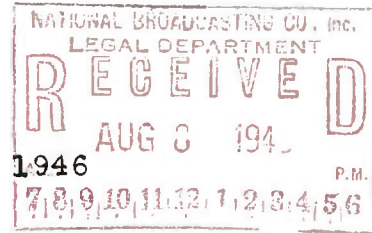


# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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August 7, 1946

## EXPANSION OF RADIO BROADCASTING SEEMINGLY LIMITLESS

How far will the radio broadcasting field expand? What is the progress and outlook for FM and television? What do manufacturers and broadcasters think of the prospects of the two comparatively new radio mediums of FM and television? These questions, to some extent were answered by information gained at the Federal Communications Commission this week along with observations of broadcasters and manufacturers.

The AM, standard broadcasting, field is far from saturated if pending applications in the hands of the Commission are any criterion. The latest FCC tallies in this field show that 965 stations are now operating and that 680 applications are now pending with about half, 321, in the hearing stage, either completed or scheduled. Over 230 standard broadcast licenses were granted this year and, indicative that the FCC is going to clear its slate of pending applications as fast as possible, the Commission granted 28 construction permits for new stations over last weekend. In the past two weeks more than 50 standard broadcast construction permits were granted.

At the same time the Commission granted 26 FM applications which brought to 487 the number of conditional grants for new stations in this medium. The box score in this field stands at: stations licensed, 55; construction permits, 191; conditional grants, 487; applications in hearing, 158, and applications pending, 208.

Only the television field appears to be marking time, as indicated by FCC actions. However, though reluctance has been shown by broadcasters to put such stations on the air because, principally, of the uncertainties of the future which may for the greater part be engendered by the controversy within the industry aligning black-and-white television against the color version, manufacturers and some broadcasters reveal an optimistic viewpoint.

The first engineering conference on television frequencies and standards was conducted by the FCC just ten years ago and at present there are six of the stations on the air. It might be noted that there has been a four-year war period within that decade which, plus the problems of reconversion, have notably withheld fuller development of television from the public.

However, 24 station permits have been granted by the FCC for television operation and 54 station applications are still pending.

It is thought that the other comparatively new medium of broadcasting, FM, may soon eclipse the past upsurges in AM. Reports

show that FM receivers are now being produced at the rate of about 1,000 per day by such manufacturers as Zenith, Stromberg-Carlson, Scott and Freed and probably other major manufacturers such as General Electric and Philco, the latter producing a large proportion of the AM-FM combination receivers.

Meanwhile, in the television field, some broadcasters are voicing optimism for the possibilities for this type of broadcasting which is in complete disagreement with its critics. Paul B. Mowrey, National Director of Television for the American Broadcasting Company, recently declared that "the nation's great advertisers will accord far more support to television than the grudging collaboration they granted radio in its early years."

Mr. Mowrey pointed out that "at least seven years of active radio passed before the important industrial firms of America became sold on the employment of radio as an advertising medium. In contrast to that picture", he continued, "we have the hopeful prospect of immediate commercial support for television, accelerated by the fact that our most progressive advertisers are anxious to familiarize themselves with this exciting new medium from the start, intent not so much upon resulting sales as experience and promotional impetus." There are positive signs, Mr. Mowrey said, that "industrial firms not only are keeping a sensitive finger on the pulse of video, but are planning their participation intelligently. For the set owner -- television viewer -- that means good programs from the start and commercial messages that will be properly restrained and in good taste, because the sponsors already have discovered that only wisely planned and executed programs will attract and hold the public's interest."

The ABC executive saw acceleration of commercial support for television this Fall and Winter. "The volume, of course", he said, "will be limited by the number of available stations, but the eagerness on the part of the industry to get its toes wet in the enticing pool of video is the one unmistakable sign that television is a robust infant, indeed."

Bolstering Mr. Mowrey's statements, the Sylvania Electric Products Sales Research Department has announced that, in its conduct of a survey, 9,603,000 urban families have expressed the desire to spend some \$2,500,000 for home television sets in the next four or five years providing telecast facilities will be available. About 26% of the nearly 10 million families interviewed, the report said, definitely plan to buy a television set and 18.5% are considering the purchase of one.

The survey also revealed that the average family thought they would have to pay from \$200 to \$250 for a television set while 5.9% thought they would have to pay over \$500.

Mr. Frank Mansfield, Director of Sales Research for Sylvania said that a set designed for an audience of four would apparently fill the need of 80% of the families interviewed. He added that there are no indications that television would supplant moving



pictures in the minds of the consumer. People, he said, are thinking of television as a new medium, practically adapted to on-the-spot news coverage, sports, drama and other events which would not encroach on the movie sphere.

At the time of the Zenith Radio Corporation's stockholders meeting the end of last month, Commander E. F. McDonald, Jr., its President, reiterated his conviction that advertisers will not be able to support the high cost of providing acceptable television programs, and that television will become a reality in the average home only after some method has been established for providing a box office through which the viewing audience would pay for the programs it receives. He said that Zenith is continuing to work on color television, but is not going to market black and white receivers for present frequencies, because such receivers would become obsolete within a year.

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LORAIN COMPANY ASKS FOR ORAL ARGUMENT ON FM-VHF

Representing a first request for oral argument on the recent proposed allocations of radiotelephone service in the 25-30,000 kilocycle bands by the Federal Communications Commission, the Lorain County Radio Corporation, which maintains extensive communications service on the Great Lakes, has asked that it be allowed to present its views on expansion of frequency modulation communications at very high frequency levels.

The Lorain Corporation says it is now conducting its operations in the megacycle bands of 2, 4, 6 and 8 but is also experimenting with FM service at higher levels with a view to foreseen public demand for such service as well as relief from expected congestion in the lower bands. The company, in its report, says it sees a real necessity for FM-VHF service in the future.

The company, in addition to furnishing marine radiotelephone service, also plans to enter the fields of General Highway Mobile and Urban Mobile Communications, it declared.

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PARIS PEACE CONFERENCE MOTION PICTURES ON NBC TELEVISION

First motion pictures of the Paris Peace Conference to leave the French capital were flown to New York for immediate showing on the National Broadcasting Company's television station, it was announced by John F. Royal, NBC Vice President in Charge of Television, who left for Paris by plane August 3.

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ELECTRONICS-COMMUNICATIONS REACH NEW WAA DOLLAR VOLUME

Acquisitions of surplus communications and electronics equipment are second in dollar volume only to metal working tools and equipment, the War Assets Administration disclosed in its second report to Congress. According to the acquisitions in these fields rose from \$336,000,000 at the end of the first quarter to \$445,000,000 at the end of May. Total disposals increased from \$25,700,000 at the end of March to \$51,900,000 by the close of May, the report continued.

The WAA said that it has instituted procedures to hasten sales of communication-electronic equipment to Veterans and has prepared a list of materials for which there is greatest demand. These are being held in reserve for sale to Veterans. The WAA report also added that a similar move is in progress for educational institutions.

"The industry-agent system continues to be virtually the sole method of disposal for electronic equipment (radio, radar, tubes, etc.) as distinguished from wire telephone and telegraph equipment", the report stated. "As more complete information concerning evaluation and pricing establishes the salability of surplus electronics", the report went on, "it is expected that the rate of disposal by the industry-agents will be increased."

The report pointed out that sale of electronics and communications surplus in the foreign field has been facilitated by agency-agreements, particularly that entered into with the International Division of the Radio Corporation of America.

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RADIO MAKERS PREFER WOMEN WORKERS ACCORDING TO SURVEY

According to a survey recently conducted in Chicago, radio manufacturing concerns there are appealing for more women workers than men. This condition, the manufacturers say, arises from demands for more powerful and complicated sets, incorporating AM, FM and automatic phonographs, while at the same time the trend is toward smaller and more compact cabinets. Women, the radio manufacturers discovered, supply the answer to this demand in their nimble and dextrous fingers which can handle tiny radio parts more competently than men.

Zenith Radio Corporation reported last week that it had more women on its payroll than it ever had in wartime, yet said 500 more are needed because of heavy production schedules.

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IBM, GLOBE WIRELESS TRANSFER MICROWAVE STATIONS TO GE

Subject to the approval of the Federal Communications Commission, Globe Wireless, Ltd., and International Business Machine Corporation have transferred to the General Electric Company permits to construct and operate experimentally three stations in a Schenectady to New York City micro-wave radio relay network, being engineered by G.E. as a carrier for television and FM radio programs, facsimile and business machine circuits.

This has been announced by Dr. W.R.G. Baker, Vice-President in charge of the G-E Electronics Department, in Syracuse, who explained that Globe has an option to buy the network facilities after they have been "proved in". It is the intention of Globe to extend the network westward toward Chicago.

General Electric will now build and experimentally operate all facilities in this initial micro-wave network, Dr. Baker said. These will include a terminal station in New York City and three relay stations - on Beacon Mountain 50 miles from New York, another at Round Top Mountain 52 miles farther north, and the third a jump of 26 miles to the Helderberg Mountains, about 12 miles from downtown Schenectady and G-E radio and television studios.

G.E. has finished construction of a new 130-foot steel tower which will house antennae, transmitting and receiving apparatus for the Helderberg Mountain relay point.

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RADIO WORKSHOP OPENS SESSIONS SEPTEMBER 3 IN WASHINGTON

Classroom and practical work in radio script writing and production will be emphasized when the second annual Radio Workshop opens a 10-day session at Wilson's Teacher's College on September 3 under the joint sponsorship of the District of Columbia Public Schools and WTOP, Columbia Broadcasting System's 50,000 watt outlet in Washington, D. C.

More than 100 applications for the Workshop have been received, according to Hazel Kenyon Market, Director of the Workshop and Director of Community Service and Education for WTOP.

From WTOP-CBS Carl J. Burkland, General Manager; Martin D. Wickett, Program Director; Eric Sevaried, Director, CBS Washington News Bureau; and Roy Passman, Manager, Program Operations, will give special lectures to the classes.

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PETRILLO GETS DELAY ON BRIEF AGAINST GOVERNMENT CHARGE

Attorneys for James C. Petrillo on August 5th obtained an extension of ten days to file a brief supporting their request for dismissal of a criminal information charging the President of the American Federation of Musicians with violation of the Lea Act. The information alleged Petrillo violated the law by seeking to compel Station WAAF of Chicago to employ three additional music librarians, contrary to the Act which specifically prohibits action compelling or attempting to compel radio stations to maintain employees unneeded in the performance of actual services.

Federal Judge William J. Campbell set August 15th as the deadline for filing the brief and gave the Government until September 19th to answer.

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AUSTRALIAN BROADCASTING COMMISSION MAY SET UP NEWS SERVICE

A bill to empower the Australian Broadcasting Commission to establish its own news gathering organization is now before the Federal Parliament, it was learned this week. Postmaster General Senator Cameron said the Commission as now constituted might collect news in any part of the world and subscribe to new agencies. The Parliamentary Committee on Broadcasting recently had recommended that the Commission should have a special charter to establish groups of journalists to insure independence in the flow of Australian news, and, as far as possible, overseas news.

The Broadcasting Commission already has correspondents in various parts of Australia and in world capitals. The bulk of its news, however, comes from the Australian Associated Press and leading newspapers throughout the Commonwealth.

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TWO-WAY RADIOS TO BE INSTALLED IN ALASKAN CABS

Alaskan taxicab riders will have the convenience of two-way radio, according to an application filed by the Royal Blue Cab of Juneau with the Federal Communications Commission. The company, which said it had made studies of radio as applied by Cleveland, Ohio, taxicab companies, and wished to establish a land station to operate with three mobile units for its cab and ambulance service. Royal Blue Cab will use Farnsworth equipment.

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NEW STANDARDS FOR BROADCASTERS AGREED UPON BY FCC-INDUSTRY

After long months of conferences and preparation, the combined engineering committee made up of members of the Federal Communications Commission and representatives of Clear Channel Stations, submitted their proposed revision of standard broadcasting engineering rules and standards at hearings continued through August 5th and 6th.

The proposals of the Committee, which will affect the entire standard broadcasting field, were generally agreed upon by both FCC engineering staffmembers and industry representatives and were highlighted by one section which asks that stations be separated in the future by only 30 kilocycles whereas the standard practice in the past has been a separation of 40 kilocycles.

It was promptly pointed out by FCC Acting Chairman Charles C. Denny and Commissioner E. K. Jett that the separation proposal of the Committee could be construed as projecting a complete reshuffling of the standard broadcasting band. However, Committee members explained that the proposal could be effected with new station grants. This consideration was accepted by the Commissioners but it was again emphasized that existing frequencies would not be disturbed.

Though the Committee proposals directly affect all standard broadcasters, and will form the basis for the radio engineering standards of the United States at the next North American Regional Broadcast Agreement Conference, no station owners or representatives other than Clear Channel presented their views at the August 5-6 conferences. The FCC indicated surprise at this in view of the fact that the sessions were announced repeatedly in the past by the Commission.

The only comment on the engineering proposals was offered by E. C. Page, Vice President in Charge of Engineering for the Mutual Broadcasting System, who advanced the thought that the FCC should look into the matter of local stations being assured of at least local coverage. He felt that these stations should be given more definite assurance that their areas would be covered under the power assigned to them and cited instances of interference to such stations coming from nearby more powerful outlets.

The next meeting of the FCC-Industry Advisory Engineering Committee will be held some time in September, it was announced, with no definite date set as yet.

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ZENITH PIONEER FM STATION CALL LETTERS CHANGED

The call letters of Zenith Radio Corporation's pioneer FM radio station were changed on August 1 from WWZR to WEFM. The new call letters not only signify FM, but also include the initials of Commander E. F. McDonald, Jr., Zenith President.

WEFM was the first FM station in the Middle West, starting at the Zenith factory under an experimental license on February 2, 1940. Soon the station was moved to the Medinah Towers, and a year later to the Field Building, where power was stepped up to 50,000 watts, making it one of the most powerful FM stations in the country.

For six years the station has broadcast nothing but music and has sold no advertising. For more than five years, its programs have been developed by Miss Violet Kmety to provide the listening audience with a generous share of fine symphonic music along with an abundance of the best in popular and semi-classical selections. During the war, WEFM did outstanding work in preparing scientifically prepared programs designed to relieve war plant fatigue and improve production.

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HILLS ELECTED RCA COMMUNICATIONS FINANCE VICE PRESIDENT

Election of Laurence G. Hills as Vice President in Charge of Finance of RCA Communications, Inc., in New York City, was announced over last week-end by Thompson H. Mitchell, Executive Vice-President, following a meeting of the Board of Directors.

Mr. Hills has been associated with the company for twenty-seven years. Starting as a junior clerk, he has served as Auditor, General Auditor and Controller. Since 1940, he has been Vice-President and Controller.

The position of Controller of RCA Communications will be filled by Lon A. Cearley, who has served as assistant to Mr. Hills since February, 1945. Prior to that time, Mr. Cearley was employed by the Federal Communications Commission.

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NEW TELEVISION NEWS SERVICE ANNOUNCED BY DUMONT AND INS

A new type of news telecast whereby a television camera picks up latest news of the day direct from a specially devised teletype printer and passes it on to television screens will be in operation about mid-August over WABD, it was announced jointly by Allen B. DuMont Laboratories and International News Service. Date of the new service is tentatively set for August 12th with two hours of telecasting daily.

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I.T. & T. TO DISTRIBUTE TIMES TELEPHOTO FACSIMILE UNITS

International Standard Electric Corporation, world-wide manufacturing and sales organization of the International Telephone and Telegraph Corporation, has arranged for the distribution in foreign countries of facsimile and telephoto products manufactured by Times Telephoto Equipment, Inc., wholly-owned subsidiary of The New York Times Company, it was announced August 4th at I. T. & T.'s headquarters in New York City. These products, developed originally for news photo transmission, were used for many purposes in the communication services of the armed forces during the war, as well as by the Office of War Information. A wide demand has been created for such equipment in this country and abroad.

Until recently, Times Telephoto's entire production capacity has been devoted to getting out sets for the United States Government and The Associated Press, but equipment is now obtainable in larger quantities.

The International Standard Electric Corporation controls and manages the manufacturing and sales organizations, assembly plants and sales offices and depots of the I. T. & T. system throughout the world. I.S.E. itself, has 27 affiliated manufacturing companies in Great Britain, continental Europe, Latin America, Australia and New Zealand, and China and Japan, with sales and service branches in most other countries of the world. The organization is equipped to sell and distribute telecommunication, electronic and electrical equipment in 75 countries. In the Latin American field, I.S.E. is particularly active in selling and distributing American products through its Export Department whose headquarters are in New York.

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RCA CONSOLIDATE INCOME STATEMENT SHOWS DROP FROM 1945

The consolidated statement of income of the Radio Corporation of America and subsidiaries for the second quarter of 1946 and the first six months of the year show that net income after all charges and taxes was \$5,666,299 for the first six months of 1946, compared with \$5,677,191 in 1945, a decrease of \$10,892. The net income for the first six months, it was said, reflects a charge for reconversion expenses to the postwar reserve of \$2,651,000 and a related tax reduction of \$1,625,000.

