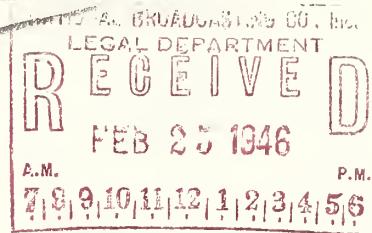


HEINL RADIO BUSINESS LETTER

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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."

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 sizable 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.

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

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.

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.

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.

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.

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. Huckle; 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.

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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