB

For the third successive time the constitutional amendment on whether radio correspondents shall be admitted to active membership in the National Press Club of Washington was favored by a majority of voting club members at the club's last election but failed to pass because a majority of eligible voters did not ballot.

The Press Club constitution declares that 51 per cent of the active membership must ballot to make a referendum valid. It was determined that 738 club members were eligible to vote. Thus 369 members had to express a choice to make the referendum effective but only 242 actually participated.

The distribution of votes cast on the referendum was 167 favoring admission of radio correspondents "who make no commercial announcements" and 75 opposed.

"Will the radio boys be able to talk themselves over the hurdle?" the Goldfish Bowl, official publication of the Club, asks. "Will the airy correspondents ever be able to reach the Press Club bar to quench those swollen tonsils under active membership status? Tune in this same station for later announcements. Whether the issue again goes before the membership is news yet to be made."

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ZENITH SIX MONTHS' OPERATING PROFIT \$369,162

The Zenith Radio Corporation reports an estimated consolidated operating profit for itself and subsidiaries for the first six months ended October 31, 1945, of its current fiscal year, amounting to \$369,162 after depreciation, excise taxes and reserves, including reserves for voluntary price reduction and renegotiation on war contracts, but before provision for Federal income and excess profits taxes. Federal income and excess profits taxes on this profit are estimated at \$279,113. net.

"Although our new post-war line was completely engineered when hostilities ceased and our factories were in position to immediately start production, we, in common with the rest of the industry, have not been able to obtain certain important parts and materials to enable us to operate our production lines on a regular basis. We have just started shipments of new receivers in very limited quantities and, barring difficulties of a national character over which we have no control, deliveries should now proceed at a rapidly increasing rate", E. F. McDonald, Jr., President of Zenith, said.

"Construction now being completed, of an additional building adjoining its present plants, will enable the company to double pre-war daily production. Negotiations are in progress for the purchase of additional manufacturing space to provide for further expansion.

"The Sales Department just recently held a showing of 26 of 64 models of its completely new post-war line, featuring one type of the company's several new silent speed record changers with the Cobra tone arm. The Cobra tone arm, an innovation in record playing, is destined to revolutionize the phonograph end of the radio business. Although orders for the models shown were solicited in limited quantities for delivery during the next six months, the orders placed will require full use of our expanded production facilities provided materials and parts are available.

"Orders from automobile manufacturers for auto sets, incorporating the patented foot control, are already overtaking the company's facilities in that branch of its production and further solicitation of orders is being deferred until additional facilities have been provided."

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ESSO REPORTER CELEBRATES; PLAQUE FOR CARLETON SMITH, NBC

Celebrating "Ten Years Together", the tenth anniversary of WRC's "Your Esso Reporter", officials of Standard Oil were hosts to WRC and United Press officials at a gala cocktail and dinner party last week. The affair, at which a distinguished service plaque was presented to Carleton D. Smith, was held in the Chinese Room of the Mayflower Hotel in Washington.

E. S. Diggs, Division Manager, Standard Oil, presented the plaque to Mr. Smith declaring that "for the past ten years you, the Esso Reporters, and your staff have done a magnificent job."

Reviewing the history of "Your Esso Reporter", Frank M. Russell, NBC Vice President in charge of the Washington office, credited the Esso news with "giving us the encouragement and inspiration to be good reporters". The Esso News, Mr. Russell pointed out, pioneered radio news and set the standard for news programs.

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NEW BROADCAST APPLICATIONS ACCEPTED FOR FILING

WABF, Metropolitan Television, Inc., New York, N.Y., construction permit to change type of transmitter and make changes in antenna system and specify frequency of Channel #53(98.5 megacycles); WBEN, Inc., Buffalo, N.Y., construction permit for a new commercial television station amended to change frequency from Channel #3 to Channel #4(66-72 megacycles); Skyland Broadcasting Corp., Dayton, O. construction permit for a new standard broadcast station to be operated on 980 kc., power of 1 KW night and 5 KW daytime amended to change power to 5 KW day and night, change type of transmitter and changes in directional antenna for day and night use; Blue Ridge Broadcasting Corp., Roanoke, Virginia, construction permit for a new standard broadcast station to be operated on 1390 kc., power of 1 KW

amended to change frequency to 1490 kc., power to 250 watts, change type of transmitter and install vertical antenna and change transmitter location; Agricultural and Mechanical College of Texas, College Station, Texas, construction permit for a new FM broadcast station with coverage of 7,860 square miles.