After payment of preferred dividends, net earnings applicable to the common stock for the first six months of 1946 were 29.5 cents per share, the same as the earnings per share in the first half of 1945.

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RMA SETS UP PRODUCTION PROBLEMS COMMITTEE

Major, general radio manufacturing problems, such as OPA price policies, adequate industry supplies of basic materials, now under the Civilian Production Administration, and FM and television developments under the Federal Communications Commission, will be handled by a new Radio Manufacturers' Association overall Production Problems Committee.

Headed by Chairman M. F. Balcom and Vice Chairman J. J. Kahn, the Committee includes Ben Abrams, Emerson Radio and Phonograph Co.; W.R.G. Baker, General Electric Company; Herbert A. Bell, Packard-Bell Company; Walter Evans, Westinghouse Electric & Manufacturing Company; Frank M. Folsom, Radio Corporation of America; Paul V. Galvin, Galvin Manufacturing Co.; Joseph Gerl, Sonora Radio & Television Co.; Larry F. Hardy, Philco Corporation; W. P. Hilliard, Bendix Radio; F. A. Hiter, Stewart-Warner Co.; Fred R. Lack, Western Electric Co.; R. C. Sprague, Sprague Electric Co.; A. S. Wells, Wells-Gardner; and I. W. Wyckoff, Pilot Radio Corporation.

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HARVARD SCIENTISTS DEVISE RADIO AND TELEPHONE LISTENER TESTS

Individuals differ greatly in their ability to understand radio or telephone messages in the presence of noise, according to a report now on sale by the Office of Technical Services, Department of Commerce.

The report, prepared by researchers at the Psycho-Acoustic Laboratory, Harvard University, describes the development of three tests to assist the armed forces in selecting efficient operators in vital communications centers. The investigators have found that ordinary medical tests for hearing - the sudiometer, whisper, or watch ticks - were not helpful in determining "ability to listen to noise". All three of the Harvard tests used phonograph recordings of single words and meaningful sentences against a noisy background. With the aid of a manual, it was said, no special skills were required to administer the test.

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SYLVANIA NET INCOME SHOWS INCREASE OVER SAME 1945 PERIOD

Consolidated net income of Sylvania Electric Products, Inc. and its wholly-owned subsidiaries for the quarter ended June 30 amounted to \$980,732 after deducting preferred dividends to 88 cents per share on 1,005,000 shares of common stock, it was announced last week. This compares with consolidated net income of \$866,577, or 86 cents per common share for the second quarter of 1945 and a consolidated net loss of \$422,264 for the first three months of 1946.

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NAB CONFERENCE ATTENDANCE EXPECTED TO REACH A NEW HIGH

In view of pressing problems facing the broadcasting industry as well as growing membership rolls of the National Association of Broadcasters, it is anticipated that the organization's forthcoming 24th annual convention to be held in Chicago October 21st through October 24th will hit a new high mark in attendance.

The convention agenda covers such topics as FM, television, music, new FCC rules on industry operations, programming, public relations, employee-employer relations, facsimile, sales, audience measurement and promotion.

Registration of members will begin October 20th and meetings will get underway October 21st. A special FM panel is to be held on the latter date and members have been urged to send in questions in advance for the discussion. The first general meeting will be held October 22nd but the complete agenda for that day has not been developed.

There will be general and business sessions on the last two days of the convention which will be brought to an end with the annual banquet the evening of October 24th.

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FCC IN FINAL DECISION DENIES SALE OF KQW TO CBS

The Federal Communications Commission, in action taken August 6th, has announced its final decision in denying the application of Sherwood B. Brunton, and other stockholders, for consent to transfer control of the Pacific Agricultural Foundation, Ltd., licensee of Station KQW, San Jose, California, to the Columbia Broadcasting System.

Separate dissenting opinions on the decision were issued by Commissioners Paul A. Walker and E. K. Jett.

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MRS. DURR, WIFE OF COMMISSIONER, CRITICIZED BY SEN. BYRD

Mrs. Clifford J. Durr, wife of the Federal Communications Commissioner, who is a national Committee Member of the National Political Action Committee, was criticized by Senator Byrd (D), of Virginia, before the close of Congress for her advertisements in weekly newspapers of Virginia assailing the Senator's record. The veteran Virginia Senator said that the PAC Committee for that state, headed by Mrs. Durr, had circulated "false propaganda" about his record on farm legislation. He cited that Mrs. Durr is the sister-in-law of the Supreme Court Justice Hugo Black, and that he had voted against the confirmation of Justice Black to the Supreme Court.

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GENERAL ELECTRIC RECEIVES FACSIMILE GROUP EQUIPMENT ORDER

The General Electric Company has received a large order for facsimile transmitters and receivers from the Broadcasters Facsimile Analysis through John V. Hogan, President of Radio Inventions, Inc. More than twenty broadcasters and newspapers are members of the facsimile organization.

Mr. Hogan, though stating that he did not know which newspapers and radio stations would make trials of facsimile, said that the following newspapers had ordered varying amounts of equipment: Baltimore News-Post, Washington Post, Boston Globe, Toronto Globe and Mail, Detroit Free Press, Akron Beacon Journal, Miami Herald. In addition orders for such equipment have been placed by broadcasting stations owned or operated by the New York Times, Chicago Tribune, New Bedford (Mass.) Standard Times, and the St. Louis Star-Times.

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PULLMAN-STANDARD GETS FIRST INDUSTRIAL RADIO GRANT

The first experimental authorization by the Federal Communications Commission looking toward development of an industrial radio service was approved when the Commission last week granted construction permits to the Pullman-Standard Manufacturing Company to test radiotelephony in directing switch engines within the company yards at Michigan City, Indiana.

The authorization, the FCC said, is directed at enabling industry to utilize mobile radiotelephone for increasing the efficiency of plant operations as well as contributing to safety of life and property. The company will install one land station and six mobile units and will use Galvin-Motorola equipment.

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KRNT SHOOTS FOR NEW "OKLAHOMA!" BOX OFFICE RECORD

A new attendance record for the musical show "Oklahoma!" is being aimed at by KRNT, the Cowles Station in Des Moines, Ia., which will present eight performances of the roadshow version of the musical hit at the station's Radio Theater in Des Moines the early part of September. The KRNT Radio Theater, with a seating capacity of 4,200 is the largest house for theatrical productions in the country and if the station is successful in beating past box office records for "Oklahoma!" it will gross approximately \$100,000 according to Mrs. George Clark, theater manager.

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::: SCISSORS AND PASTE :::  
::: SCISSORS AND PASTE :::  
::: SCISSORS AND PASTE :::

Jimmy Petrillo Has Eye On White House  
(Westbrook Pegler "King Features Syndicate")

I was having a beer with Jimmy Petrillo one night of late and after some light, insulting banter, Little Caesar said: "Look are you open to a proposition?"

"Do you mean what I think you mean?" I answered hopefully.

"No", Mr. P. said, "Nothing like that.

"It is a clean proposition", he said. "If I get to be President of these glorious United States of A., and it looks like it is going to be me or John L. Lewis, can I count on you for Secretary of Labor? \* \* \* \* \*

I am afraid I will disappoint my great, beloved leader", I said, "but owing to personal considerations and all this and that why to hell with Secretary of Labor or Senator and Judge, too, with deep appreciation of your kind consideration."

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Regular Radio Keeps Up With Interest In FM  
(Larry Wolters in "Chicago Tribune")

While there is a lot of interest in FM (frequency modulation) broadcasting, this has not lessened the enthusiasm for standard or AM (amplitude modulation) radio. New license applications are just about as numerous in one field as the other, data released by the Federal Communications Commission showed yesterday.

Conditional station licenses granted for FM number 456, of which 146 are construction permits. An added 250 applications are pending and 143 are in hearing. The total is 849.

A total of 232 construction permits have been granted in the AM field so far this year (there are already more than 900 standard stations), either for new stations or other purposes, with 370 applications still pending and another 314 in hearing. The total is 916.

The manufacture of FM receivers has not shown the expected accelerated rate. The Radio Manufacturers' Association reports that the total FM sets turned out in June was only 13,273. The lag in production was attributed to wood cabinet and other shortages. Meanwhile, standard set production in the same month has exceeded the pre-war monthly average of 1,100,000 units, and that figure is still below capacity.

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FCC'S Definition Of God  
(George E. Sokolsky, "Washington Times-Herald")

Whenever a totalitarian form of government is established, authority is projected over the mind and spirit of man. The government determines what may be thought and believed.

The FCC has for some years, without the benefit of an Act of Congress, set itself up as a government agency of censorship over the radio. It seeks to determine what shall and shall not be spoken over the radio in spite of the fact that the law establishing it forbids precisely that. For instance, it has sought to establish by obiter dicta that radio networks and radio stations may not have an editorial policy. Now it caps the climax of its absurdities by defining God as an official act of the government of the United States.

This is the formal and official FCC definition of God:

"God is variously thought of as a 'Spirit, infinite, eternal, and unchangeable', and as having a tangible form resembling man who, in turn, was created in his image; as consisting of a Trinity and a single Godhead; as a Divine lawgiver, laying down infallible natural and moral laws by which man is governed, and as a God who concerns himself with the personal affairs of individuals, however petty; as a God to whom each person is individually accountable and as a God to be approached only through ordained intermediaries; a God of the powerful who divinely appoints kings and other rulers of men, and as a God of the meek and lowly; as a God of stern justice and a God of mercy; as a God to be worshipped or appeased primarily through ritual and as a God to be served primarily through service to one's fellow man; as a God whose rewards and punishments are mainly reserved for a future life and as a God who also rewards or punishes through spiritual enrichment or impoverishment of man's present existence. These are only a few of the many differing conceptions which might be cited by way of illustration."

Now the reason that the Commissioners of the FCC felt called upon to define God was that an atheist, one Robert Harold Scott, of Palo Alto, Calif., demanded time on the air in advocacy of atheism. He was turned down by Station KFRC, and by the National Broadcasting Company, which stated that "it is difficult to imagine that a controversial public issue exists in the usual sense of that phrase, on the subject of the existence of a God merely because of the non-belief of a relatively few."

So the Commission felt called upon to enter upon a lengthy judgment granting an atheist the right, in terms of the First Amendment of the Constitution, to propagate atheism. The assumption of the Commissioners is that "Freedom of religious belief necessarily carries with it freedom to disbelieve . . ."

If the Commission's logic is correct, then freedom to participate in government is also freedom to overthrow government. For our government is based upon a philosophy of the relationship of man to God, as it is stated in the Declaration of Independence, ". . . that all men are . . . endowed by their Creator with certain unalienable rights, that among these are life, liberty and the pursuit of happiness . . ."

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::: TRADE NOTES :::  
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In its grant of a construction permit for a new television station in Chicago, the FCC has given the second such authorization to the American Broadcasting Company. The network acquired a permit for a Detroit television outlet through its recent purchase of the King-Trendle Broadcasting Corporation of that city. The outlet is to operate on channel 7, 174-180 megacycles. Visual power is 30 kilowatts, aural 15 KW with an antenna height of 613 feet. The grant is contingent upon approval of the Civil Aeronautics Authority.

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ASCAP's Eastern Division Manager, Mr. I. T. Cohen, of Atlanta, Georgia, was recently appointed Lieutenant Colonel on Governor Ellis Arnall's staff.

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Edward Tomlinson, NBC Advisor on Inter-American Affairs, is off on another of his regular trips south of the border to investigate late developments in the rapidly changing South American political scene. Mr. Tomlinson will broadcast his weekly political commentary, "The American World" from Brazil, Uruguay, Argentina, Chile, Peru and Panama through September 14th on Saturdays, 5:30 PM, EDT.

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Starting August 1st, the American Broadcasting Company has added two daily broadcasts from the Paris Peace Conference in addition to the "Headline Edition" and "News of Tomorrow" programs which currently feature broadcasts from Luxembourg Palace each night.

The additional broadcasts from Paris will be heard daily over ABC at 11:35 A.M., EDT and again at 1:10 P.M., EDT.

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Walkie-talkies are helping the border patrol nab aliens trying to slip into the United States. The two-way radio sets are being used by some border patrol cars and patrolmen on foot to communicate with planes which spot the aliens, a Justice Department official told a reporter last week.

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Station WTRY, Troy, N.Y., will join the Columbia Broadcasting System as of January 1, 1947, becoming the network's exclusive outlet in the Albany-Troy-Schenectady area. WTRY, with its transmitter at Colonie, N.Y., operates on 1,000 watts, 980 kc., day and night.

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At a recent stockholders' meeting in Chicago of the Zenith Radio Corporation, the following Directors were re-elected to serve for the coming year: E. F. McDonald, Jr., Irving R. Allen, Karl E. Hassel, Hugh Robertson, Ralph Hubbart, Frank A. Miller and Irving Herriott

Heinl Radio News Service

Exchange of programming "on a substantial scale" between WLW, Cincinnati, and WINS, New York, will begin on or about September 29th. The date has been tentatively set by James D. Shouse, President of The Crosley Broadcasting Corp., to coincide with "time change" - when areas now on daylight saving time return to standard time.

Programs designed for simultaneous broadcast would thus be heard at the same hour over both outlets. At present, there is one hour's difference in time between Cincinnati and New York.

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Effective September 1, Station WDAR, Savannah, Ga., will become affiliated with the American Broadcasting Co. as a member of the Southeastern Group. WDAR is a new station now under construction to operate full time with 250 watts on 1400 Kc.

Effective October 1, WLCS, of Baton Rouge, La., will also become affiliated with the ABC replacing WJBC, present ABC affiliate in that area. Owned by Air Waves, Inc., WLCS will operate full time with 250 watts of 1400 kc.

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The ruling of the Chilean National Foreign Trade Council that only radio receivers with a wave-band range of 535 to 1605 kilocycles would be permitted importation, which was to have become effective in July 1946, has been postponed for 6 months, to December 31, 1946, or until radio manufacturers are in a position to produce radio receivers with the 535- to 1605-kilocycles band, if this date is earlier, according to a verbal statement of an official of the Chilean National Foreign Trade Council in Santiago.

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The National Air Races, world's premiere air classic, will be broadcast exclusively this year and in succeeding years by the Columbia network under the terms of a long-term contract signed last week which grants the Columbia Broadcasting System sole radio and television rights to the 4-day event, being held this year August 30th through September 2nd at the Cleveland Municipal Airport.

-----  
The Army Air Forces reported last week that radio, radar and other equipment of high flying planes and rockets will have to be modified because of the effects of cosmic rays and "other mysterious energy radiations".

A radio set goes "completely berserk" when carried to high altitudes by B-29 bombers, it was found.

The reports result from cosmic ray experiments being carried on by a B-29 converted into a flying laboratory which has been operating at 35,000 feet altitudes as far south as Peru.

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Station WAYS, Charlotte, N.C., affiliate of the American Broadcasting Company, has received a construction permit from the Federal Communications Commission authorizing an increase in their daytime power to 5,000 watts from 1,000 watts on their present frequency of 610 Kc.

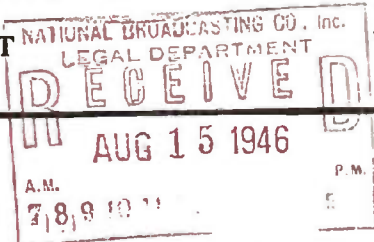
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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.



*A + All Atts*

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*Longman P.*

August 14, 1946

## NINE WASHINGTON FM GRANTS MADE; FCC SETS UP HEARING SECTION

Activity of the Federal Communications Commission in the radio broadcasting field, particularly in its efforts to get through its mountainous load of outstanding applications and cases in hearing, continued unabated through this past week, highlighted by nine grants for frequency modulation stations to be set up in the Washington, D. C. area, permits for which were authorized August 12th.

Over the week-end the Commission also granted construction permits for 27 stations, both FM and standard, and the steady flow of grants continued through the week, including one for an experimental television station to be constructed by the Bendix Radio Division to be operated in the 600-620 megacycle band.

The Commission, in announcing its nine grants of FM construction permits for the Washington, D. C. area, denied only one application for the outlets, that of the Chesapeake Broadcasting Company. Following recent hearings it was indicated that unsuccessful applicants might request reopening of the hearings on the basis of conditional grants for the area granted previously but there has been no indication from Chesapeake at this point that it will make such a request.

The nine successful applicants, and frequencies on which they will broadcast, include: Commercial Radio Equipment Company, 101.3 megacycles; Cowles Broadcasting Company, 100.5 mc.; National Broadcasting Company, 94.5mc.; Metropolitan Broadcasting Company, 101.7 mc; Potomac Broadcasting Cooperative, Inc., 93.3 mc.; Evening Star Broadcasting Company, 94.1 mc.; WINX Broadcasting Company, 92.9 mc.; Theodore Granik, 93.7 mc.; and the Capital Broadcasting Company, 100.9 mc.

At the same time the Commission laid down certain conditions for some of the grants including that the National Broadcasting Company satisfy "legitimate complaints of blanketing", this condition also applying to the Evening Star grant, and some technical features of station and antenna construction. Most of the grantees will have to meet the test of Civil Aeronautics Administration approval of their proposed antenna heights.

