



# HEINL NEWS SERVICE

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No. 1765

## McCORMICK CHAMPIONS FM; PUTS KIBOSH ON STUDIO AUDIENCES

The first owner of a major standard broadcasting station to come out for FM, Col. Robert R. McCormick, editor and publisher of the Chicago Tribune, declared in an address over WGN that a new era is opening up in radio - the era of frequency modulation. Colonel McCormick spoke on a special program titled "The FM Miracle" presented by WGN as a salute to WGN's FM station, WGNB, which is beginning a greatly expanded program operation. WGNB henceforth will be on the air from 11 A.M. to 11 P.M., an extension of five hours daily.

Colonel McCormick, who more and more seems to be taking the lead in radio matters, set another precedent last week in abandoning the huge studio audience which WGN has built up in the "Chicago Theatre of the Air" to enable the station to give a better broadcast to the outside listeners. It was explained that WGN's technical and production staffs have maintained that by eliminating the public address system necessary for studio audience, they will be able to arrange new microphone setups doing full justice to the great symphony orchestra, chorus, and soloists.

With regard to FM, Colonel McCormick said:

"Less than 30 years ago radio began in this country as a scattered group of local stations. Each of these stations produced its own programs and depended, almost exclusively, on local talent. In a little over 20 years those plans have been abandoned. Station independence has been virtually forfeited. In most stations virtually all origination has been abandoned and programs piped in from New York.

"Our creed at WGN and WGNB has always been that a station's first duty is to its own community. Chicago is too large a city to become a flag stop. WGN and WGNB will continue to produce their own programs.

"Standard or AM broadcasting stations in the United States have ranges extending into hundreds of miles. Now a new era is opening up - the era of frequency modulation! AM transmission and FM transmission overlap. FM is best for local use, but only AM extends well beyond the city limits. The combination of the two will give the greatest service to the public possible in radio. It should not be prevented either by selfish political or selfish personal reasons.

"From a practical standpoint, the same programs from the same ownership should go out over both AM and FM. In that way city residents will hear their programs free of static, while people living farther away will still have the benefit of the best programs procurable."

An explanation of what FM is, how it was developed and what it is expected to mean to the listening public was told in a dramatic presentation titled "The Saga of FM".

The cast included Norman Gottschalk as Marconi; Burr Lee as Maj. Edwin Armstrong, the inventor of FM; Carl Kroenke, as a scientist who said "it couldn't be done", and Hope Summers as a typical announcer.

On the morning of the broadcast, Larry Wolters, Radio Editor of the Tribune, called attention to it as follows:

"We receive many inquiries asking: 'How can we get WGNB on our radio?' WGNB is WGN's sister FM (frequency modulation station) and no one can hear it without an FM band on his radio. Most radios don't have these, but more FM sets coming on the market every day.

"Every one, who is in doubt or puzzled by or curious about FM, might well listen to WGN from 7:30 to 8 tonight. At this time WGN, a standard station which can be heard on any radio, will endeavor to explain through drama, narrative, and music 'The FM Miracle.' "

The "Chicago Theatre of the Air" which henceforth will be broadcast without studio guests, was started in May 1940. It has played to studio audiences totaling more than 1,300,000. Future broadcasts will come from WGN studios. An exception will be made on March 22, when the show will be aired from Medinah temple as a feature of the Jewel Tea company's 15th anniversary party.

"We're sorry to abandon our studio audience policy", said Henry Weber, musical director of WGN and the Theater of the Air, "but we believe by so doing we can add enjoyment to all listening at home.

"Let's look at it objectively. In Medinah temple, where we have been holding the 'Theatre of the Air' broadcasts, we can accommodate 4,500 people; our WGN studio-theater seats around 600. Contrast either of these figures with the millions of WGN and Mutual network listeners who will benefit from our new, improved broadcasting technique. Out of this experiment in new pickup techniques we undoubtedly will gain information useful to the entire radio industry."