Station WBIR, Inc., Knoxville, Tenn., construction permit for a new FM broadcast station to be operated on 45.1 megacycles with coverage of 3,230 square miles amended to change antenna system and transmitter location; WAPO Broadcasting Service, Chattanooga, Tenn., construction permit for a new FM station to be operated with coverage of 21,596 Square miles; W9XZC, Zenith Radio Corporation, Chicago, Ill., modification of construction permit (as modified for a new experimental television broadcast station) for extension of completion date. KALE, Inc., Portland, Oregon, construction permit for a new FM broadcast station; Westinghouse Radio Stations, Inc., Portland, Oregon, Philadelphia, Pa., construction permit for a new FM broadcast station.

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SECRET FEDERAL RADIO FINDER TERROR TO ENEMY U-BOATS

How an electronic "finger" - which pointed straight toward enemy U-boats the instant they started to use their radio transmitters - was employed by the United States Navy to win the "Battle of the Atlantic" by breaking up U-boat packs before they could attack Allied shipping, until now one of the most carefully guarded secrets of the war, was demonstrated at Great River, Long Island Monday by the Laboratories of the Federal Telephone and Radio Corporation, domestic manufacturing affiliate of the International Telephone and Telegraph Corporation.

The demonstration, staged jointly by the U. S. Navy and Federal Telephone and Radio at the company's Great River experimental station, revealed for the first time the ability of long range high frequency direction finders (HF/DF) to locate underseas craft even though they might be operating half way across the ocean.

Developed and manufactured by Federal Telephone and Radio, under the sponsorship of the Navy, Army, and the National Defense Research Committee, the direction finder equipment is considered by the Navy to have been the foundation of its offensive against the German submarine menace when Allied shipping losses were at their peak during the dark days of the war in 1943. The device proved a worthy electronic teammate of radar in directing the Navy's escort ships and airplanes to victory Axis submarines. As a collateral feature of the demonstration, FTR officials outlined how this same equipment will be of invaluable post-war aid in increasing the safety of overseas passenger plane service.

Primary interest at the demonstration was centered in the additional information revealed why many enemy U-boat captains, now entombed in their raiders' hulls on the ocean floor, had little

time to wonder how Allied men-of-war could find and attack them so quickly. One of the outstanding accomplishments of the equipment, Navy officers disclosed, was the locating of the German submarines which landed spies and saboteurs on the Long Island and Florida coasts in the Spring of 1942.

The remarkable results achieved through direction finder operations were not possible prior to the outbreak of the war, but intensive research and development in the high frequency field by scientists and engineers of Federal's laboratories enabled DF to take its place among the nation's outstanding electronic contributions to the war effort.

The effectiveness of the new direction finder depended upon the use of their radios by enemy U-boats, it was pointed out, hence the care in guarding the secrecy surrounding the development. Nazi submarines did use their radios and continued to use them, even when they were being located and destroyed in rapidly increasing numbers.

Naval officers at the demonstration said that enemy submarines used Kurier, or "squirt", transmission - a system of radio communication in split-second bursts - to their bases in occupied territory, to one another in organizing their "wolf-pack" attacks, and in conveying weather information from this side of the Atlantic to the German high command. These "compressed" messages were picked up at the enemy receiving station on high-speed recording devices which later "stretched" the recorded message by playing it back at reduced speed.

The continual plotting of submarines by direction finder networks enabled the Navy to reroute Allied convoys so as to avoid individual submarines or "wolf-packs" stalking the convoy lanes of the Atlantic. The Navy's intercept stations ashore ranged from Jan Mayan, a small island between Iceland and Spitzbergen, all the way south to Bahia, Brazil.

It was believed by the enemy that the brevity of these radio contacts forestalled detection by any devices known to them. They were, of course, unaware of the new American direction finders on escort ships which revealed the location of the underseas craft the instant they started to transmit, no matter how briefly or how far away. The new direction finder responds with precise accuracy to radio waves from across the Atlantic, or farther.

The Naval officers explained how the anti-submarine ships had been aided further by the German passion for precision and schedules. Many of the U-boats, they said, radioed their "flash" messages to the German bases at an identical minute each day, an accommodation of which the Navy skippers made the most through their new direction finders.

Officials of Federal's laboratories, in which I. T. & T. research and development work in the United States is centered, stated that work done in their associated laboratories in Paris - hastily moved to this country just ahead of the German invasion of France in May and June, 1940 - had enabled the Company to meet quickly the Navy specifications for this direction finder to cope with the desperate needs at sea.