Meanwhile, the FCC over last week-end made 12 final additional FM grants and four conditional authorizations. The final authorized stations will be located in Kansas, Iowa, New York, Massachusetts, Kentucky, West Virginia, Florida, Oregon, Oklahoma,

Washington, California and Wisconsin. The four conditional grants were all made for Missouri and are contingent on FCC engineering approval.

At the same time the Commission announced that it was now setting up a Hearings Section, to be headed by Samuel Miller of the FCC Law Department who was formerly in charge of the FM section, to further pave the way for expeditious handling of broadcast matters, particularly aiming at shortening the time between completion of hearings and issuance of decisions on cases.

The Hearings Section will not conduct hearings but will act in a supervisory capacity. Personnel for hearings will be drawn from the FCC staff as needed, as was the procedure in the past.

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ABC ANNOUNCED ROUNDUP ON GROWTH SINCE BECOMING INDEPENDENT

Since January, 1942, when the American Broadcasting Company first began operating as an independent network, 96 stations have been added and 53 facilities in its standard broadcast setup have been made, the company has announced.

The company's report further pointed out that from a beginning of 114 stations in the early part of 1942, the network has grown to a present total of 210 stations. In 300 of the leading United States radio markets ABC has added 64 stations and power or frequency improvements have been made on 45 outlets. In other markets the network has added 32 stations during the same period and there have been eight facilities improvements in ABC affiliates in these areas.

Meanwhile, construction permits have recently been granted to ABC by the Federal Communications Commission for 10 stations affiliated with the network and to one network owned and operated station - KGO, San Francisco - covering facilities improvements.

ABC expects to add ten new stations to the network in the near future from the following cities: Peoria, Ill.; Charleston, W. Va.; Savannah, Ga.; Charleston, S.C.; Albuquerque, N.M.; Boise, Idaho; Burlington, Vt.; Pocatello, Ida.; Twin Falls, Ida.; and Santa Fe, New Mexico.

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SURVEY OF RCA TUBES SHOWS HIGH PRODUCTION EFFICIENCY

Prepared from several years' files, records of the Radio Corporation of America show that in shipments of more than 100 million RCA tubes, less than 1½% were involved in claims for adjustment, according to L. W. Teegarden, Vice President of the RCA Tube Department.

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## TELEVISION AND FM TO BE EMPHASIZED AT ELECTRONICS MEETING

In what promises to be one of the most important meetings of the year affecting every phase of the radio broadcasting industry, the National Electronics Conference will be held at the Edgewater Beach Hotel, Chicago, from October 3 through October 5.

The conference, which will feature headline speakers from every branch of the radio, electronics and communications industries, is being sponsored by the Illinois Institute of Technology, Northwestern University, University of Illinois, the Chicago Section of the American Institute of Electrical Engineers and the Chicago Section of the Institute of Radio Engineers with the cooperation of the Chicago Technical Societies Council.

On the radio broadcasting side of the conference, talks and technical discussions as now scheduled on the agenda will particularly emphasize television and frequency modulation broadcasting. Technical sessions on television are to be led by J. E. Brown of the Zenith Radio Corporation on the opening day of the conference to be followed by talks by P. C. Goldmark of the Columbia Broadcasting System on "Color Television - Latest State of the Art"; D. L. Balthis, Westinghouse Electric Corporation who will discuss his company's color television studio equipment; and N. Young, Federal Telecommunication Laboratories on "Television Transmitter for Black-and-White and Color Television."

On October 4, C. E. Nobles of Westinghouse and W. K. Ebel of the Glen L. Martin Company will discuss "Stratovision System of Communication" at the television panels and this will be followed by C. J. Marshall of Wright Field and Leonard Katz, Raytheon Manufacturing Company, conducting a session on "Television for Guided Missiles".

D. E. Noble, Director of Research and Manager of the Communications Division of the Galvin Manufacturing Company will be Chairman of a technical session to be held October 4 on frequency modulation at which B. Zenin of Zenith will give a talk on technical aspects of FM coil design. Other speakers at this session include G. Wallin and C. W. Dymond of Galvin who will talk on "VHF Tuner Design", C. W. Minor of General Electric who will discuss FM receiver design, and W. E. Bradley whose subject will be "A Single-Stage FM Detector".

The conference will also include technical discussions on a wide variety of subjects in the communications field, highlighted by discussions led by representatives of the Bell System companies and Bell Telephone Laboratories. Wave propagation and antenna systems lectures will be delivered by K. Bullington and W. R. Young, Jr., both of Bell Laboratories while J. O. McNalley and W. G. Shepherd, also representing the Bell System, will head technical sessions on infra red and microwave radio systems.

At the closing sessions on October 5th the conference agenda calls for discussions of various aspects of mobile radio communication, electronic instrumentation, microwave and application of nuclear physics to electronics.

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KESTEN RESIGNATION FROM CBS DUE TO PERSISTENT ILL HEALTH

Paul W. Kesten, who resigned last week as Vice Chairman of the Board and a Director of the Columbia Broadcasting System, gave persistent ill health as the basis for his leaving those posts. However, it was announced by CBS that Mr. Kesten will continue to serve the network as a consultant.

In his resignation Mr. Kesten pointed out that he had been steadily overdrawing on his reserves of health and energy due to persistent arthritis and that he wished to withdraw from corporate responsibilities to undertake a health-building program.

Meanwhile, William S. Paley, Chairman of the Board, in announcing his regrets on Mr. Kesten's action, expressed a sincere wish that the resigning Vice Chairman of the Board would rejoin Columbia on a full-time basis "just as soon as he has fully recovered." Pointing to Mr. Kesten's fifteen years' service with CBS, Mr. Paley commented that "there is little in the progress and development of CBS during those years -- and, as a matter of fact, of the entire field of network radio -- that doesn't bear the stamp of his unusual talents."

Mr. Kesten joined CBS in July, 1930, as Director of Advertising and Sales and Sales Promotion, and in December 1934 was elected a Vice President. In May, 1937, he was made a Director and in October, 1943, he became Executive Vice President. Mr. Kesten was named Vice Chairman of the Company's Board of Directors in January, 1946.

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I. T. & T. TELEPHONE SUBSIDIARIES REPORT INSTALLATION GAINS

Telephone operating subsidiaries of the International Telephone and Telegraph Corporation system have reported on aggregate net gain of 16,701 telephones in service in the first six months of 1946.

Largest net gain was shown by the United River Plate Telephone Company, Ltd., of Buenos Aires, I. T. & T.'s telephone system in Argentina. The company reported 513,915 telephones in operation on June 30, an increase of 5,381 for the six months' period. Meanwhile, I. T. & T. operating companies have reported a backlog of 199,514 applications for telephone service as of June 30th. The unfilled order total was said to result principally from a shortage of automatic central office equipment, practicably unobtainable during the war, as well as shortages of some basic materials.

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FCC PROPOSES AUTHORIZED USE OF TELEPHONE RECORDERS

Telephone recording devices were recognized as legitimate in a proposed decision of the Federal Communications Commission, issued over last week-end, and the way has been paved for telephone companies to file tariffs applicable to such apparatus.

Objections to the Commission's proposed report are to be filed before September 20th and in the meantime the FCC has suggested that telephone companies file new charges or rates affecting recorders. Under its proposals, the FCC said it will eliminate tariff regulations which bar the use of recorders in the manner contemplated by the Commission.

In its proposed report, however, the Commission strongly stressed that telephone recorders are to be used only when they are physically connected to the telephone instrument and emphasized that parties to recorded conversations have knowledge that the appliances are being used.

Two ways were suggested for informing the public of the use of recorders - (1) that a distinct automatic tone warning signal be employed and, (2) that a special indicator, such as an asterisk, be put in directories alongside names of subscribers using recorders. The Commission also proposed that both the telephone companies and recorder manufacturers "undertake a publicity campaign designed to inform telephone users generally of the use of telephone recording devices and the import of the warning signal."

On what was a high point of contention at the January hearings on recorders, the Commission emphasized that telephone recorders be physically connected to the telephone line. The recording companies had been strongly in favor of either the acoustic type of recorder, consisting of a microphone placed near enough to the telephone to pick up conversation, or the inductive type, which receives signals without any direct physical contact. It was felt the Commission's decision in this vein was directed at preventing unauthorized use of recorders. On the same public protection basis, the Commission also directed that all recorder connecting equipment, "as distinguished from the recording apparatus itself, should be provided, installed and maintained by the telephone companies."

The Commission's proposed report stems from an investigation initiated by the Commission last October 31st and which arose, according to the report, from conflict between the presently effective telephone tariff provisions and "the growing demand for telephone recording devices." With the exception of installations for two newspapers, the Bell System has not itself supplied recording devices and in testimony at the January hearings it was brought out that the telephone companies had had only 41 requests for recorder installations in 11 months of 1945, whereas the principal recording manufacturers reported that from 1937 to 1945 they had installed more than 19,000 of the devices, about a third of them having been sold to the Army and Navy.



NAB-RMA COMMITTEES TO SET PLANS FOR NATIONAL RADIO WEEK

Observance of National Radio Week in November will be given impetus by joint efforts of the Radio Manufacturers' Association Advertising Committee and a three-man group to be shortly named by the National Association of Broadcasters, it was announced this week following a meeting of the RMA Committee in the KYW studios in Philadelphia.

The RMA Committee, under the chairmanship of John S. Garceau, Advertising Manager of Farnsworth Radio & Television Corporation, endorsed a proposed program submitted by W. B. McGill, of Westinghouse Radio Stations, Inc. on behalf of a special sub-committee for National Radio Week, members of which include:

John Gilligan, of Philco Radio Corporation and John K. West, RCA Victor Division. An early meeting of the RMA-NAB committees is expected to take place soon, it was said, to set plans for widespread dealer-distributor tie-ins and promotions as well as national and local radio programs, local newspaper advertising and cooperation of retail trade associations.

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CBS NET INCOME AND EARNINGS PER SHARE SHOW SHARP BOOST

The net income of the Columbia Broadcasting System for the first six months of the year was \$3,200,716, according to an announcement by the company, a gain of almost \$1,000,000 over the same period for 1945. Earnings in that period amounted to \$2,224,170. Earnings per share, calculated on 1,717,352 shares of \$2.50 par value stock, for the first six months of 1946 were \$1.86 contrasted with \$1.30 for the like period of 1945.

Gross income of CBS for the 1946 half-year period was \$46,582,052, as compared with \$42,992,968 for the first six months of 1945. Increase in net income by the company in the first half of 1946 can be attributed in large part to the absence of excess profits taxes this year, which in 1945 cost the network \$2,530,000 for the first six months. A cash dividend of 50 cents per share on present Class A and B stock of \$2.50 par value is payable September 6 to stockholders at the close of business August 23rd.

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SEES "TELEVISION CITY" LOCATED ATOP MOUNT WILSON

A "television city" atop Mount Wilson, site of the famous Carnegie Observatory, is foreseen by Albert C. Childs, owner of the mountain top, in announcing that it was for sale. Mr. Childs revealed in his announcement that fourteen radio stations and newspapers interested in television have signed leases for the 6000-foot peak's real estate and recreational development. Prospective investment in television plants on Mount Wilson are estimated by Mr. Childs at several millions and he visualizes that the site will be developed into a whole city, the home of thousands of television employees and caterers to the tourist trade.

Potentialities of the peak as the television center of the Far West are indicated in the revelation by Mr. Childs that in addition to the fourteen leases he has given to television interests he has been approached by some 30 companies for locations. According to engineering data taken on the Mt. Wilson location, television transmitters would have a line-of-site radius of 100 miles or more.

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FEDERAL TELEPHONE & RADIO REORGANIZES DEPARTMENTS

The two former divisions of the Federal Telephone and Radio Corporation, Radio and Telephone, have been replaced by 10 separate departments to attain a more flexible organization, it was announced last week. The new departments include Legal, Industrial Relations, Treasury, Sales, Engineering, Production, Comptroller's, General Service, Surplus Property Disposal and the recently incorporated Canadian affiliate, Federal Electric Manufacturing Company, Ltd.

The corporation has also transferred its administrative offices to its own property at Clifton, N.J., eliminating the building used in Newark for the last three years as an administrative center. Under the new organization plan, Assistant Vice President E. G. Ports has been named Technical Director as well as Assistant to E. N. Wendell, Vice President in Charge. Also, Colonel L. B. Tucker, an Assistant Vice President has been placed in charge of special assignments and is superintending the organization of the Installation Department.

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ZENITH MOVES SOME RECEIVER PRODUCTION TO WINCHARGER PLANT

Public demand has exceeded productive capacity of the Zenith Radio Corporation's Chicago plant, according to a company announcement, and manufacture of four types of radio receivers has been moved to the Zenith-owned Wincharger Corporation's plant at Sioux City, Iowa. In the announcement by H. C. Bonfig, Zenith Vice-President, it was indicated the Sioux City plant would be mainly utilized for turning out table model receivers.

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DRASTIC SHAKEUP IN WAR ASSETS ELECTRONICS DIVISION

Drastic changes to speed the disposal of surplus electronics equipment, especially radio receivers and transmitters, as well as testing equipment, were ordered last week-end by Robert M. Littlejohn, new War Assets Administrator who has promised to cut red tape down to a minimum in getting surplus materials into the hands of veterans.

The new WAA program as set up by Maj. General Littlejohn (who insists on being designated as "Mr. ") also calls for the establishment of a special priorities office to process applications from veterans.

Immediate revision in the agency's program calls for: (1) Complete reorganization of the Electronics Division which sells the surplus radio and radar equipment; (2) Adoption of short-cuts in the handling of inventories; (3) Readjustment of sales agents' agreements; and (4) Revocation of agreements not compatible with the public interest.

Administrator Littlejohn has announced that the Electronics Division is now under the Office of Aircraft Disposal, headed by Deputy Administrator James A. Mollison and that the disposal procedures for aeronautical property, which has been widely approved, will be applied to electronics.

Following the resignation of Robert McCurdy, who headed the Electronics Division, George H. Moriarity, formerly in charge of aircraft components sales, has been made Director of Electronics Sales. Numerous other personnel changes have been made in Washington and the field, it was announced.

As planned by the WAA, the veterans' priorities office will seek to obtain quick action on applications from 10,000 veterans, most of whom are seeking scarce radio testing equipment with which they hope to start or continue a radio repair business. (The issue of radio testing apparatus scarcity in WAA inventories was a focal point in the recent attacks in Congress on surplus property disposal by Senator Wylie and now being given attention by Representative Slaughter's House Surplus Disposal Committee).

Other features of the WAA program include elimination of cost-plus-fixed-fee provisions of present agent contracts; emphasize "sales for profits" rather than storage for profits; and particularly aims at closer coordination of the agency with industry.

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TRANSMISSIONS GO THROUGH DESPITE PRESS EMBARGO

The strike of the American Communications Association (CIO) against Press Wireless, Inc. went into its second week today (August 14) with the embargo on press transmissions, put in force against handling of both incoming and outgoing international press traffic by Western Union, Mackay Radio and R. C. A. Communications, being effective insofar as actual handling of press traffic was concerned but showing little results with regard to the amount of foreign news still coming into this country.

Press Wireless, meanwhile, claims to be still handling all transmissions without delay by utilizing supervisory personnel at its various transmission points and, as announced last week, began to hire new operators after giving the ACA 24 hours to reconsider its walkout of 300 Union members of Press Wireless' New York staff. In an obvious contradiction of the sought-for effect by the Union walkout, it was reported from some quarters that Press Wireless traffic has been on the increase since the strike began. Some foreign news services, it was said, knowing that "struck copy" would not be handled through the other carriers have turned to Press Wireless for their transmissions.

Government messages, personal and commercial traffic have not been affected by the embargo. But it was said that some increase was noted in telephone tolls, especially from Canada, by persons unacquainted with the aim of the embargo who feared that all wire and radio transmissions would be cut off in the United States.

In New York the Associated Press and United Press have reported normal press traffic in most instances over regular channels. Outgoing AP dispatches to South America also were uninterrupted but dispatches from New York to London routed via Western Union were stopped. In London also, American correspondents have been told by the international carriers' representatives that they cannot guarantee delivery of copy in the United States.

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NAB ACTION COMPLETED ON ACQUIRING NEW STRUCTURE

Final action on acquiring title to the National Association of Broadcasters' new headquarters building at 1771 N Street, N.W. Washington, D. C. has been completed and it is expected that the building, now used by the Canadian Embassy as an annex, will be available to the Association next month.

The building was purchased from the estate of William Phelps for a sum within the \$225,000 appropriated by the NAB Board of Directors for that purpose, it was announced, and J. L. Middlebrooks, Director of Engineering has completed plans for renovating the 4-story, 50' x 100' structure.

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POSSIBILITY OF RADIO RECEIVER OPA DECONTROL SEEN

Some hope for decontrol of radio receiver prices was held this week by manufacturers who see the possibility of such action by the Office of Price Administration Decontrol Board as soon as its procedural regulations have progressed far enough for definite action. Following a meeting last week of Radio Manufacturers' Association representatives with OPA officials, it was thought that further price relief might soon be forthcoming and that decontrol of radio receivers would follow as soon as it becomes apparent that the record production in the industry was beginning to catch up to public demand.