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CPA PREDICTS INCREASED RADIO-RECORD, TV SET PRODUCTION

Radio manufacturers are expected to gear their production to increased output of combination or radio-record player models and television sets, according to the Civilian Production Administration 1947 Production Outlook. Production of table sets has already reached a record monthly rate almost twice the average of 1940-1941, and current demand is now apparently being met. Increases in car radio production will be possible as fast as steel is made available for cases, mountings and parts.

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WBBM WINS WILLKIE AWARD; FIRST PRESIDENTIAL PRESENTATION

The first time a broadcasting station has received this distinction and, so far as known, the first time an award to a radio station has been presented by the President of the United States, the national spotlight was turned on WBBM of Chicago last Friday night when that station was named in a special category in Washington of "The Wendell L. Willkie Negro Journalism Awards". H. Leslie Atlass, of Chicago, Vice-President of the Columbia Broadcasting System's Central Division, received the certificate from President Truman personally who commended the work of WBBM in co-operating with the Chicago Defender, Negro newspaper, in presenting a weekly program "Democracy, U.S.A." which dramatizes the lives of outstanding Negroes who have contributed to America's progress.

Among the speakers at the dinner attended by Mrs. Willkie, her son Philip and Wilbur Forrest, President of the American Society of Newspaper Editors, were Associate Justice Felix Frankfurter and Frank L. Stanley, President of the Negro Publishers' Association. Douglas Southall Freeman, Richmond editor, presided.

In presenting the awards, President Truman said the Negro press had amply demonstrated its capability for courageous constructive reporting and editorial writing.

Described as one of the most vital advancements in radio programming, WBBM's "Democracy, U.S.A." was pointed to as having grown in importance and meaning since its first broadcast on May 4, 1946. Since that time, the program has won editorial praise throughout the nation and numerous awards, including those from the Chicago Mayor's Commission on Human Relations, the National Association for Advancement of Colored People and the Chicago Council Against Racial and Religious Discrimination.

In presenting the award to WBBM and the Chicago Defender, the Executive Committee of the Willkie Board of Directors created a special category in addition to the three which cited Negro newspapermen for their work in 1946.

Since its beginning, "Democracy, U.S.A." has dramatized the lives of more than a score of Negro men and women who have made notable achievements in the fields of education, music, drama, science, government and social welfare. In the closing three minutes of each program, the person portrayed in the radio drama is introduced for a short talk on race relations. Among those whose life stories have been heard on the program have been: Paul Robeson, Langston Hughes, Ralph Metcalfe, Dr. Charles Wesley, Duke Ellington, Mrs. Emma Clarissa Clement, Lionel Hampton, Dr. Lloyd Augustus Hall and Joe Louis.

Recognizing the potential role of radio as a public instrument for the bettering of human relations and as a weapon in the fight against all forms of prejudice and discrimination, WBBM Director of Public Relations Don E. Kelley, conceived the idea for the program and worked it out with WBBM executives and the pub-

lishers of the Chicago Defender. From a program which began as a humble plea for racial tolerance, the weekly series grew to an award-winning achievement.

Dr. James W. Yard, Director of the National Conference of Christians and Jews, recently endorsed "Democracy, U.S.A." when he recommended that Sunday school classes in the Chicago area devote part of their time to listening to the program which he called "a fine education in race relations".

As a departure from its regular format, the program series has recently introduced special broadcasts which pay tribute to white men who have advanced the welfare of the Negro race.

"Democracy, U.S.A." is heard each Sunday on WBBM, 10:30 to 10:45 A.M., CST.

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### TRAMMELL SEES COAST-TO-COAST TV SOON; COAX CABLE RUSHED

Simultaneously with the prediction of Niles Trammell, President of the National Broadcasting Company that the creation of a coast-to-coast television network is only a few years away, is the news that an unusual effort is being exerted by the American Telephone and Telegraph Company to extend to the Pacific Coast the new co-axial cable which is capable of carrying television programs. This new coaxial is being laid over a southern route via Atlanta, Dallas, Phoenix and Los Angeles. Several of the intermediate sections of this cable between Atlanta and Dallas are already in service and the completion of the remainder of the Atlanta-Los Angeles section is scheduled to be completed by the early Fall of 1947.