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 ::: SCISSORS AND PASTE :::
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News Commentator La Guardia
 (Jack Gould in "New York Times")

Florello H. LaGuardia's return to the status of private citizen and commercially-sponsored radio commentator found the former Mayor starting off in a decidedly subdued manner. His locally broadcast comment on civic affairs (12 noon on WJZ) was the more peppy and characteristic, but still fell considerably below his average when he presided in City Hall and was the top act on Station WNYC. His evening discourse on the national scene (9:30 P.M.; WJZ-American) was even more restrained and lacking in the vigorous point of view which he usually voices.

In his noontime performance, in fact, Mr. LaGuardia sounded almost a trifle wistful at one point when the best he could do was to suggest that citizens whom he had just aided take any further woes to the Police Commissioner or Mayor O'Dwyer. It wasn't like that in the old days on WNYC when Mr. LaGuardia himself could promise that he would attend to matters personally. Radiowise, too, apparently, not being Mayor has certain disadvantages.

Licensing Of Radio Servicemen
 ("Sylvania News")

At various times we read in our newspapers that radio repairmen are haled into court for illegal practices, gypping, etc., and the conclusion is drawn by some people that therefore, all radio servicemen are "gypps". However, in these same newspapers we also find articles about the disbarment of members of the legal profession, conviction of medical doctors for malpractice, cashiers absconding with funds from their banks, but do we conclude that all lawyers are dishonest, all doctors malpractitioners and cashiers thieves? Certainly not.

Back in 1941 Reader's Digest magazine had one of their editors investigate the honesty of radio repairmen. The published findings from this somewhat informal investigation were to the effect that radio servicemen cheated the public on 64 out of every 100 radio repair jobs. This same magazine also conducted a similar investigation among jewelry repairmen and auto mechanics, and reported a large number of these repairmen also gypped the public. The result of these investigations has been the subject of much controversy.

Some months ago Sylvania had an impartial survey, based on a broad, national sample, made among radio set owners by a nationally known research organization who asked the question: "Were the last repairs made on your radio set satisfactory?" Were the charges made for such services reasonable?" 93% of the people interviewed stated they were satisfied with the last repairs made on their radio, and 89% said that the charges were reasonable. We thoroughly believe these figures, else how could so many radio servicemen have stayed in business for so long a time?

There is one school of thought that says licensing of servicemen will end gypping, overcharging, etc. Others point out that licensing may mean unfair examinations, politically appointed inspectors, graft, collusion and other evils.

The matter of licensing servicemen is, we believe, the servicemen's own problem. If the servicemen in one locality feel they should be licensed, they can take the necessary steps to have such license procedure enacted in their own city, county or State; but before taking any final steps, they should study carefully both the benefits and shortcomings, and remember legislation alone is no guarantee of honesty or integrity.

The Birth of a Natural

(William C. Ackerman, Director, CBS Reference Department,
In "Variety")

One night in 1922 Eddie Cantor, after singing a few songs into a tomato-can mike, said, "Let's see now, there must be something like 100,000 persons listening to me. If each one of them would send me a dime----." In the next day's mail were some 400 letters containing a miscellaneous mass of trinkets, foreign exchange, collar buttons, shoestrings, and coins. The advertising fraternity soon began to draw conclusions from such chance demonstrations of listener response.

Ed Wynn, incidentally, fathered the first successful attempt to broadcast an entire musical comedy production, when he presented "The Perfect Fool" on Feb. 19, 1922. More than 2,000 letters asked for more.

But there were serious things, too, being said on the air by churchmen and educators, and serious thinking being done on the future of the new apparatus. "When William Jennings Bryan speaks nowadays over the radio", a magazine said significantly in 1922, "a quarter-million people hear the Great Commoner."

"One Good Deed Deserves Another"

(Peter Carter in "Washington Times-Herald")

Mrs. Leroy Mark, whose late husband was the founder of the American Broadcasting Company in Washington and which name Mrs. Mark made available to the Blue Network Company, was the honored guest at a recent luncheon given at the Mayflower. The hosts were Edward Noble and Mark Woods, respectively, Chairman and President of the American Broadcasting Company, Inc.

Commissioner (FCC) Paul Walker and Commissioner Wills and Senator Robert LaFollette of Wisconsin, the latter telling an amusing story about a famous personage and his attitude toward the microphone.

Mark Woods, whose short, kindly speech, made on the presentation to Mrs. Mark of a bronze plaque, made every eye a bit misty and Mr. Noble whose speech, a little later, having to do with company shares, etc., gave everyone a hearty laugh.