It is understood the RMA group, headed by Paul A. Galvin, President of the Galvin Manufacturing Corporation, will meet with the OPA again this month and petition decontrol of receivers on the basis that full production will result from freedom from price regulations and that fair prices will be achieved through the workings of a competitive market. August production of radio sets is expected to go above the mark for July which showed an advance over the June total of 1,378,000 sets. The latter total is more than 200,000 over the monthly average for 1941, best prewar year in the industry.

Meanwhile, the OPA continued to ease the price situation on receiver parts by granting an interim price raise of 10.2% on fixed capacitors. The action became effective August 12th.

The OPA removed from price control, effective August 14, 1946, Crystal radio receiving sets (this includes crystal receiving sets with built-in earphones but does not include headphone attachments.)

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VIRGINIA STATIONS PUBLIC SERVICE PRAISED BY ORGANIZATION

The radio stations of Virginia have been commended "for genuine contributions to the advancement of the general welfare" through recent adoption of a resolution by the Board of Directors of the Junior Chamber of Commerce of that State and copies have been sent to the National Association of Broadcasters and the Federal Communications Commission.

Robert A. Wilson, Vice-President of the organization, said that the resolution had been sent to the FCC "in view of the recent discussions concerning the public service aspects of the radio broadcasting industry." The resolution particularly pointed out that the Junior Chamber of Commerce has been very active in Virginia and "has had many occasions to call upon the broadcasting industry for cooperation and support." Almost without exception, it stated, these have been forthcoming.

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DON LEE TO UNDERTAKE RESEARCH PROGRAM ON TELEVISION

A new method of electronically combining color pictures and sound on one carrier channel will be looked for in a three-year research project by the Don Lee Television System, according to an application filed with the Federal Communications Commission.

According to Harry R. Lubcke, Director of Don Lee, who developed original scanning sources sixteen years ago, the sound will be sandwiched between wave bands - that is between the channels used for sound and vision. Mr. Lubcke will use color film, slides and live subjects in his experiments.

At the same time Don Lee announced that the system's television station W6XAO will be newly equipped this Fall with expected arrival of six new camera chains, an all new sound channel, stage lighting units, synchronization units, intercom equipment, a 5 KW visual transmitter and a 2½ KW aural transmitter. These will augment present equipment including two orthicon cameras, an iconoscope and one film camera.

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NBC NEWSMAN ADVOCATES COURTROOM RADIO COVERAGE

William B. Ray, news manager of WMAQ (NBC) in a statement made before a meeting of the Chicago Bar Association has advocated more widespread radio coverage of Chicago court cases. Mr. Ray took the position that radio as a medium of gathering and distributing news should have the same opportunity as the press in access to the news made in courtrooms.

In seeking to break down present prejudice against such broadcasts, Mr. Ray stated that reports from courtrooms would be handled by radio with dignity and good taste and supported this stand in reminding his listeners that under the terms of a broadcast license a station must operate in the public interest.

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WOR VETERANS' PROGRAM PRAISED BY SENATORS

Initiative shown by WOR, Mutual, on its program "One Year After - The Veteran Reports", was last week praised by Senators Robert F. Wagner, of New York, and Francis J. Myers of Pennsylvania. "It (the program) offers the opportunity for veterans to take the lead as they properly should", Senator Wagner said and Senator Myers declared the program allowed listeners "to pause in our activities and determine whether we have achieved any part of the aims we set at the close of World War II".

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INTERNATIONAL RADIO CONFERENCE OF VALUE TO AIDS TO NAVIGATION

Commodore E. M. Webster, Chairman of the United States delegation to the International Meeting on Radio Aids to Marine Navigation, recently held in London, has returned to Headquarters and has submitted his report to the Secretary of State, according to an article in the Coast Guard Bulletin

The purpose of the meeting was to exchange views on navigational radio aids developments, witness demonstrations, take such steps as would lead eventually to the standardization of navigational radio aids throughout the world and to seek information on similar work in other countries.

In addition to observing the practical demonstrations provided by the United Kingdom government of navigational electronic apparatus and systems, the results of the meeting included agreement on the following matters:

Position of loran as only current long range navigational aid recognized.

Medium frequency shore radio-beacons enthusiastically endorsed.

General endorsement of shipborne direction finders.

Shore based direction finders should be maintained for distress and special usage.

Some interest shown in television pilotage device.

Conference recognized necessity for coordination between marine and airways users of navigational aids and, in particular, from the long distance search and rescue aspects.

Recognition that frequency allocations decisions can be made only through the International Telecommunications Union.

More attention must be given to the navigational aids of small craft, 100 tons and less.

Radar offers a means of reducing risk of collision; it has an application to coastal navigation and pilotage; and a universal performance specification is an essential prerequisite to the compulsory fitting of radar by ships.

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AFL WILL SUPPORT PETRILLO IN STRIKE

According to a United Press report from Chicago Tuesday, President William Green of the American Federation of Labor said Tuesday that the AFL would back James C. Petrillo's American Federation of Musicians in its fight to have the Lea bill declared unconstitutional.

(WAAF)

Petrillo has called a strike against a Chicago radio station in admitted violation of the Lea bill, which forbids a Union to try to force a radio station to hire more employees than it needs or wants.

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STATE DEPT. STEPS OUT WITH 24 FOREIGN SHORT-WAVE PROGRAMS

Programs in 24 languages are shortwaved by the International Broadcasting Division of the Office of International Information and Cultural Affairs, the State Department announces. Programs include news, special features, music, and dramatizations of American science, industry, the arts and government.

A special feature, "Radio University", started in Italian, is now broadcast in Polish also. On this program American scientists discuss such varied topics as agricultural experiments abroad to listen to the programs and then discuss them. It is hoped that these programs can be extended soon to other countries in Europe and Latin America.

World wide broadcasts from Hunter College Gymnasium of the sessions of the United Nations Security Council have been another feature of OIC's radio activities.

William T. Stone, Director of OIC, speaking at a recent conference of the Institute for Education by Radio said, "Just as domestic radio plays a leading role in developing good American citizenship, international radio can help in building good world citizenship."

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MBS AXES BANDLEADERS WHO YAMMER; NO MORE YELLS

Yelling and whistling by ballroom hepcats when any Hollywood dance band starts playing its theme song, and other forms of synthetic enthusiasm, along with announcers who fancy themselves as comics "without wit or script" have been ruled off the Mutual network, it was recently announced.

Charles Bulotti, Jr., Program Director of the Mutual Don Lee broadcasting system, has forbidden band leaders themselves to "yammer yammer" into the mike. Further, there will not be more than three fifteen second credits in a half hour show and opening themes are not to exceed forty-five seconds.

Mr. Bulotti said "a dance remote is not a fun show, it does not have the humor, name value or importance of a large studio show. It sounds ridiculous to hear screaming and yelling just because a band starts playing its theme song. It definitely does not make the remote point rise to a higher level. It does make the ballroom or dance hall sound like a noisy saloon filled with bawdy characters intent on drowning out the music."

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::: SCISSORS AND PASTE :::  
::: SCISSORS AND PASTE :::  
::: SCISSORS AND PASTE :::

New Institutes To Teach Electronics And Radio to Ex-Gis  
"Variety"

A chain of new schools for ex-GIs who want to get into radio and electronics, with plans to branch out later into correspondence courses, has been organized by a group of ex-Army officers who are experts in the field of communications. Another group of well-known radioites has joined the group as stockholders.

Known as Radio-Electronics Institutes of America, the group has already opened offices in New York, where it will be able to accommodate 750 students in day and night sessions. Next school will be opened in Los Angeles, and later there will be one in Chicago.

President of the organization is former Col. R. I. Duncan, radio engineer who organized the RCA Institute in the early days of wireless communication. Acting as executive administrator is ex-Col. William B. Campbell, who was with SHAEF during the war and previously was prexy of Radio-Television Institute. Former Col. Edward M. Kirby is tied in with them as public relations counsellor.

Among the stockholders in the group are former FCC Chairman James Lawrence Fly; Ralph and Sherwood Brunton, of KQW, San Francisco; Martin Campbell, WFAA, Dallas; Bob Coleson, Coast manager for the NAB.

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Radio And The Press: A Broadcaster's Views

(Horton H. Heath, Director of Information, National Broadcasting Co., in "Editor and Publisher")

Radio broadcasting in the United States is an industry carried on in a goldfish bowl. In no other enterprise endeavoring to render a service to the public - including the press, the movies, or the government itself - are the virtues and defects of the product so nakedly exposed. And by the very nature of the business, 18 consecutive hours of daily broadcasts is a product that cannot and should not be designed to please any individual listener all of the time.

No wonder then that radio is a fair target for criticism, and that a portion of such criticism comes under the head of legitimate news, worthy of newspaper publication. In handling such news, the editorial attitude of the vast majority of newspapers toward broadcasting has been fair and friendly. This is true despite the fact that press and radio compete for the advertiser's dollar; and it is true of newspapers that do not happen to be among the 300-odd which own standard-band broadcasting stations.

Specific criticisms which honestly attempt to induce the broadcaster to correct what the critic regards as a fault are both helpful and welcome to the broadcasting industry.

Radio today is far from perfect, just as the press and the movies are far from perfect, despite their longer history and experience. \* \* \* \* \*



Some critics complain of radio's "excessive commercialism". American radio, like the American press, is supported by advertising. Just how much advertising is "excessive"?

For many years past the American press has been going through a process of evolution in the direction of higher standards, of both journalism and advertising. This process is still going on, and the results to date vary widely between different papers.

During its far shorter history, radio broadcasting has gone through a similar process. In appraising the results, the present standards of radio do not suffer by comparison with those of the press. It is not surprising, however, that some stations have reached higher levels than others, and that there is still room for improvement in the industry as a whole. \* \* \* \* \*

It is not suggested that any newspaper should forego its right to criticize the shortcomings of American broadcasting as it sees them. But it will pay every editor these days to be vigilant of the company he keeps. Otherwise, he may wake up some morning to find he has been toeing the party line.

Radio and press have parallel responsibilities to the public. Both have equal need for freedom if they are to discharge those responsibilities well, and continuously to improve their services. What is at stake is the American way of life itself.

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Radio Reception Figures In Conn. Property Values  
( "Variety" )

For the first time in Connecticut and possibly in the nation, the quality of radio and television reception has been recognized legally as a factor in property valuation. In increasing damages to a property owner for land condemned for a highway, State Referee Alfred C. Baldwin has ruled that favorable conditions for reception of radio and television programs are an element of value in real estate. The referee allowed increased damages to a property owner for land condemned for a highway.

In a report filed in superior court and accepted by Judge Edward J. Daly, Referee Baldwin had increased from \$1,250 to \$4,652 the damages to be paid by the State Highway Dept. for taking about one-fifth of an acre of land owned by Italo and Pasquale Martino in Woodbridge. The land was needed for an extension of a highway.

According to the referee, the Woodbridge property is so located that tests have determined that it is unusually good for radio and television reception. Italo Martino, Chief Engineer for WDRC in Hartford, had equipped his home with radio and television equipment for both personal and professional experimentation and reception. He has also done television consultant work based upon his experimentations and works at his Woodbridge home laboratory.

The referee decided, in making the award, that the passing of automobiles on the highway extension near the Martino home would interfere with both radio and television reception. He therefore upped the property damage above that set by the State Highway Dept.

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TRADE NOTES

The Federal Communications Commission has amended its rules governing amateur radio operators which will permit amateur applicants to hand print code tests and provides that assignment of an unassigned two-letter call can now be made to previous holders of two-letter calls. The revisions also delete restriction on the use of geographical terms as phonetic aids in station transmission of its call letters.

Columbia Broadcasting System's promotion of 1946-47 programs will be ushered in September 22nd and 29th when 90-minute broadcasts will be heard from 3 to 4:30 P.M. The network will again use the title of "The Biggest Show in Town" for its overall promotion project by which listeners will be informed of programs to be carried through the Fall and Winter seasons.

The Office of War Mobilization and Reconversion is currently preparing a report for President Truman concerning support given the Famine Emergency Program, it was learned this week, and according to Jay M. Socin, Program Director of OWMR's Media Program Division, "at the moment, it would appear that radio deserves the lion's share of the credit for securijg public cooperation and support." The statement was mae by Mr. Socin in a letter to Dorothy Lewis, NAB Coordinator of Listener Activity, expressing appreciation for the contributions made by the Association of Women Directors, a subsidiary of the National Association of Broadcasters.

Philips Laboratories, Inc., affiliate of N. V. Philips Gloeilampenfabrieken, Eindhoven, Holland, has announced that the latest reports published in English by the parent company includes six highly technical papers which should prove beneficial to American radio researchers. Network synthesis, in which is discussed the determination by which maximum technical efficiency may be reached, highlights the reports and it was stated that further articles on this subject will shortly follow.

Carleton D. Smith, General Manager of WRC, Washington, D.C. recently played host to a large group of officers from Task Force One, Operation Crossroads, at a television viewing in WRC studios. Guests, some of whom had just returned from Bikini, saw films of the second atom bomb blast televised from New York via coaxial cable. Guests included Admiral F. J. Lowry and Mrs. Lowry, Commander F. A. Spencer, who was at Bikini, and Mrs. W. H. P. Blandy, wife of Admiral Blandy, the Task Force Commander.

With the addition of three affiliates in Latin America, the CBS Network of the Americas (Cadena de las Americas) now has a total of 114 stations throughout Central and South America, Mexico and the Caribbean, it was announced last week by Edmund Chester, CBS Director of Latin American Relations.

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# HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W.

Washington 8, D. C.

Robert D. Heinl, Editor

Founded in 1924

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August 21, 1946

## ARMY REVEALS FACTS ABOUT ITS BEST TRANSMITTER, RECEIVER

With war secrecy no longer necessary it has become known that the SCR-694 is among the best radios ever developed by the U. S. Army Signal Corps. Originally designed as a small, high-powered radio receiver and transmitter for airborne troops, its versatility in the use of several types of power supplies and antenna systems, combined with its small size and light weight, made it valuable to other branches of the armed forces.

Infantry, Artillery, Amphibious and Navy forces have found the set highly useful. It has been furnished to nearly all the U. S. armies, and it has proved its worth in Italy, France, Germany, the Pacific area and the Japan-China and India-Burma Theatres. Its special adaptability for use in the war against Japan was also demonstrated.

The SCR-694 is an extremely compact two-way radio telephone and telegraph outfit designed for use in vehicles as a portable ground station or at a front line command post. The receiver and transmitter units are both contained in one small case weighing only twenty pounds. With a panel cover in place this case forms a waterproof unit, and will actually float when placed in water. This feature has been found valuable in landing operations. During vehicular operation, the panel cover is used in back of the radio for shockmounting. Thus it serves two functions.

The radio units, without the panel cover, are moistureproof and fungus-proof, being, therefore, extremely efficient and stable for use in tropical climate. The lightness of the instrument makes it easy to handle and transport, an advantage of the utmost importance in jungle and mountain terrain.

For vehicular operation the radio is powered by a vibrator supply which functions from a 6-volt, 12-volt, or 24-volt source. This feature affords flexibility, which allows the radio to be installed in motor vehicles, tanks and planes. For field use the radio is powered by a new type of hand generator, which, through the use of chain drives, is essentially quiet in operation, a necessary feature for night patrol work.

The receiver is a sensitive 6-tube radio with sufficient power to operate a loudspeaker. It has a built-in calibration oscillator which furnishes a standard for tuning, and a netting control which facilitates adjusting both the transmitter and receiver to exactly the same frequency. Another feature is a sensitivity control which will allow operation of the receiver in proximity to another transmitter without blocking. Both the receiver and transmitter operate on amplitude modulated signals and cover a frequency range of 3.8 to 6.5 megacycles.

The transmitter will emit phone, CW (Continuous Wave), or modulated CW signals. It has a power output of 25 watts, an approximate range of 65 miles with a whip antenna in a vehicle, and a range of several hundred miles when a long wire antenna is used. The portability of the equipment is such that a complete field station can be carried by two men in an emergency.

Praise for the SCR-694, sometimes couched in almost extravagant language, has been received from many war theaters, but the most pointed praise is that received from the Pacific area. One enthusiastic Signal Corps unit has written: "Whether in a foxhole or a jeep, in a jungle or on the beach, in a tropical downpour, blizzard, or surf, the SCR-694 can 'take it.' When its switch is pressed, the radio is On The Air."

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SENATOR JOHNSON QUITTING MIGHT AFFECT RADIO SITUATION

If Senator Edwin C. Johnson (D) of Colorado should stick to his announced determination not to run again for the Senate and if he should succeed Senator Burton K. Wheeler who was defeated for renomination as Chairman of the Interstate Commerce Committee there might be some rough sledding for broadcasters and communications officials who deal largely through that committee. Senator Johnson's second term expires in 1948 and normally seniority would advance him to Senator Wheeler's place. Senator Johnson has already said he would accept the Chairmanship if offered to him.