Mr. Trammell, in an address marking the 25th anniversary of General Electric's station WGY at Schenectady, said:

"And now, 25 years later, history is repeating itself, as the great new art and industry of television begins to develop into a nationwide service to the public. WGY has its young brother in television - Station WRGB established by the General Electric Company before the war - which has been pioneering in the broadcasting of sight-and-sound just as WGY did in sound alone. \* \* \*

"The first television network operation in history was a two-station hookup between WNBT in New York and WRGB in Schenectady on January 12, 1940, more than seven years ago. Only last year, with the inauguration of the co-axial cable between New York and Washington, the network expanded into a four city operation, including Philadelphia,\* \* \*

"By the end of this year it is expected that a station in Baltimore and several in New England will have joined the Atlantic coast network. Regional networks in other parts of the United States will be established in the near future, and the creation of a coast-to-coast television network is only a few years away."

McCOSKER'S PLANS AS YET UNANNOUNCED; WITH WOR 23 YEARS

Whether Alfred J. McCosker, one of the best known and most popular executives in the broadcasting industry - an outstanding pioneer - who resigned as Chairman of WOR (Bamberger Broadcasting Services, Inc.), New York last week, which position he has held since 1933, will continue as Chairman of the Mutual Broadcasting System where he has also presided for the past ten years, is not known.

An official statement issued by the station explained that Mr. McCosker had resigned, effective June 1 "Because of a desire to curtail his activities", but it added that he "will, however, continue for an additional term of years as a Director and regular employee for consultation and other advisory services relating to WOR."

The story of Mr. McCosker's life since he became identified with WOR 23 years ago would be a cross-section of the history of broadcasting itself.

Mr. McCosker was born in New York City in 1886. After attending Manhattan College, he became a reporter for various newspapers in New York City. Later he was on the staff of the Denver Times and the Denver Rocky Mountain News. He was the originator of the Paint-Up, Clean-Up Movement in Boston. He was with the Exhibitors' Trade Review (motion picture trade magazine) as writer, later editor 1916-18; public relations counsel American Federation of Labor 1918-24; also press work for theatrical firms 1918-24.

From 1924-1933, Mr. McCosker was Director of Station WOR, Newark, N.J.; Chairman of the Board, Mutual Broadcasting System since 1934; Chairman, Radio Committee, New York World's Fair 1939; Chairman, Radio Division, N. J. Crime Prevention League, 1933-34; member Radio Code Authority, 1934; member Mayor's Committee to Welcome Lindberg 1927; co-founder McCosker-Hershfield Cardiac Foundation; member New York State Defense Board; and Defense Communications Board, Washington, 1941; Papal Knight of Yalta 1940; awarded B'Nai B'Brith Meretorious Service Medal 1941; received honorary degree LL.D at John Marshall College, 1937; also served as Treasurer of the National Association of Broadcasters from 1928-32 and President of NAB 1932-34.

Mr. McCosker is now on a vacation in Florida.

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An article about Petrillo in the current issue of Collier's is advertised as follows:

"James Caesar Petrillo. sweet-faced, terrible-tempered potentate of music, is a hard guy to figure out. There seems to be only one thing certain about this 'czar' - he is always unpredictable. For a lively review of his incredible career, see 'Santa Claus With A Horn' by George Frazier."

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COMMENTATORS JOIN PRESS AT WHITE HOUSE WRITERS' DINNER

There were quite a few radio commentators at the dinner given by the White House Correspondents' Association to the President last Saturday night prior to Mr. Truman's departure for Mexico. Entertainment usually furnished by the networks was replaced this year by talent the correspondents themselves bought, which appeared under the title "Caribbean Capers" or "Hasta La Vista" for President Harry S. Truman. The cast was headed by Dinah Shore and included Sid Caesar, Frankie Carle, Eleanor Powell, Ferruccio Tagliavini, of the Metropolitan Opera Co., with Earl Wilson as master of ceremonies.