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::: TRADE NOTES :::
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John W. Gunstream, former Director of Radio and Visual Education of the Texas State Department of Education, has become Director of the newly-organized Audio Video Institute. The new organization, whose home office will be located in Dallas, is designed to serve schools in the field of sound and visual education.

Mr. Gunstream, a national authority in the field of radio and visual education, was one of the organizers of the Texas School of the air, which attained outstanding merit in its service to Texas schools.

The new Audio Video Institute has been appointed educational dealer for RCA Victor in the Texas, Oklahoma, and New Mexico territory. In cooperation with RCA Victor, the Institute will provide complete facilities for sound and visual education.

Frank M. Russell, NBC Vice-President in charge of the Washington office, and Mrs. Russell announce the birth of a son, Morgan Russell, last Wednesday morning, January 9th. The baby, weighing 7 pounds and 12 ounces, was born in Columbia Hospital, Washington.

Appointment of E. R. Taylor to become Zenith Radio Corporation's Director of Advertising was announced last week by J. J. Nance, Vice-President. Mr. Taylor joined Zenith in 1943, first taking charge of sales promotion for the new Zenith Radionic Hearing Aid at the time of its introduction. Within four months Zenith had assumed first place in the hearing aid industry; two months later the company was selling more hearing aids than all other manufacturers combined.

With reconversion, Mr. Taylor assumed charge of promoting Zenith's new line of radios.

When prospective purchasers of automobiles were asked in a recent survey by Sylvania Electric Products, Inc., if they planned to buy a car equipped with a radio, 80.4 percent answered in the affirmative, 17.1 percent gave a negative answer and 2.5 said they were undecided.

The International Review for December, just out, published by the I. T. & T., has for its feature articles: "Great Britain - Heart of an Empire"; "Huff Duff", the story of how I. T. & T. developed equipment aids for air-sea rescue by the U.S. Coast Guard, and an account of the S.T.C., I. T. & T.'s Australian associate.

A correction from the American Broadcasting Company reads: "In trade news item sent out yesterday headed: 'Reed Wyte to Join ABC's Creative Sales Department' throughout copy please correct spelling of his name to: READ WIGHT".

In other words, "Read right".

Approximately 75.6 percent of troop-transport ships are now equipped with Raytheon radar, and it is expected that this figure will be increased to nearly 100 percent (or 500 ships) during January, 1946, according to a press release from the Raytheon Mfg. Co.

Radar eliminates the delays caused by bad weather or poor visibility. A pencil-sharp beam constantly searches the area all around the ship, giving a map-like presentation on the radar indicator of anything that falls within its range. Other ships, icebergs, buoys - even driftwood - are spotted with an accurate indication of their bearing and distance off. It is estimated that the return of troops has already been speeded up by the use of radar.

Major Charles A. Kibling, WOR engineer who returned to the station in October, 1945, after three years in the Signal Corps, has been awarded the Bronze Star. His citation reads:

"For meritorious achievement in connection with military operations against the enemy from 1 January 1945 to 27 July 1945. As the Officer-in-Charge of Radio Activities, Army Communications Service, Guam, Major Kibling scheduled, coordinated and supervised the installation and operation of multichannel, multiplex, radio teletypewriter, and teletypewriter repair facilities. His energy, ability and diplomacy were largely responsible for the successful functioning of the joint Army-Navy communication activities in the field of radio at this base."

Major Kibling saw action in both the European and Pacific theatres of war.

RCA Victor radio distributors and dealers in the New England area, meeting at Providence, R.I., Jan. 11, heard Dan D. Halpin, RCA Victor television sales representative declare that New England will provide one of the greatest sales areas for television receivers in the country.

Pointing out that the A. T. & T. coaxial cable system extends through Providence to Boston, Mr. Halpin said that with the completion of the circuit early in 1947 a market of 200,000 wired homes is opened to television sales. The coaxial cable will make Providence, along with Washington, Philadelphia, New York, Boston and Schenectady, one of the links in the nation's first television network.

Martin J. Goldstein and Isabelle Goldstein, trading as Realflex Products Co., 335-38th Street, Brooklyn, and 5216 Third Avenue, Brooklyn, selling and distributing automotive specialties, including spark plug cable sets, are charged in a complaint issued by the Federal Trade Commission with misrepresentation. In addition the respondents are charged with having used the trade names of various well- and favorably-known concerns as names or designations for the respondents' products, among such trade names being those of the Champion Spark Plug Company, The Goodyear Tire and Rubber Company, and the Zenith Radio Corporation.

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