This in the light of the Senator's declination of renomination to the Senate for another term would mean that he would only be able to hold the Chairmanship for two years. Also that not being up for re-election Johnson could do pretty much as he pleased and probably be a hard man for the broadcasters to handle. Already Senator Johnson has expressed some dissatisfaction with radio suggesting that commentators should be licensed by Congress, etc. With no re-election promises to keep it is thought he might prove to be quite a bull-in-a-china shop.

If, however, the Interstate Commerce Committee were to be broken up into several committees in a general Congressional reorganization Senator Johnson might not have such a good chance to crack back at the broadcasters.

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MARYLAND STATES ATTORNEY THREATENS \$50 NOISY RADIO FINE

Joseph B. Simpson Jr. Montgomery County, Md. States' Attorney warned listeners yesterday that they could be heavily fined if they didn't tune down their radios.

"During the hot weather," Simpson said, "we have received several complaints regarding the loud playing of radios in the suburban area." There's an ordinance against it.

"We are requesting residents to give this office their usual cooperation in seeing that radios are played under such circumstances as they will not disturb the peace and quiet of other residents."

Then he added drily: "The fine for violation is \$50."

63-MILE CLEVELAND TRAIN RADIO CONTACT BELIEVED RECORD

What is believed to be a long-distance record for VHF radiotelephone communications between a fixed station and a train was achieved during recent tests by the Nickel Plate Road.

The tests were centered in the Cleveland area. From the Terminal Tower Building there, a low power (10 watts) fixed station maintained contact with a radio-equipped train up to a point opposite the Bellevue, O., yard office, a distance of 63 miles.

The radio equipment used was produced and installed by the Mobile Communications Division of the Farnsworth Television & Radio Corporation. Farnsworth engineers stated that, while the Cleveland-Bellevue record was highly significant, it was equally important that the tests recorded "solid" communications for only 35 of the 63-mile coverage, and that the smaller coverage was the only one which could be depended upon in all directions at all times in daily service.

The radio system was comprised of very high frequency FM space radiation equipment, of low-power 10-watt type, operating in the 152-162 megacycle band assigned to railroads by the FCC.

Solid communications between the fixed station and the train's radio-equipped locomotive and caboose were maintained without lapse as the train moved through high-level industrial noise areas, between steel-frame buildings, under bridges, into deep cuts, and across highly electrified sections.

The fixed station antenna was installed at the 44th floor level of the Terminal Tower Building, about 600 feet high. One purpose of the tests was to compare its range with that of a relatively low antenna mounted about 60 feet above-ground on a standard railroad pole in the Nickel Plate's Fort Wayne, Ind., yards.

In Fort Wayne, reliable two-way communications with the train were maintained for a distance of 17 miles, with "solid" communication limited to 14.2 miles. This, Farnsworth engineers pointed out, indicated that the mounting of antennas 60 to 100 feet above-ground would enable reliable freight yard coverage of 14 to 20 miles in each direction, depending on height of antenna and the type of terrain adjacent to the station.

As the train passed Payne, O., a wayside towerman signaled by hand to the conductor that a hot-box had been observed on one of the cars. The conductor immediately notified the engineer by radio, and the engineer replied that he would pull the train off to a stop east of the Payne station.

After the hot-box was treated, the conductor in the caboose notified the engineer that it would be necessary to set the car out from the train. The use of radio for these purposes saved 8-15 minutes of operating time. In instances where bad visibility or adverse weather conditions existed, Mr. Murphy emphasized that even greater time savings, as well as increased safety, could be accomplished by use of radio.

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FCC SETS UP THREE NEW CLASSES OF PUBLIC UTILITY STATIONS

A radiocommunication service for public utilities was established last week by the Federal Communications Commission in announcing proposed rules and regulations authorizing three new classes of stations - Power Utility, Transit Utility and Petroleum Pipeline.

This makes it possible for radiotelephone to be more fully utilized by electricity, gas, water and steam companies, besides making it available to petroleum pipeline systems and local transportation facilities. These rules will become effective September 9, subject to the condition that any interested party may, within 20 days, file exceptions setting forth reasons why they should not become operative, and, if such reasons are substantial, oral argument will be granted.

Up to now, power utilities have been restricted in their use of radio to emergencies that jeopardize life, public safety or important property. While unnecessary radio conversation is still banned, fixed and mobile stations can now be employed for issuing orders and instructions relative to production, transmission and distribution of their products. The Petroleum Pipeline radio stations are authorized to make such transmissions in connection with the transportation of petroleum or petroleum products by fixed pipelines, and urban and suburban transit systems, furnishing scheduled public transportation over fixed routes, can speed trouble calls and repair crews and otherwise use radio to maintain and improve service.

The Commission has long recognized the need of a broader application of radio by utilities and, as early as January, moved to allocate frequencies for this type of communication. Utility stations will, in general, share the 72-76 and 152-162 megacycle bands for systems operating within a radius of approximately 20 miles, and the 30-40 band where service is to more than one municipality or a metropolitan area. For the time being, all applicants for new stations requiring communication with mobile units within 20 miles will be required to operate above 72 megacycles.

Frequency assignments are on a temporary basis pending adoption of a permanent place in the spectrum for utility stations. Certain good engineering practices-such as use of directional antenna and limiting antenna height and transmitter power - may be required later in order to make maximum use of the limited number of frequencies available.

Licensees of existing special emergency radio stations, who may be eligible for authorizations in the Utility Radio Service, will be permitted to change station Classification to one of those in the new service, and will be permitted to continue, temporarily, operation on their presently assigned frequencies. This will afford them the added advantages of the broader scope of service without requiring changes in radio equipment.

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WTOP - CBS TO HAVE FAMINE LUNCHEON

WTOP-CBS station in Washington has issued invitations for a Famine Luncheon at the Hotel Statler given with the cooperation of the Famine Emergency Committee, Thursday August 22.

## BULLDOZER SMASHED ARMY RADIOS; PROBE CAUSES SENSATION

Taking the spotlight off of Washington for the time being the surplus property investigation of the Congressional Committee now in session in Atlanta investigating the sale of radio surplus is being played up in the front page of every newspaper in the country.

More than 124 tons of used Army radio equipment was sold to an Atlanta junk dealer for 1.2 cents a pound after much of it had been smashed deliberately with a bulldozer at Warner Robins Field, Macon, Ga., the committee was told.

Col. Ben J. Peck, chief of supply at the field, according to the United Press, said K. C. McPherson, chief civilian in the supply department's inspection section at Warner Robins, ordered use of the bulldozer after some secret radio-radar items were found among the pile of equipment.

"McPherson took it on his own initiative, and it was an error in judgment," Peck told the committee headed by Representative Roger C. Slaughter (D., Mo.) "he was reprimanded and it hasn't happened again."

Slaughter said, "I'd think it was a very serious error in judgment."

A young Navy veteran, Morgan Pattillo, now a Georgia Tech student and "ham" radio operator, said he had bought damaged transmitter-receiver sets valued at \$4000 each from the Atlanta junk dealer for \$6 apiece.

The hearing was called after the material - much of which was described as usable and valuable - was sold to the junk dealer for \$12.88 a ton, or 1.2 cents a pound, and resold by him at prices varying from 5 cents to 20 cents a pound.

After hearing several witnesses, Representative Davis observed that "it would have been well to destroy all this stuff outside the country, and save the Government money. It seems to be costing more to get rid of this stuff than the Government would ever get out of it."

While officials of the junk company said they had made no money so far in the deal, the Georgia Tech Navy veteran testified he had made "tremendous profit" on electronic equipment he purchased for as little as 20 cents a pound.

Colonel Peck told the investigators that the Air Forces policy was to sell as salvage all items which could not be economically repaired for restocking.

Congressman Slaughter asked if the Army made any effort to strip the smashed units for smaller, usable parts.

"No," the colonel replied. "Anything considered not economically repairable was to be sold as salvage. Those were our instructions."

A. M. Stanton, Macon wholesale radio parts dealer, disputed appraisal of others testifying on the value of some items. For example, he said, a transmitter which two witnesses said was worth "about \$500" could be purchased from the WAA for only \$30. He submitted a letter from WAA quoting that price.

## FCC LICENSES 'RADIOPAGING' SERVICE

A new "radiopaging" service enabling a person to sit in a theatre or ball park and still know when he is wanted on the telephone, has been authorized on an experimental basis by the Federal Communications Commission, according to the New York Times.

Sherman Amsden, managing director of the Telephone Answering Service, 38 East Sixty-first Street, confirmed that his organization had received permission to erect a high-frequency transmitter to introduce the mobile message service.

The heart of "radiopaging" is a small portable receiver about one and a half times the size of a package of cigarettes, Mr. Amsden said. Using the miniature tubes perfected during the war, it would contain a very small speaker that would be audible only when held against the ear.

Each subscriber to the service would receive a code number. When a doctor was enjoying a night off at a Broadway musical, for instance, he could put the receiver to his ear. If he heard his code number, he could go to a telephone and receive his message.

Once the subscriber had responded to the electronic summons, according to Mr. Amsden, his code number would be dropped from the list continually being announced from the central transmitter.

Through use of suitable relay stations that would take advantage of the inductive properties of railroad tracks, he added, it might even be possible to reach a subscriber while he was traveling in the subway.

Other possible uses would be to enable a housewife to take her children to the park without worrying if anyone were trying to reach her on the phone and to enable delivery services to keep in touch with their employes in the field.

While no tentative rates have been fixed for the service, Mr. Amsden said it would be substantially below rates to be charged by the New York Telephone Company when it introduces two-way radiotelephone service for automobiles this fall.

He revealed that the Telephone Answering Service, which is a privately operated concern, already was working on further improvements in radiopaging. One receiver now in the laboratory would respond only if the subscriber's particular code number were called.

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## WAA OFFERS HALF-MILLION DOLLAR PLANT; O.K. FOR RADIO TUBES

War Assets Administration is offering for sale a complete, automatic glass-tubing plant near Parkersburg, W. Va., which is suited for producers of electric lamps and radio tubes.

Built in 1943 at a reported cost to the government of \$482,918, the plant is being operated under lease by the Demuth Glass Works, Inc., which also operated and leased the project during the war.

The plant was designed to produce about 200,000 pounds of glass tubing per month. Situated well above flood level on the south side of the Ohio River about six miles from Parkersburg, the site consists of



12½ acres of land. The principal building, a one-story structure with brick walls and steel framing, has a floor area of about 38,000 sq. ft. Other buildings include a storehouse, gas meter and guard houses. Heat for melting is obtained by burning natural gas. There is also a stand-by service from fuel oil equipment for one unit.

Utilities are furnished by local companies and the Baltimore & Ohio Railroad has a siding to the site. Detailed information may be obtained from the WAA Regional Office of Real Property Disposal, East Fourth St., Richmond 24, Va.

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TONING DRUG RADIO ADS URGED

The American Pharmaceutical Association in Washington last Sunday recommended more effective self-regulation of radio advertising to abolish "agitation of the air waves with high-pressure, low-level commercials" for household remedies.

The group conceded, however, that manufacturers "making or implying extravagant claims are in the minority."

Products advertised in jingles and songs were effective, the association said, when properly used but that improper advertising often led to "ill-founded hopes and inadequate treatment." It also protested that pharmacists and physicians frequently were "dragged into commercials as unconsulted partners in the 'recommendations' offered."

Radio station officials and drug manufacturers were urged to establish joint committees for self-censorship of such advertising.

The proposal was put forward in the association's journal, which also contained an article by Dr. Thomas Parran, surgeon general of the Public Health Service, in which he expressed "deep concern over some of the (radio) advertising techniques \* \* \*."

The practice, he said, "is reaching distribution proportions."

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WORLD-WIDE FREQUENCIES REALLOCATION NEED STRESSED

Addressing the United Nations group in New York, Gerold Gross, Vice-director of the International Telecommunications Union at Berne urged an immediate reallocation of radio frequencies between broadcasting stations and shipping and flying services as essential to permit orderly international and national communications. Mr. Gross, who was formerly chief of the International section of the Federal Communications Commission said the available frequencies are oversubscribed, and if an international conference to redistribute them is not convened soon the situation will become critical.

"Tremendous advances have been made in the development and use of new frequencies since the last conference (of the International Telecommunications Union) was held in 1938," Mr. Gross said. These must be tabulated and allotted."

The 1938 conference was in Madrid, he remarked, and therefore the covenant, now in Spanish hands, would have to be obtained "discreetly." The Telecommunications Union, which has its headquarters in Berne, is composed only of a secretariat.

"The Swiss Government administers the organization, but the projected international conference might set up a council of nations to direct the ITU's work," Mr. Gross added.

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### BIKINI PRESS, RADIO CORRESPONDENTS CONDUCT CRITICIZED

A hornets' nest was stirred up by criticism of press and radio correspondents conduct aboard the U.S.S. Appalachian at the Bikini test by Hanson Baldwin, military editor of the New York Times. Commenting upon this Robert U. Brown of the Editor & Publisher writes:

Mr. Baldwin's "three principle indictments of the newspaper, radio and magazine coverage" are:

1. The accreditation of too many persons who went along simply for the ride." We agree on that one. Our own dispatches from Bikini referred to the "phonies" aboard. The fault was not with the Navy as accreditation was made on the approval of a newspaper, radio and magazine accrediting committee.

2. "Irresponsible reporting." He refers to the "crazily exaggerated buildup prior to the tests, a buildup that led the public to overestimate the tremendous capacity of the atomic bomb and hence led to the inevitable 'letdown' after the tests." He acknowledges: "For this however, the press is not wholly, perhaps not even fundamentally, to blame." Pseudo scientists, and in a few cases reputable scientists who had let their emotions and political sympathies cloud their scientific judgment, made some astounding and wholly unscientific predictions, Baldwin stated.

We don't think reporters can be blamed in retrospect for quoting persons who should have known what the bomb would do when certainly no laymen in the world could be expected to know. Baldwin stated: "This let-down was accentuated by the tendency of some correspondents to rush into print after the first test and call it a 'dud' because none of the major units had been sunk at a time when the toll of damaged ships was not even known."

3. "Many accredited representatives aboard the Appalachian apparently had never been aboard a naval vessel before. Some acted as if they owned the vessel some others, chiefly those plainly along for a ride, acted as if the trip was the "Lost Weekend." A few, contrary to Navy regulations and all proud naval traditions, tipped the crew and messboys with large bills as if they were in a night club. Drinking and drunkenness, though forbidden aboard the ship by Navy regulations, was for a time prevalent and openly done among some of the passengers and some passengers gave liquor to the crew."

A few correspondents did tip crew members who took care of their quarters and messboys who waited on them.

As for the "Lost Weekend" touch, there was drinking on the ship and it was no secret from the Navy. But it was not a debauch.

While we were aboard all drinking that we saw was confined to quarters. Only one correspondent got obnoxious and while he was making up his mind whether to leave the ship at Kwajalein he was quietly let

known that he wasn't wanted aboard.

As for passengers giving liquor to the crew, all the correspondents this writer has talked to since returning complain of the reverse: the crew helped themselves whenever it wasn't locked up.

RETURNING to Mr. Baldwin's first "indictment" concerning the "phonies" who went along for the ride and never filed a line of copy, we want to endorse his proposal of corrective measures to prevent such a thing happening again.

"One suggestion is that the American Society of Newspaper Editors, or some similar professional body, should set up a permanent accreditation committee to winnow out the wheat from the chaff.

Mr. Baldwin mentions the similar circumstances surrounding the opening of the San Francisco conference, to which we will also testify, where the so-called press representatives outnumbered the conference delegates and the press hotel, press conferences and convention quarters were crawling with alleged members of the press who had no business being there.

Although we were not there, we have heard reputable correspondents complain about similar conditions during the war at SHAEF and COMSOPAC.

The entire newspaper, magazine and radio fraternity owes it to the people to see that every man who covers a story like the atomic bomb test is there to work and report it.

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#### SECOND ANNUAL TV EXHIBITION PLANS RAPIDLY SHAPING UP

Final arrangements for the Second Television Conference and Exhibition of the Television Broadcasters Association, Inc., scheduled to be held on October 10 and 11, at the Waldorf-Astoria in New York City, are rapidly nearing completion.

All aspects of television will be on the agenda including four panels on Programming, concentrating on live talent, use of films, remote shows and advertising sponsors and commercials; two panels on Station Management; two on Receiver Sales, and one each on Television and Education and Press Promotion.

Advertising managers of those companies now using the medium regularly are expected to outline their experiences.

The Exhibition will feature advanced designs in television transmitters and receivers. Those manufacturers who have reserved space in the transmitter equipment section include General Electric, RCA, Du Mont and Federal Telephone and Radio. Transmitters, antenna design, camera chains, control consoles and studio equipment will be shown.

Home settings, tastefully furnished and decorated will be featured by television receiver manufacturers such as Philco, Farnsworth, General Electric, Du Mont, RCA, Sonora and Telicon. It is expected that all of the newest sets will be displayed.



Related television service organizations, among whom are A. T. & T. NBC, Belmont division of Raytheon Manufacturing Company Crosley, and Bryan Davis Publishing Company will display in additional space.