Among those present in one way or another connected with radio were:

K. H. Berkeley, General Manager, WMAL; Thomas D. Blake, International Telephone & Telegraph Corp.; T. Wells Church, Columbia Broadcasting System; Martin Codel, FM Magazine; Wayne Coy, WINX, Washington; Robert A. Erwin, Station Representative; Earl Gammons, Vice-President, CBS, Washington; Earl Godwin, Commentator; William E. Gold; F. P. Guthrie, Assistant Vice-President, RCA Communications, Washington; Richard L. Harkness, NBC commentator; Ray Henle, Commentator; Ernest Lindley, Commentator; Claude A. Mahoney, CBS Commentator; Eugene Meyer, owner, Station WINX; Edgar Morris, Zenith representative.

Also, Drew Pearson, commentator; Bryson Rash, American Broadcasting Company; Leonard Reinsch, Radio Advisor to the President; Paul M. Segal, Radio Counsellor; Eric Sevareid, Commentator; Carleton D. Smith, General Manager, WRC; Sol Taishoff, publisher, Broadcasting; Senator Charles Tobey (R), New Hampshire; Albert L. Warner, commentator.

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WOULD NOT ALLOW SUBVERSIVES TO TURN RADIO AGAINST U.S.

Asking if it is true freedom to allow our broadcasting facilities to be used by those whose only object is to destroy our Nation, and replying in the negative, Representative Thomas J. Lane (R), of Massachusetts, introducing a resolution to prevent this, said:

"Radio exerts a powerful influence over the minds and emotions of the people. Used by clever and cynical propagandists, it could only weaken a nation from within and become the most deadly medium of attack.

"To protect us from this danger which is already at work, I propose that we amend the Communications Act of 1934, with a view to preventing the use of broadcasting facilities for the dissemination of material which is subversive to our democratic system of government.

"The amendment I suggest, reads as follows:

Sec. 303a (under title 111.) It shall be the duty of the Commission to prescribe appropriate regulations for the purpose of preventing the use of radio broadcasting facilities for the dissemination of views in furtherance of any movement which is subversive of the Government of the United States, or views advocating theories or doctrines contrary to the Constitution of the United States, or the constitution of any State of the United States, in the matter of religious freedom or freedom of the press.

"The broadcasting channels should be closed to those who want to propagate treason."

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PIONEERING OF WLW'S PAST 25 YEARS CALLED FUTURE BLUEPRINT

J. D. Shouse, President of the Crosley Broadcasting Corp., Cincinnati, on the 25th Anniversary of WLW, said:

"Having been born and reared in this part of the country, it is difficult at times for me to realize that WLW is only twenty-five years old. Long before a great many of us now associated with the station joined its staff, it had already become an institution of great stature and great contribution both to its listening public in many States and to the broadcasting industry itself.

"From the very inception of the station twenty-five years ago I like to think that one dominant trait has characterized the whole history of WLW. Someone once said, "There is nothing so certain as change itself", and so through the years WLW has ever kept keenly alive and alert to new ways of serving its listeners in terms of programs, as well as in terms of best possible transmission with the strongest possible signal.

"We have always explored every new field of technical advance, and WLW has made Cincinnati, here in the heart of the Middle-west, a world-wide center for international broadcasting - literally the 'Voice of America'. We have pioneered in facsimile transmission and in the development of high-powered transmitters which today help make American broadcasting what it is.

"While the past twenty-five years have given the station many opportunities in the assumption of greater and greater responsibilities to the public, what has gone on in the past is not nearly so important as what may well transpire in the future. The advent of frequency modulation conceivably may offer an additional means of supplying to many of our listeners a service which will improve the clarity of reception. But of even more importance is the imminence of television, in which we soon will be engaged, and which may well revolutionize an industry which, even during its relatively short span of years, has come to play such an important role in the fields of education and entertainment."

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## ADMONISHES BROADCASTERS AND RADIO MANUFACTURERS

A highly critical attitude towards both the broadcasters and the radio manufacturers is taken in an article "Radio Listeners Be Damned" in the February issue of the new Kiplinger Magazine of Washington, D. C. Certain portions follow:

"The U. S. radio industry is in a state of siege. For the first time in its brief history, the broadcasting business is being subjected to hostile public and official scrutiny. And within radio's ranks there are evidences of discontent with the shabby commercialism into which the industry has drifted. The pause for self-identification has come not a moment too soon.

"Few business enterprises have ever made so much easy money so fast as the American broadcasters. Ever since they grasped the true nature of commercial radio some twenty years ago - which was, of course, to sell time over the air for advertising - their profits have been fantastically rewarding.

But in a scramble for even higher profits the broadcasters appear to have forgotten that they received their licenses in the first place by promising to broadcast 'in the public interest, convenience, and necessity'.

Instead, there is growing complaint that the radio industry has borrowed a public-be-damned attitude from the past. Together with the set makers, the broadcasters have the listener - who really owns the air-waves - in the middle. He is getting an overdose of commercials and poor reception to boot.

In 1937 the broadcasters got 33 million dollars in profit before taxes out of a gross of 114 million, but in 1944, their best year, they piled up 90 million out of a total take of 275 million - or one dollar out of every three. This was a return of 109 percent on their original investment in wires, receptionists, vacuum tubes, studios and vice-presidents, and a return of 223 percent on the depreciated value of all broadcasting property at the beginning of that year.

"In 1945, the last year for which figures are available, profit 'fell off', but it was still a fat 83½ million dollars.\* \* \*

"Radio station and network owners play little more than a walk-on role in the complex business of cramming the nation's ether with everything from Bing Crosby to 'listen-for-cash' programs. They simply sell the purveyors of soap, food, drugs and cosmetics a one-way passage into the homes of the 60 million Americans who own radio sets. And they sell it on a wave-length which they do not own, but temporarily use by authority of the Federal Communications Commission.

"In short, the broadcaster has \* \* \* voluntarily surrendered control of his wave-length, granted him as a public trust, to the biggest peddlers of goods.

"Last year the FCC plumbed the depths to which broadcasting had sunk and reported its dismal findings in its famous Blue Book, entitled Public Service Responsibility of Broadcast Licensees. In the book, the Commission took the broadcasters to task for extreme commercialism and offensive programming. The attack brought red herring howls of free speech from the broadcasters, who accused the Commission of communism, molestation of private enterprise, and

of being a bunch of 'intellectual smart alecks'. But they offered few facts to dispute the Blue Book's principal contention that the broadcasters were abusing a public trust and that the American people were taking an unnecessary beating about the ears.

"Last December the Supreme Court in an 8 to 0 decision, sustained the FCC's refusal to renew the license of WOKO in Albany, N.Y. The decision definitely established the Commission's authority to impose the death sentence on a station.

"With this support, the Commission noticeably toughened its attitude on license renewals. Five stations have been ordered to appear for hearings in San Antonio, Toledo, Philadelphia and Baltimore to determine whether they are living up to the public interest spirit of their licenses.

"Spurred by the FCC and growing signs of indignation throughout the country, the more sensitive elements of the radio industry are tending to fall in line with the Blue Book plea for a general reconsideration of their position. Many are broadcasting more local news and using more local talent. More than 50 listeners' councils - the more active ones in the Midwest - have forced many local stations to abandon presentation of sloppy over-commercialized programs. \* \* \*

"For every dollar which the broadcasters spend for transmitting equipment, the public spends \$25 for receiving sets. The listener not only suffers at the hands of the broadcasters, but is browbeaten by the set makers, too, who have gone in for volume production at the sacrifice of quality and high performance - and even of profit. Demand for lower priced models is being met while demand for higher-quality receivers, at less than exorbitant prices, goes begging.