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F.C.C. GRANTS PERMIT TO WESTINGHOUSE

The Federal Communications Commission has granted a permit to Westinghouse Radio Stations, Inc., Boston, Mass, for the construction of a television station.

This brings the number of permits issued by the F.C.C. for the construction of commercial television stations to a total of 26 in 17 of the nation's top markets.

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BRITISH CLAIM WORLD LEAD IN TELEVISION

Britain leads the world in the development of radio television, a member of the Radio Industries council, mouthpiece of British radio manufacturers, said today. The country was represented as the only one in which a daily television service exists.

"We have always been ahead and didn't lose any ground during the war," the spokesman said. "In fact, because television and radar are closely connected, we went farther ahead."

Twenty-three thousand persons in Britain own television sets, he said, and manufacturers hope to raise that number soon to 100,000. Average sets will cost the consumer about \$200.

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RADIO TALKS IN 8 LANGUAGES

A radio which can broadcast speeches in eight different languages to individual receiving sets within an auditorium will be tried out at the world conference of teachers at Endicott, N. Y., it was announced today.

A product of International Business Machine Corp., the new radio translator system carried the words of the speaker to interpreters on booths who instantly broadcast translations into their particular language channels. Push buttons enable translators to slow down or stop reception of the speech until they have caught up with the speaker.

Listeners within the auditorium are equipped with receiving sets which have earphones and an aerial embedded in a shoulder strap to enable free movement while listening to the speaker.

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NEW CROSLY PATENT ATTORNEY

Robert L. Spencer has been appointed patent attorney for the Crosley Corporation. Mr. Spencer is replacing Alden D. Redfield who has been patent attorney for Crosley for the past six and one half years. Mr. Redfield has accepted a position as patent counsel with the Aviation Corporation, parent organization of the Crosley Corporation.

Prior to joining Crosley Mr. Spencer served three years as a lieutenant in the Naval Air Force. He was for two years previous patent attorney for the Bendix Aviation Corporation.

TOSCANINI BACK TO DIRECT NBC ORCHESTRA

Arturo Toscanini, back in this country again after a spring and summer series of restoration concerts at La Scala in Milan, has already arranged his schedule for the 1946-47 season of NBC Symphony Orchestra concerts.

The maestro will direct the orchestra in 16 Sunday concerts, Samuel Chotzinoff, manager of the music division of the National Broadcasting Company, announced today.

Between the two series of eight concerts each, Toscanini will return to La Scala to conduct opera performances. This will mark his first operatic conducting in a theater since his appearances at the Salzburg Festival a decade ago.

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FCC HEARING SCHEDULE FOR SEPTEMBER, OCTOBER AND NOVEMBER

The Commission today (Wednesday, August 21) released its hearing schedule for all broadcast applications designated for hearing prior to August 1. The hearings are arranged to commence September 4. The cases have been arranged wherever possible in order of file number of the lowest application involved in the hearing, except that where a hearing date has already been set by the Commission, that date has not been changed in this schedule.

The hearing schedule released today, entitled Attachment II, will be followed shortly by an alphabetical list of applications in the hearing which will be entitled Attachment I, and a list by Docket Numbers which will be entitled Attachment III. Such lists will, of course, conform to the dates set forth in the hearing schedule released today as Attachment II.

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PHILCO SIX MONTHS OPERATING LOSS REDUCED TO \$2,404,684

Philco Corporation had an operating profit of \$164,787 in the second quarter of 1946, as compared with a loss from operations of \$2,569,471 in the first quarter, and thereby reduced the operating loss for the first six months to \$2,404,684, it was announced by John Ballantyne, president. After estimated tax credits of \$2,350,000, the net loss was \$54,684 for the first half of 1946, Mr. Ballantyne said.

The earnings data for the first six months of 1946 and comparison with 1945 follow:

	Six Months' Report	
	1946	1945
Sales	\$37,079,227	\$68,425,259
Loss before Tax Credits	2,404,684	6,299,623 *
Estimated Tax Credits	2,350,000	4,655,000 **
Net Loss	<u>\$ 54,684</u>	<u>\$ 1,644,623 *</u>

\* Profit  
\*\* Taxes

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FCC EXPLAINS PERMIT REJECTION NOT NEWSPAPER PREJUDICE AT LITTLE ROCK

Decision of the Federal Communications Commission to reject the application of the Arkansas Democrat Company for a radio construction permit in favor of Kenneth Kesterson, and Charles Penix, doing business as the Radio Engineering Service, had no bearing on newspaper ownership of radio stations, spokesmen for the FCC said.

In the FCC's decision it is pointed out:

"The city of Little Rock now receives service from three stations located in that community and from a fourth station located in North Little Rock. There is now one station in Pine Bluff which renders the only nighttime primary service available to that city. During the daytime the Pine Bluff station and two of the Little Rock stations render primary service to the city of Pine Bluff.

"Upon the facts in this case, the Commission concludes that the granting of the application of the Radio Engineering Service would result in the establishment of a new and competitive radio service in the city of Pine Bluff, and would result in a more fair, efficient and equitable distribution of the use of radio service. ... The Radio Engineering Service is legally, financially and technically qualified to construct and operate the proposed station."

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BMB ISSUES RADIO OWNERSHIP VOLUME; 15 CITIES TOP 99%

Broadcast Measurement Bureau announces publication today of RADIO FAMILIES USA - 1946, the first publication to bear the BMB imprint. The 260-page, spiral-bound book shows radio family ownership as of January 1946 for every county and approximately 1,000 cities. The listing for each place includes total families, percent radio families and number of radio families.

Fifteen cities are shown to have radio ownership of 99 percent or better. Leading all cities in the book is Cleveland Heights, Ohio, 99.7 per cent of whose families have radios. Closely following is Oak Park, Ill. with 99.6 per cent radio ownership. Upper Darby, Pa. is in third place with 99.4 per cent.

The first section of the book following the foreword shows radio families by geographic areas and states with additional breakdowns by urban, rural farm and rural non-farm classifications. Ownership information is also presented by time zones, county size groups and city size groups.

The second section shows radio ownership by states, counties within states and cities within counties. Very sparsely populated counties have been combined and counties covering large areas have been divided, with data given for each sub-division. The cities for which radio ownership information is given include all cities of 50,000 or more population, all cities of 10,000 to 50,000 population outside metropolitan districts and all cities below 10,000 population in which radio stations are situated.

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::: SCISSORS AND PASTE :::  
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WLIB PEPS UP NEWS WITH REPORTERS FIRST HAND ACCOUNTS  
("Editor and Publisher")

Indicative of the lengths to which Mr. and Mrs. Ted O. Thackrey are going to convert WLIB, their New York independent outlet, into a top public-service station is WLIB's unique news operation.

An untried plan only two months ago, the WLIB news -- 10 minutes every hour on the hour broadcast by reporters, not announcers - - has paid dividends in listeners and community service.

Dubbed the New York Post WLIB News Bureau, the station's newsroom is run in much the same manner as a newspaper city room. Emphasis is given local events, and local angles are sought on national and international news.

Reporters are assigned to local happenings and their telephoned reports are included in the hourly newscasts. When a reporter returns from an assignment he goes on the air himself with full details. When warranted, a wire recorder is used on news stories, bringing to listeners on-the-scene descriptions and interviews with personalities in the news.

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Radio, Film Reports Absorb All of Luce's 200 G  
("Variety")

Henry R. Luce, head of Time-Life-Fortune Mag empire has spent \$200,000 to investigate the radio and films but isn't very much interested in probing the three media to which he is closest - newspapers, magazines and books.

That's the situation in regard to the seven forthcoming reports to be published by the University of Chicago on behalf of the Commission on the Freedom of the Press.

The CFP was founded with \$200,000 contributed entirely by Luce. It had a lot of lofty aims in regard to the press, books, magazines, radio and films. The commission under the chairmanship of Robert M. Hutchins, Pres. of the University of Chicago, has now run through with its 200 G.

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Radio-Cowboy Senator Still Wants Congress Broadcast  
(Senator Glen Taylor of Idaho in "Washington Post")

Washington is a company town. Everybody works for the same employer, everybody has the same interests and daily experiences.

I particularly enjoy hearing from the people at home because they have much more ability to see things in a broad national light than do the denizens of the Capitol corridors.

I wish that people at home could get a direct picture of what we're doing in Washington. One way to accomplish this would be to broadcast all sessions of Congress.

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Louis-Conn TV Cameras Were 165 Feet From Fighters  
("Relay")

It has been already reported that the Louis-Conn championship fight from the Yankee Stadium has done for television what the Dempsey-Carpentier bout in 1920 did for the then fledgling radio.

We watched the Taylor-Janeiro boxing bout televised over station WNBT from Madison Square Garden. The camera work was excellent and the closeup telecast of the action in the ring was sharply defined, even better than some motion pictures we have seen. Here and there, the long-view shots suffered from fading and haziness, a problem which still confronts television engineers, but most important of all, the ringside pictures were excellent.

During these boxing programs from Madison Square Garden, the cameras are located in the upper tier on the 49th Street side of the Garden, a distance of about 84 feet from the ring. Considering the quality of the reception this was thought to be remarkable until it was learned later from NBC engineers that during the Louis-Conn title bout, the cameras were placed at a point 165 feet from the scene of action.

NBC television is now on the air between 15 and 20 hours a week and much of this time is already given over to sponsored programs.

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Hits FCC Knuckling Down to Atheists  
George E. Sokolsky in "Washington Times-Herald"

Some time ago I wrote a piece on "The FCC and God" and that gave the atheists a field day for criticism, vituperation and misrepresentation.

My objection was to the FCC forcing radio networks and radio stations to give atheists time on the air. The FCC has never issued an order requiring radio stations and networks to give Jews or Christians, Mohammedans or Buddhists, Taoists or Parsees time on the air even by implication.

Why is an atheist an especially favored person? Is his nihilistic doctrine so superior in the eyes of the FCC that the right to determine who shall and who shall not use time on the air is withdrawn from the management of radio stations and networks?

If a special order was issued in favor of atheists, why not in favor of Father Divine?

But to whose preferences, prejudices and whims is the broadcaster to accede?

The FCC's?

An association of atheists?

We all have preferences, prejudices and whims - whose shall prevail?

The broadcasters pursue the taste of their listeners who can dial something else or turn off the radio altogether. The public is a better judge than the FCC.

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Radio Commentators Named as Radicals

A new force has arisen on the American political scene according to Willis Edwards in the Chicago Tribune (Aug. 8) who says:

"Investigation in Washington and New York City discloses as a combination of radicals and men of wealth in the publishing and radio business. Ostensibly a movement for establishing of a "world government" this potent alliance has invaded domestic politics in an endeavor to defeat candidates for public office devoted to the surrender of the nation's sovereignty. Among the radio men Mr. Edwards mentions are Clifton P. Fadiman, master of ceremonies of "Information Please" and Raymond Gram Swing, commentator.

TRADE NOTES

Col. Robert R. McCormick publishers of the Chicago Tribune and operator of Station WGN asserted in an address at the Illinois State Fair Great Britain and Russia have their newspapers and magazines in the United States and control or influence more than half of the radio commentators. "These were the influences which plotted us into a war which 85 per cent of our people opposed," he said.

The embargo on overseas press messages, which has disrupted normal communications of newspapers and press services since August 1, was lifted last night by a membership vote of the American Communications Association, CIO.

The A.C.A., which likewise has been on strike since August 7 against Press Wireless, Inc., also voted unanimously to accept arbitration in the dispute. Lawrence Kammet, national press representative for the union, said that full crews will be at work by tonight.

A. D. Keller, who has been associated with the International Standard Electric Corporation since its organization in 1925, has been elected chairman of the Export Committee of the Radio Manufacturers Association. Mr. Keller is Purchasing Agent of the department in New York which handles exports for the International Standard Electric Corporation and the Federal Telephone and Radio Corporation, both affiliates of the International Telephone and Telegraph Corporation.

Mrs. Eleanor Roosevelt is expected to make her debut as a member of the new Advisory Council of the Radio Executives Club of New York Sept. 19 if her automobile accident injuries permit. Other members include Justin Miller, President of the National Association of Broadcasters, Charles Mortimer, President of the General Foods Company. Robert D. Swezey, MBS vice-president and general manager is president of the Radio Executives Club.

Communications networks in Italy have been restored so effectively by the U. S. Army Signal Corps that all sections of the country are now linked together by adequate radio and wire facilities for military and occupational purposes, according to a report to the Chief Signal Officer from the Mediterranean Theater. The prewar Italian civilian wire communications network was both extensive and diversified but, as the result of German destruction, rehabilitation was required on both inside and outside plants before much of that system could be employed. Combining of Italian and American equipment into an efficient and reliable network presented many technical problems.

The late Raymond Clapper, Scripps-Howard, Purple Heart, G. Lawrence Meier, MBS-INS, Purple Heart and Clete Roberts, ABC, Purple Heart are among the commentators recently receiving awards from the War Department.

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A new method of electronically combining color pictures and sound on one carrier channel will be researched on a three year project by the Don Lee Television System according to an application made to the Federal Communications Commission. The sound will be sandwiched between wave bands, according to Harry R. Lubcke, director of the Don Lee Television System.

At present black-and-white television uses two channels, one for video and one for aural, the two being electronically sychronized at the transmitter.

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Paul Mowrey, national director of television for the American Broadcasting Company, and Harvey Marlowe, ABC's executive television producer, will travel to Des Moines, Ia., this week to help Station KRNT, Cowles Broadcasting Company, ABC affiliate there, produce a series of television shows at the Iowa State Fair. KRNT is renting cameras, a transmitter and about a dozen receiving sets from the Radio Corporation of America. All shows will be over a closed circuit.

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The Australian, senate has passed a bill which requires the Australian broadcasting commission to establish an independent news service. D. Cameron, postmaster general, told the senate the cost of the service would be less than \$648,000 a year.

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Ceiling prices of distribution transformers at the producers' level have been increased by OPA 12 per cent over maximum prices. Resellers have been granted a percentage pass-on of resultant increases in their net invoiced costs in conformity with the Price Control Extension Act of 1946, which provides that distributors must receive average current costs of acquisition plus the average percentage mark-up in effect March 31, 1946.

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Washington, D. C. Capital Transit bus lines are experimenting with a miniature public address system to assist the bus driver. With the new equipment the driver can announce stops and invite passengers to the rear of the bus without raising his voice. In actual use the microphone is to the driver's clothing, leaving both hands free for driving.

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The new signature tune for the BBC's Television Service was specially composed by Eric Coates.

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When President Harding spoke at the Tomb of the Unknown Soldier on Armistice Day, 1921, more than 150,000 people in New York, San Francisco, and Arlington, Va., heard the address over loudspeakers, the radio connected by 3,700 miles of telephone lines.

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ALH & Ad Arts



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Radio — Television — FM — Communications

2400 California Street, N. W.

Washington 8, D. C.

Robert D. Heintz, Editor

Founded in 1924

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 LEGAL DEPARTMENT  
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No. 1739

A. P. L. Y. x

August 28, 1946

BE AHEAD OF PUBLIC. BBC DIRECTOR ADVISES -  
But Not Too Far.

The secret of leadership in broadcasting Sir William Haley, Director-General of the British Broadcasting Corporation told the Imperial Press Conference in London recently is that of always being ahead of the public, yet not so far as to be out of touch.

"A broadcast has no purpose if it is not listened to" Sir William declared. "Our task is to draw more listeners to all that is worth while."

Stating that England has the only full seven-day week public television service in the world the BBC Director General said:

"Television has its special problems and they are not all on the technical side. However difficult the problems appear, I firmly believe they will be solved. I cannot state too often that the BBC has no desire to impinge on any existing entertainment interest. We do not believe television will do so. It is not going to seek to be another cinema. It is going to be television, an entertainment in its own right.

"By spreading an acquaintance with and taste for many differing kinds of entertainment it cannot fail to help all entertainment. In the long run, both the cinema and the theatre will benefit from television. Thanks to the gramophone and to broadcasting, serious music has never had such live audiences as it has today. Twenty years of the broadcasting of news bulletins finds newspaper sales higher than ever they were before. I have always held the view that broadcasting and the Press are complementary, and everything that has happened through the years has confirmed that view. I am sure it will be the same in this case.

"Television has come to stay. As with all newcomers to any society, an equation must be made, a modus vivendi found. On behalf of the BBC, I would say just this. We approach this problem in as broad and statesmanlike a way as possible. The one thing we cannot envisage is the stifling of television. For television will go on.

"Precisely how it will go on it is still too early to say. It is clear, however, that it is an integral part of broadcasting and not an art separate from it. We intend to press on, as fast as physical resources allow, with the task of making it available to as many homes and over as widespread an area of the kingdom as we possibly can. As the coverage of television reaches somewhere near that of sound, one possibility is that the two will become complementary within at least one of the programmes, each in turn being used for the thing it can do best.

"But that is some way ahead. Meanwhile, we are establishing no uncrossable frontiers between sound and television within the BBC. We hope each technique will have something to contribute in men and women and ideas to the other".