"Through violent price wars and an almost incomprehensible eagerness for more sales, the set makers have turned the bulk of their business into small table models. Since it is mathematically impossible to produce a full, round tone from a small loudspeaker encased in a tiny cabinet, the makers have succeeded in debasing public taste while slashing their own throats.

"Instead of making piles of money for themselves, the set builders have made far more for the broadcasters. As more sets got into the public's hands, the radio stations were able to ask for and get higher rates from their advertisers for the sale of time. \* \* \* \*

"For the past 17 years the daytime maximum in commercials has ranged from  $1\frac{3}{4}$  minutes on a 5-minute news show to 9 minutes on an hour's program. At night the range has been  $1\frac{1}{2}$  minutes to 6 minutes. Some stations monitored by the FCC have exceeded even these prescribed limits. There has been no limitation at all on spot announcements. These jingles simply flood out of loudspeakers. \* \* \*

"The brickbats have been flying so fast - particularly against the ever-present commercial - that William S. Paley, CBS Chairman, warned broadcasters last fall to search their souls. Conceding 'advertising excesses', Paley condemned 'the too high percentage of commercial copy which is irritating, offensive, or in bad taste.' \* \* \*

"In the present standard broadcasting band, from 550 to 1600 kilocycles, there is room for only a limited number of stations. With 1056 licensed transmitters currently on the air, there is already great overcrowding.

"More than 821 stations are affiliated with four major networks - NBC, CBS, ABC and Mutual. The condition has made it possible for the networks to degrade program quality at will.

"Take the soap operas, for example. Many people violently dislike this form of mass entertainment, which dredges up the emotional sludge of American life for its raw materials. Nevertheless, half the daylight time of the two biggest networks, NBC and CBS, is devoted to soap operas. \* \* \* \*

"Moreover, it turns out that soap operas are popular - with the advertisers. They are extremely cheap to produce and highly profitable to the networks.

"Lately the networks have been offering more high-grade sustaining programs, but in most cases they are broadcast late at night or in the poor listening hours of Saturday afternoons and Sunday mornings.

"But the networks do not guarantee that their sustainers will be used by the affiliated stations. Local stations have to carry at least three out of every five hours of network commercial programs, for which they are handsomely paid. But they may reject a sustaining show in favor of local commercially-sponsored programs. And they have consistently done so. could

"The broadcasters, of course, have prevented their sell-out to the advertisers, but it would have cost them money. Now it may be too late, for advertisers have obtained practically all the control they need.

"The FCC has reported that CBS gets 26 percent of its business from four advertisers and 38 percent from four advertising agencies. A quarter of ABC's take comes from four advertisers and 37 percent from four agencies. Mutual gets 23 percent from four advertisers and 31 percent from four agencies. NBC publishes no comparable figures, but the proportion is probably about the same.

"Likewise the set makers are failing to live up to their promises. Among their highly advertised post-war miracles were going to be bigger and handsomer consoles, television sets at \$100 to \$250, and, for a few extra dollars, FM.

"But the present-day product is the same pre-war receiver - only its going at a much higher price. Of the estimated 12 million units produced from V-J Day to the end of last year, only a few hundred thousand were consoles. And except for the higher price tags they were indistinguishable, both in tone and appearance, from pre-war models. In the same period there were manufactured fewer than 4000 television sets - with prices ranging from \$300 to \$2500 - and only a dribble of radio receivers equipped to take FM.

"So badly did the makers fail to live up to expectations that the FCC muttered unofficially about a hold-back conspiracy to enable the industry to sell two sets to the hungry post-war market: the first one without FM and the second with it. Idaho Senator Taylor asked the Attorney General for an anti-trust probe.

"But the set builders may be forced to place FMs on the market sooner than they planned. The public will demand them. There probably will be almost 1000 FM stations on the air by the end of the year, with many more to come. For FM technically has room to support 5,000 stations.