"Both on the programme and engineering sides many overseas broadcasting organisations look to the BBC for leadership. It is a great pity people inside this country never realise how high is the prestige of the BBC outside it. The range of BBC broadcasting is unparalleled in the world. In the seventeen-and-a-half hours of the Home Service alone, the British listener has the most carefully balanced, comprehensive programme of broadcasting yet devised. And we are always seeking to widen it.

"The world is entitled to ask about the spirit in which international broadcasting is to be carried on. Our main duty is to the truth. We may not always possess it wholly; we must never cease to strive after it. In the long run, no interest over-rides that of truth. It is our effort to put through the world's ether a continuous, unemphasised, antiseptic flow of truth. By the world's judgment of our success or failure in this we are prepared to abide.

"We shall in talks and other broadcasts, of course, explain the British point of view and demonstrate the British way of life. That is one of the things the peoples of the world want from us. So long as we do it truthfully no conflict of trust is involved.

"One other thing I would like to say about international broadcasting: nation must speak peace unto nation. One of the first things we need to this end is the establishment of a code of international broadcasting conduct for all nations. I believe the proper source from which it should come is the United Nations.

"What is the starting point for BBC policy? It is that its duty is to survey the whole field that broadcasting can possibly cover, to apply broadcasting for the benefit of all classes of the community, to disseminate culture, information, and entertainment over the full range of their repertory (see that the great works are regularly repeated), to ensure that of the classics and the newest art forms, neither excludes the other; to serve the minorities as well as the majorities among the people.

"To do this properly, and not merely to pay it lip service, needs a great deal of programme space. For some time we have been anxious to open up the higher reaches, and to cover fields to which we have hitherto been able to pay only sporadic visits. In this new programme, which will have no fixed points, we shall do much that is fascinating and exciting. Great music, operas, full-length plays, dramatic festivals, European performances, a new range of talks will predominate.

"We are establishing an engineering school. It will be a companion to the BBC School, which educates and re-educates members of the BBC staff in the constantly developing programme and administrative techniques. And, as an improvement in any broadcasting is a gain to all broadcasting, the BBC School is open to other professional broadcasters outside the BBC staff. Men and women have come to it from many parts of the world.

"In research we have already done much pioneer work, but we are now stepping it up above all earlier levels. To a stripling such as broadcasting, research is the very marrow of the bone. From it must come all growth. From frequency modulation to television the BBC is already embarked on a major programme of post-war broadcasting research. We have been broadcasting on frequency modulation experimentally for many months. Some of our new prototype studio, recording, and other equipment marks great advances. Both in the pure science and functional development of radio engineering we expect to achieve much."

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BELIEVED STORER HAS EYE ON BIG CITIES; RE-ENTERS DETROIT

There seems to be an impression that if George B. Storer re-enters his old home-town of Detroit in full possession of WJBK at a cost of \$550,000 he will be out to add other big city stations to the Fort Industry network which already extends from Toledo to Miami. Just what additional stations in larger cities Commander Storer has his eye on, if any, is not known but the belief is that the acquisition of WJBK may be only the beginning of a post-war expansion.

The Fort Industry stations are WSPD, Toledo, WWVA Wheeling, WGBS Miami, WAGA Atlanta, WMMN Fairmont, West Va., WLOK, Lima, O. and WHIZ Zanesville, O. One theory is that Commander Storer might be willing to sell or trade-in the Zanesville, Lima and Fairmont stations in order to concentrate on the big cities. These stations are all reported doing well but with a restricted field their earnings are relatively smaller. Commander Storer and his equally well-known and capable brother-in-law J. Harold Ryon, former president of the National Association of Broadcasters, and vice-president of Fort Industries are understood to have as their present objective the larger markets. It is believed an indication of this was given when Commander Storer said that Fort Industry would stipulate in its application for transfer of WJBK that if the Federal Communications Commission felt Fort Industry should not expand the number of stations it operates beyond the present seven, it would agree to dispose of one of the existing stations within a reasonable time.

If Commander Storer, subject to the approval of the FCC, should finally acquire WJBK from John F. Hopkins, Inc. \$550,000 would be a record local station price. Mr. Storer has long been interested in one station or another in Detroit, including WGHP (now WXYZ) which he sold to King-Trendle in 1930; CKOK (which became CKLW) which has served as the Windsor-Detroit outlet of CBS and MBS; and until 1938, owned a 16 2/3% interest in WJBK.

The WJBK purchase was negotiated by Mr. Storer with James F. (Freddie) Hopkins, president and general manager (45% owner) and Richard A. Connell, automobile distributor and real estate owner (55%) owner, through the law offices of Horace L. Lohnes, Washington. The \$550,000 figure is exclusive of quick assets at closing.

Mr. Hopkins, it is understood, desires to dispose of WJBK to enable him to devote full time to the proposed new station in Ann Arbor tentatively authorized by the FCC last Aug. 9 for James F. Hopkins Inc. for 1600 kc with 1,000 w unlimited.

Mr. Ryan will continue to direct networks operations from his old stamping grounds in Toledo where as always he is the skipper of WSPD. Lee B. Wailes, Fort Industry general manager, will remove shortly from Washington to Detroit headquarters. John B. Koepf, assistant to Mr. Wailes will assume charge of Washington operations, reporting to the new Detroit headquarters.

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STANDARDS BUREAU RESUMES RADIO METER CALIBRATION SERVICE

With the termination of the war, the National Bureau of Standards has resumed its calibration service for radio-wave field-intensity meters. Hitherto, this service was largely limited to the marine and broadcast bands of frequencies, 200 to 1,600 kilocycles per second. With the rapid development of the higher frequency communication, television, and FM bands, the need for standardization of measurements of radio field intensity in these bands has become more urgent.

To meet this need the Bureau's Central Radio Propagation Laboratory carried out a theoretical and experimental investigation on the standard inductive field method of calibrating field-intensity meters. The Bureau is now prepared to make routine calibrations of field-intensity meters having loop antennas over the frequency range from 100 to 19,000 kilocycles. With the construction of further apparatus the range can be extended up to 50,000 kilocycles, which represents about the upper frequency limit of this particular method.

Considerable work has been completed for extending field-intensity standardization up to 150 megacycles by a standard radiation field method. In this method a known radiation field is set up by means of a standard transmitting antenna in which the current is accurately measured and which transmits over a plain ground of known constants. This method can be checked against the inductive field method in the range from 19,000 to about 50,000 kilocycles. Below 19,000 the inductive field method has been checked against a standard loop antenna used as a receiver in a plane wave field.

The availability of this calibration service should be of aid to those making radio noise measurements as well as to broadcast stations making radiation surveys in order to meet the regulations of the FCC. The work covering the FM and television bands is being expedited in order to meet the needs of these new broadcasting services as soon as possible.

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WOL, WASHINGTON PAYROLL CLERK WINS TOMMY DORSEY AUDITION

Sherry Lou Sherwood, an 18 year old girl, a former payroll clerk with WOL, Cowles-MBS outlet in Washington, D. C. won out over five other finalists from different parts of the country in auditions to sing with Tommy Dorsey's orchestra and to have a screen test to determine whether she will appear in a forthcoming film "The Fabulous Dorseys" dealing with the rise of Dorsey and his orchestra.

Miss Sherwood said she had never taken any singing lessons. The vocalist -- the only blond entry among the finalists -- graduated last year from the Notre Dame Academy here and took a job shortly after graduation in the WOL auditing department. Her brother said Sherry Lou agreed to enter the auditions on a dare by her fellow workers.

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70% DEPARTMENT STORES USE RADIO; ONLY 51% SPECIALTY SHOPS

That retailers could radio much more than they do was the conclusion the National Retail Drygoods Association reached as the result of a survey the Association made recently.

Stores of every type and size, and geographically representing the entire country, were checked to determine the value of radio advertising as applied to department stores and specialty shops.

A summary follows: "The replies show that as a whole retailers use only a fraction of their advertising budget in radio, and that only two-thirds of the stores sampled used the medium at all.

"It is interesting to note that while 70% of the department stores reporting had made some use of the medium in 1945, only 51% of the specialty shops used radio time. Stores of greater volume made greater use of this type of advertising, and retailers situated away from the Eastern seaboard used radio to a greater extent than those situated along the Atlantic Coast.

"The survey shows that musical programs were the most prevalent in use, accounting for over half the time purchased. Household programs were second, and spot announcements followed with 39% and 29% respectively of the total reported.

"The fact that stores do not as yet attach a great deal of importance to this type of advertising is evident in that only a quarter of those answering made use of a radio director in their advertising budget, and in more than half of the above, the director was the complete staff. It is further pointed out that support of radio programs was supplied through either newspaper announcements, and/or window displays calling attention to the program in question.

"In contrast to the fact that retailers have not often placed faith in the use of one newspaper to carry their advertising, more than two-fifths of the stores questioned use only one radio program. This is equally apparent in the larger communities where the same store may use two or three newspapers daily. In addition the survey revealed that more than one-fourth of the programs appeared but once a week, though those using spot announcements made more frequent use of the medium.

"The results expected by almost all the stores reporting was an increase in general store prestige, and only a few more than half expected immediate item sales resulting from radio advertising.

"The survey shows that retailers as a whole are not devoting much of their sales promotion effort to radio channels.

"More than half devote only 10% of their budget to this medium, and one quarter, 5% or less. Even those reporting radio as 'highly successful' do not allocate a much greater percentage than the above."

An official of the Dry Goods Association observed from the results of the questionnaire: "It is evident from this study that somewhere somebody is failing to give radio the proper push insofar as retail advertising is concerned. Whether this be the fault of the seller of the time or the purchaser is not clear from this investigation. Quite possibly it is the fault of both."

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SECURES FINCH FACSIMILE NEWSPAPER RIGHTS FOR FRANCE

Aristide Blank, said to be France's largest newspaper publisher, formerly of the French underground, has been authorized to use the Finch facsimile newspaper distribution system in France, Belgium and Algiers.

M. Blank, publisher of France-Soir has already arranged for a general broadcasting license from the government, permitting him to establish as many FM stations as are necessary to carry out the news project.

By employing the Finch duplicating machines at key distribution points, the French publisher will avoid the necessity of equipping thousands of homes with individual facsimile receiving sets. The master newspaper, in other words, will be beamed from a central point and picked up at strategic centers; then copies will be run off and distributed locally.

The Finch duplicator cuts a stencil, instead of printing, as in the usual facsimile operation, and that stencil is then usable on a standard mimeographing machine for up to 50,000 copies.

In the operation as planned by M. Blank to start before next January, no presses or other printing equipment will be needed.

M. Blank's France-Soir is the leading circulation daily in Paris, with close to 600,000 as the most recent claim. He also heads the France-Soir Group of Companies which publish dailies and weeklies in 18 cities, and several magazines of national scope.

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RUSSIA GRABBING BRITISH WAVELENGTH STARTS RADIO WAR TALK

Quite a flurry was caused in London by the news from Moscow that Russia would soon open a new station "Soviet Latvia" capable of being heard all over Europe. Furthermore that the new station would take over a proposed British Broadcasting Corporation wavelength, of 514.6 meters on which the BBC planned to beam a new program beginning on Sept. 29 had been allocated to Latvia and Tunis under the Lucerne Agreement. Riga operated a local low-power service on this wave-length until the Germans destroyed the station. BBC officials, clearly embarrassed by the unexpected development, would not comment tonight beyond saying that the "situation is being investigated."

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## LISTENERS TOLD THEY CAN FIGHT "EXCESSIVE COMMERCIALISM"

An effort is being made by Lloyd Free, Editor of Public Opinion Quarterly at Princeton University to rouse listeners to fight what he calls "excessive commercialism" or in other words too many and too lengthy commercials.

"Some good can be accomplished by listeners themselves if they organize to make their pressure felt" Mr. Free wrote in the New York Times last Sunday (Aug. 25). Radio listeners' councils, such as those in Cleveland, Ohio, and Madison, Wis., can do a good deal in checking on the performance of broadcasters, in acquainting listeners with worthwhile programs, and in conveying the wishes of the inarticulate radio public to the industry.

"But the only possible immediately effective method of counter-balancing excessive commercialism in a radio industry which is privately owned and operated is through a governmental agency acting as guardian of the public interest -- which means the FCC."

Mr. Free expressed approval of the FCC "blue book" and went on to say: "The commanding position which advertisers -- as distinguished from broadcasters -- have assumed in dictating the contents of the day's radio programs, especially during good listening hours, is the insidious radio bug."

Between 1937 and 1944 the net income of the broadcasting industry rose from approximately \$23 millions to \$90 millions. Furthermore, while in 1937 the nation's broadcasters spent 80 cents of each dollar earned in serving the public and retained only 20 cents as profit, by 1944 the percentage retained as profit had increased to 33 cents. By 1944 the industry was making an annual return of 108.8 per cent on the original cost of its tangible broadcast property and of 222.6 per cent on depreciated costs.

"In its role of handmaiden to the advertisers, the radio industry has become increasingly permeated by their commercial philosophy. Only broadcasts which attract mass audiences are considered important and "successful." The program which advertisers believe will sell goods has become the god of the industry. The result has been an extraordinary preponderance of mass entertainment and news programs on the air, especially during the good listening hours.

"Around a near corner is an entirely new system of radio of a clarity never known before: Frequency Modulation or FM broadcasting.

"In the meantime it would profit the radio industry to recall the words of the then Secretary of Commerce, Herbert Hoover, at the First Annual Radio Conference in 1922: 'It is inconceivable that we should allow so great a possibility for service, for news, for entertainment, for education and for vital commercial purposes to be drowned in advertising chatter.'

"Since those hopeful days American radio has not only been drowned in advertising chatter but smothered in excessive commercialism. As a first step toward restoring the balance, it is up to the FCC, backed by the listening public, to enforce strictly the recommendations of the 'blue book.'"



WOULD BREAK OPA STRANGLE-HOLD; 8,000,000 NEW SETS ALREADY

An active program to free the entire radio industry from OPA Pricecontrols as soon as possible was planned by President R. C. Cosgrove, President of the Radio Manufacturers Association and other leaders at a conference in Washington last week.

Joint industry action will be taken, as required by the new OPA extension act, through the three official OPA industry advisory committees - for sets, tubes and parts. Legal limitations and the provisions of the OPA law imposing the authority in the industry advisory committees prevent direct action with OPA by RMA.

Immediate steps for accumulating the required information on the radio industry's inventories, and sales in preparation for the filing of formal decontrol petitions were agreed upon by the industry leaders.

"We will exert every effort and tap all of the radio industry's resources in this fight to bring about decontrol of the industry through the processes provided by Congress in the new OPA extension act", Mr. Cosgrove said.

"Radio set production, by unit volume, is already greater than it was before the war, and it will probably increase this fall as well as attain a better balance between the supply of consoles and table model receivers. We believe that the industry can make a strong case for decontrol at the earliest opportunity."

At the same time the association made it known that radio set production during the first year of reconversion totalled approximately 8,000,000 sets or 60 percent of the industry's last prewar year, 1941, when nearly 14,000,000 radio receivers were manufactured.

RMA also revealed that a new peak in radio receiving tube production was reached in June, when 17,979,636 tubes were shipped. Of these, 10,442,841 were intended for new radio sets. Exports accounted for 828,740. In June 1941, the radio tube industry produced 12,722,188 tubes. Total tube production during the first half of 1946 was 85,470,800. FM production rose slightly in July to 19,642 sets. Auto sets rose to 110,375.

Table models continued to dominate production with 770,633 of this variety as against about 71,500 consoles and radio-combination models. Battery sets, all table and portable, numbered 152,165.

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WGN CHICAGO BLIMP CARRIES NEWS FLASHES

An aerial bulletin board displaying a continuous stream of neon lighted news flashes supplied by radio from WGN and the Chicago Tribune newsroom appeared over Chicago two evenings last week. The signboard was mounted on the envelope of the Goodyear blimp, Ranger.

The news dispatches moved across a special board, 10 feet high and 25 feet long. They were picked up by a receiver inside the blimp and a tap punched by an operator aboard sent them flitting across the bulbs of the signboard rack.

VARIATIONS IN SPORADIC - E IONIZATION OBSERVED

Another phenomenon of the ionosphere, in addition to the regular ionospheric layers, of great importance in radio transmission is the so-called sporadic-E ionization. Investigations at the National Bureau of Standards indicate that this irregular ionization occurs about 60 miles above the earth's surface, and appears in large and small clouds, which may come and go in a few minutes or be entirely absent on some days of the month.

"On a statistical basis, however, sporadic-E exhibits some regular trends insofar as variation with the time of day, latitude, and month are concerned, as well as the number and latitude of sunspots." The Bureau reports "knowledge of the incidence of sporadic-E is of value because pronounced ionization of this type assists high-frequency radio propagation. The phenomenon is particularly important in auroral regions where ionospheric disturbances are frequent. At the same time sufficient sporadic-E ionization may cause unwanted propagation of high or very high frequencies over long distances. For example, interference at very long distances between services usually having only local coverage, such as FM broadcasting, results, at least in part, from extended propagation provided by this ionization.

"Variations of sporadic-E ionization observed at Washington, D. C. were investigated. The results of these studies at the Bureau were presented by Marcella Landeman Phillips before the American Geophysical Union."

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PAINE, ASCAP, RECEIVES FRENCH HONOR LEGION CHEVALIER CROSS

John G. Paine, general manager of the American Society of Composers, Authors and Publishers, has been honored by the French Government which has just conferred upon him the Croix de Chevalier (Chevalier Cross) of the Legion of Honor.

Mr. Paine received this honor in recognition of his work in the field of international copyright.

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WASHINGTON FIRE DEPARTMENT TO GET NEWEST RADIO EQUIPMENT

Improved radio equipment for the Washington, D. C. Fire Department has been ordered as a result of a Federal Communications Commission authorization for use of two channels in the high-fidelity upper frequencies.

In addition to interference-free communication between headquarters and firefighting equipment, the new system will permit car-to-car exchanges between chiefs directing operations at different sections of a large blaze or at two simultaneous fires.

The department also plans to test the value of two lightweight amplifier megaphones in transmitting instructions to firemen at the scene of a fire.

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NEW RADIO STATION IN WASHINGTON, D. C. AREA

Arlington County across the Potomac in Virginia from Washington, D.C., and a part of the Capitol's metropolitan area is to have a new broadcasting station WARL beginning October 1.

William E. Jefferay, former program director of WPIK, Alexandria, will be commercial manager, and Frank Blair will be program director. Both formerly conducted the "Arlington Hour" over Station WOL in Washington.

Planned to be operated from sunrise to sunset, with studio at 3102 North Kent Road, Arlington, Va., the broadcasting unit will be a 1,000-watt station and has been assigned a frequency of 780 kilocycles.

The transmitter will be located near Bailey's Cross roads in Fairfax County.

R. Kilbourne Castell, a resident of Arlington Village, is president and general manager of the company. Associated with him is Frank R. E. Fletcher of Fairlington, a Washington attorney.

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RADIO NEWSMEN SEEK CHICAGO COURT COVERAGE

A preliminary statement of purpose, advocating more wide-spread radio coverage of Chicago court cases, was presented to the board of managers of the Chicago Bar Association this week by William B. Ray, president of the Chicago Radio Correspondents' Association.

The statement advocates that radio stations and networks be given free opportunity to cover court proceedings along with the press, and also is designed to seek discussion on the subject by the bar association and the possible development of rules permitting radio stations to broadcast court matters.

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G. E. SCIENTIST WINS MEDAL FOR WAR WORK ON RADAR

To Victor H. Fraenckel of the General Electric research laboratory, has been awarded the Medal of Freedom by the War Department for his war-time services.

Mr. Fraenckel went to England in August, 1943, as acting director of the American-British Laboratory to work on radio and radar. In 1944 he was made consultant to the staff of General Spaatz of the United States Strategic Air Force in Europe. Later he was scientific adviser to G-2 (Intelligence), General Eisenhower's staff, Supreme Headquarters.

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1,300,000 NEW SETS IN JULY; CONSOLES, AUTO RADIOS INCREASE

July radio output was more than 1,300,000 sets, roughly the same as in June, but the proportion of consoles and automobile radios increased, according to estimates released today by Winston A. Bryant, Chief of the Civilian Production Administration's Consumer Durable Goods Branch. The total number of radios produced was about 20 per cent higher than the prewar rate.

During June, of the 1,378,000 radio sets produced and shipped, 88 per cent were table models, and six per cent each consoles and automobile radios. July production was not as heavily weighted by small models, Mr. Bryant said. He estimated that consoles were about 75 per cent, and auto radios about 60 per cent, or prewar rates.

Scarcity of wood for cabinets has been preventing production at higher levels. Tubes and gang condensers are also short.

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FCC SLASHING FORMS AND OTHER PAPERWORK

To further speed handling of its post-war work load, the Federal Communications Commission is paring forms and other paperwork to the barest minimum consistent with administrative requirements.

Of particular interest to applicants and licensees are condensed versions of forms required for new or modified radio facilities. For example, the Commission has adopted, and is about to issue, FCC Form 401-B for police, fire or forestry radio station construction applications. It comprises a single page as compared with the four double pages of its predecessor (FCC Form 401). Indeed, the present 13 questions all appear on one side of a single letter-sized sheet, with brief instructions on the reverse. The old form spread 34 questions over 8 pages.

On the press is a new application (FCC Form 401-C) for the utility or miscellaneous radio services. This has been boiled down to 15 questions on a single page in contrast to 34 questions covering eight pages on the old application (FCC Form 401).

In current use is another dehydrated form (FCC Form 404-A), which supplants FCC Form 404 for non-scheduled aircraft station license. A 5x8-inch card distills 15 questions which formerly required 4 pages. This card form is, in effect, a combination application and license. In other words, a section of the filled-in application is photographically reproduced on the license to expedite processing and delivery of the letter.

Another form (FCC Form 501-A), now being printed, does the same thing for radiotelephone-equipped ships. This, too, is a 5x8 card which permits the license to be issued photographically.

The application form for amateurs has not only been revised, but the preparation of individual records for this largest single group of licensees has been reduced from 7 typing operations to one by the use of fanfold cards.

Also in preparation are simpler applications for broadcast and other authorizations. Details will be announced when these are ready for issuance. The Commission feels that it can simplify forms to a degree that will meet legal and engineering requirements yet, at the same time, be mutually convenient in reducing work in filling out and processing.

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FCC CURRENT ON AMATEUR LICENSING

Having cleared its backlog of amateur radio licenses which had piled up since the war, the Federal Communications Commission is ready to handle additional requests for new or modified authorizations required by changes of address or the new call letter system.

Before the war closed amateur transmission, there were about 60,000 licensed amateurs. The Commission continued to issue nominal operator licenses during that emergency as a convenience to the amateurs and to help the military obtain qualified radio operators. Some 7,000 additional operators were so licensed.

When hostilities ceased, a general authorization enabled amateurs to return to the air. However, many had changed residence or there were other conditions which required amended licenses. As a result, approximately 12,500 applications were pending last May. Besides disposing of these cases, the Commission has renewed the licenses of 20,000 other amateurs until the total number of such authorizations is now well above 70,000.

Post-war rules have increased from nine to 10 the geographic areas which are distinguished in amateur call letters. A modified system of call letters, indorsed by the American Radio Relay League, continues to be made up of numerals indicative of these areas, followed by individual station letters and prefixed by "W" or "K". This permits assignment of thousands of additional call letters without exceeding five symbols.

Last January the amateur license term was increased from three to five years. Relinquishment of frequencies by the military has permitted restoration of most of the pre-war amateur bands, with additions.

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WOL-WASHINGTON EXPANDS PUBLICITY DEPARTMENT

Jack Paige, Special Events Director of WOL, today announced that Lou Brott, of the WOL news staff, and Helen Keller, also of the news staff, have been appointed assistants of Jack Paige, Director of the Publicity and Special Events Departments of WOL-Cowles station in Washington.

Before coming to WOL, Mr. Brott served as news editor of WINX, was associated with Station KOIN in Portland, Oregon, and was employed for a time at INS.

Mrs. Keller has been with WOL for the past year and was employed at the Washington Post before coming to the Cowles outlet.

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MOON BROADCASTS BY ROCKET RADIO PLANNED

Westinghouse scientists have drawn up plans in Pittsburgh for a 100-pound "rocket radio" which will broadcast from the moon on flights planned by the Army, the United Press reports.

Dr. J. A. Hutcheson, referring to the moon-bound rockets the Army expects to build within 18 months, said it is now possible to construct a radio powerful enough to be heard from the moon--240,000 miles from the earth. Hutcheson said the 100-watt transmitter would weigh less than 50 pounds, while its power supply, consisting of several batteries the size of those used in automobiles, would weigh another 50 pounds. The compact set will be hermetically sealed and will send out ultra short waves. The radio would broadcast for only one minute each hour to save the batteries.

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::: SCISSORS AND PASTE :::  
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The Pandora Plan

(T. H. Mitchell Executive Vice President, RCA Communications, Inc. in "Radio Age")

Convinced that fast, low-rate international communications services must be available and readily accessible in all parts of the world, not only to governments but to individual citizens, RCA Communications, Inc., was prompted, several months ago, to instigate large-scale planning for the modernization and mechanization of its domestic and foreign stations and operations. A plan was developed and given the title, "Pandora Plan."

The world's current requirement for communications is unprecedented. Physical, material, economic, political and moral reconstruction of devastated nations is forcing the rapid exchange of intelligence between nations and people in volumes never before recorded. Reconstruction agencies, financial and business firms and private individuals have greater need today than ever before for this service. Through expanded press and broadcast communications over international radio circuits the peoples of the various nations will reach a mutual understanding.

Pandora is designed to accomplish the provision of unprecedented high volume, low-rate international communications service through the organization of a globe-girdling tape relay system employing the 5-unit and 7-unit code perforated tape equipment with a telegraph printing system for transmission to the office which will make final delivery to the addressee.

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"Radio Superman" as he Really Is.  
("LOOK Magazine")

Each afternoon millions of U. S. school children snap on their radios to hear "faster than a speeding bullet...it's a bird? it's a plane? no it's Superman!" Actually, however, they are tuned in to Clayton "Bud" Collyer. (Mutual.)

Bud is admirably suited to play Superman, who assumes the role of a meek newspaperman, Clark Kent. Tall, husky, and handsome, he looks the Superman part. And like the bespectacled Clark Kent, he has his scholarly side. A graduate of Williams, and Fordham Law School, he forsook law for radio 16 years ago. Now, at 38, Bud is something of a superman himself. One of radio's busiest earners, he is also heard as announcer, quiz master, or emcee on five other programs.

Recently radio's Superman has turned his attention from fantastic foes to crucial social problems. Latest development: an aggressive campaign, on the air and with personal appearances, against racial and religious intolerance, juvenile delinquency. This, however, is no great departure for Bud. Up in Pound Ridge, N. Y., where he lives with his wife and three children, he teaches Sunday School regularly.



Plenty of Orders for the New Little Crosley Cars  
("New York Times")

Clusters of banknotes, clutched in eager fingers, were offered by 1,000 potential customers among the more than 9,000 visitors who viewed the two Crosley cars which arrived by aeroplane from Cincinnati placed on display at Macy's. Only a few were chosen, as the order list was restricted to ten a day.

The crowd began to form in the morning and continued until closing hour, with the peak at the noon period. At least one-third of those who attended the showing were women and they joined in the chorus of regrets when told that no deliveries would be made before October 1.

The response to the announcement was beyond expectation. The crowds were literally throwing orders at us and many were bitterly disappointed when told that they could not be accepted, said Charles A. Brown who directs the car sales.

We are giving ten demonstrations and taking ten orders a day and that procedure will continue until the output from the factory is stepped up. The cars will sell at \$853.58 plus the 2 per cent city sales tax.

(Editor's Note--According to the Macy ads the Crosley will average 36 to 40 miles on a gallon of gasoline and attain a speed of 65 miles an hour. The little car though requiring only 145 inches to park holds four adults which it is said has plenty of leg-room. Powel Crosley, Jr., himself is 6 feet 4 and the car was designed around him.)

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BLOCK'S NEW (Spelled with a W) DEAL NETS \$185,000 A YEAR  
("Variety")

What has all the earmarks of a one-man contribution to the Treasury Department was set in motion this week by Martin Block, the "millionaire disk jockey." Block on Monday signed a new pact with WNEW, the Bulova-owned indie in New York, in which he'll continue his "Make Believe Ballroom" for another four years and a month, with shows to be transcribed on the Coast. He's just made a deal with TWA airlines which will expedite delivery of the disk shows on a daily basis.

In addition, the "Ballroom" major domo has just set up his own Martin Block Enterprises, which will package the "Ballroom" show for 30 stations spotted around the country. With Block starting his KFWB (Warner Bros. Hollywood station) disk show on a live basis starting Jan. 1, here's the financial lineup on Block's multiple take:

On his KFWB deal, he has a minimum guarantee of \$1,500 a week, with a maximum of \$6,000 a week if, as in the case of WNEW, the time is sold out completely.

WNEW deal, on the basis of his new contract signed this week, calls for \$185,000 a year.

His 30-station "Ballroom" package operation permits for an intake of \$22,000 a week.

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Only forty-one television sets were made during the first year of conversion according to a survey just completed by the Radio Manufacturers Association.

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::: TRADE NOTES :::  
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With the reopening of their schools delayed because of the polio epidemic, Minnesota's boys and girls will be able to attend classes by radio in their own homes beginning September 3. The University of Minnesota's radio station, KUOM, will carry the classroom work for a two-week period, or longer if necessary. Classes will be broadcast Monday through Friday and will range from kindergarten through senior high school.

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Following previous arrangements for a joint meeting of the governing boards of the American and Canadian Radio Manufacturers Associations, for annual joint sessions to promote mutual interests and good will, the two industry boards will hold the next joint meeting at the Chateau Frontenac, Quebec, October 10-11. Last October the Canadian officers and directors were guests of the American organization in New York.

At Quebec there will be a regular meeting of the U.S. RMA Board of Directors which the Canadians will attend as observers, and a similar meeting of the Canadian Board with the American guests present.

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A comprehensive look at the Pacific Coast market, which accounts for 12% of all retail sales in the entire United States, is given in the new radio handbook just published by Don Lee network sales headquarters in Hollywood.

Second annual edition edited by Sydney Gaynor, Don Lee sales manager, the booklet contains rate and discount schedules of all Pacific Coast networks, lists of independent stations, table and chart studies on radio families, gross farm dollars, wholesale sales and effective buying income.

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National Association of Broadcasters directors have voted to withhold formal endorsement of the proposed moving picture "Magic in the Air" until it gets more information on the treatment the broadcasting industry will be given. Picture is to show the great development of radio.

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Former Senator A. B. (Happy) Chandler, now commissioner of baseball, turns up as president of the Bluegrass Broadcasting Co., which last week filed application for a new 1 kw station on 590 kc in Versailles, Ky. He is associated in the application with Colvin P. Rouse, his partner in the law firm of Chandler & Rouse.

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The entire outstanding stock of the Kurman Electronics Corporation has been acquired by the Clarostat Manufacturing Company, Inc. Kurman Electronics relays, electric timing motors and clocks. From now on it will operate as a wholly owned subsidiary of Clarostat, which manufactures resistors, controls and resistance devices widely used in the radio, electronic and industrial fields generally.

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Majestic Radio and Television Corporation--Year to May 31: Net loss was \$464,987 after including \$282,682 carryback tax credit refund, contrasted with net income in previous fiscal year of \$238,463 or 15 cents each on 1,499,949 common shares then outstanding.

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W. H. Ingersoll, 66, of Ingersoll "Dollar Watch" fame who died last week in New Jersey, was at one time vice-president and general marketing manager of the De Forest Radio Company.

Petrillo Might Get Caught in His Own Picket Line Trap. If the musicians should picket the New York hotels in connection with the increased wage demands, James C. Petrillo would find a picket line to cross before he could enter his luxurious quarters in the Waldorf-Astoria.

At this writing both sides are sparring for an advantage. David Dreckler, representing the hotels employing musicians gave the musicians notice that their services would not be needed after Labor Day. This also indirectly affected floor show performers.

"Local 802 of the Associated Musicians of Greater New York, without conference or previous consultation of any kind with management and in violation of existing contracts, imposed drastically increased wage scales and feather-bedding conditions, which we will not be a party to or accept," Mr. Drechsler said.

To meet the musicians' demands, he said, would mean an average 55% increase over all classifications and that in some categories the raises sought amount to 75%. He explained that his "feather-bedding" charge referred to a union demand that each hotel employ for the 12 months beginning Sept. 2 the average number of musicians employed during the preceding 12 months.

Henry C. Bonfig was recently named vice-president and director of sales of the Zenith Radio Corporation. Mr. Bonfig went to Zenith in 1944 as vice president in charge of the company's household radio division. He went to Zenith from RCA where he held the position of Commercial Vice-President.

The new director of sales has been identified with radio in all of its phases since 1921, and is known and esteemed by virtually all members of the radio industry. He was Zenith's Kansas City distributor during the years 1924 to 1927.

The United States Maritime Commission purchased the first commercial three-centimeter radar units for installation aboard ships slated for service in international trade.

C. J. Pannill, President of the Radiomarine Corporation said the installations will be made on three ships nearing completion for the Maritime Commission at the yards of the Newport News Ship Building & Dry Dock Co., Newport News, Va.

The American Legion, Department of Oregon, at its recent convention in Portland, went "on record favoring a continuation of the American system of broadcasting, which allows freedom of speech and no censorship imposed by any governmental agency on programs of networks or individual stations."

New York State's last remaining radio intelligence station near Canandaigua will be abandoned Sept. 1. All radio monitoring in the area will be handled by stations of the Federal Communications Commission in Michigan, Maine, Maryland and Rhode Island. The station assisted the Government in the last six years in locating lost planes, tracking down illegal radio operators and picking up foreign messages.

Arthur Casey, Assistant to the General Manager of WOL-Mutual, Washington, has been appointed as a Director of the Washington Advertising Club.

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