"The arrival of television and FM threatens the broadcasters with the thing they fear most: new competition. And these new developments can spell an end to the dictatorship of the advertisers, too. Television does not lend itself to cheap use of the spoken commercial; FM means thousands of lusty new stations, anxious to win public respect and approval.

"So the monopoly now enjoyed by the broadcasters may be ripe for smashing. As they have to get out and scratch for listeners, the broadcasters will have to offer more than they have in the past."

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REGARDING ANTENNAS FOR FM SETS

The following is a copy of a letter written to Mr. William R. Hutchins, Manager, Radio Station WFMR, New Bedford, Mass., by J. E. Brown, Assistant Vice-President of the Zenith Radio Corporation and reprinted with Mr. Brown's permission:

"I note with interest the February 5th issue of the Heinl News Service which carries some comments on your campaign with respect to antennas for FM sets. When you speak of built-in antennas on FM sets, I presume you are not including the line cord antenna which we use on Zenith sets. This is a patented development of the Zenith Radio Corporation and is something which we have most carefully investigated comparatively with all other types of built-in antennas that we know of and that have come to our attention.

"Outside of occasional peculiarities at a particular socket where a set may be plugged in, we have found the performance of this antenna pickup system good enough so that many people get entirely adequate FM reception; as for instance, around Chicago generally up to 20 or 25 miles even in this day of relatively low power of FM transmitters the line cord antenna is entirely satisfactory. This means, of course, that it is working with a few hundred microvolts.

"We have never been able to find a built-in antenna which is equivalent to this line cord antenna in all respects and, of course, for table models there is not even a remote comparison. Your comments in the Heinl News Service are directed toward built-in antennas and on this basis I can generally agree with them. I wanted to make these points clear, however, with respect to the line cord antenna and to differentiate between it and the built-in antenna."

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The Idaho House of Representatives adopted unanimously a Senate-approved bill absolving radio stations of liability for libelous or defamatory statements broadcast by persons not affiliated with the stations. Radio stations would not be held responsible for statements broadcast unless malice on the part of the station owner could be proved.

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MILWAUKEE JOINS THE TELEVISION PROCESSION

Arrangements have been concluded and contracts signed for the delivery of complete RCA Television studio and broadcasting equipment to Station WTMJ, the television station of the Milwaukee Journal.

The RCA equipment on order by WTMJ includes two Image Orthicon field cameras and complete field pick-up equipment, a 5-kw television transmitter, input and monitoring equipment, a 16mm television motion picture projector, a special television camera for pick-up from films, and a 3-bay super-turnstile antenna and diplexer unit.

Also on order with RCA for WTMJ is a 50-kilowatt FM transmitter, RCA Type BTF-50A.

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RCA INSTALLS POWERFUL TRANSMITTER FOR STATION XERF IN MEXICO

Keeping up with the news and President Truman's visit South of the Border, Meade Brunet, Vice-President of RCA and Managing Director of the RCA International Division, announces that RCA has completed the installation of a powerful transmitter for Station XERF in the Mexican border town of Villa Acuna, State of Coahuila.

The station, which will cost \$300,000 to build, is operating temporarily on 50,000 watts, but its power may be increased to 150,000 watts. It is described as the most advanced transmitting unit in Latin America by its operators Ramon D. Bosquez, Mexican radio advertising executive, and Arturo C. Gonzalez, Texas lawyer.

Mr. Brunet said that into the station, which broadcasts on 1570 kc. have gone many wartime advances in radio transmission. Among the modern features are automatic methods of operation. There is a push-button control for tuning the transmitter and a system of relays that automatically put the transmitter on and off the air. Air cooling has replaced conventional water-jacket cooling of tubes.

The transmitter is known as the RCA 50-F, high-level modulated and air cooled. Installation, in addition to the transmitter, included appropriate antennas and modern studio equipment. The radiator is a half-wave vertical type being fed over an RCA six-wire line.

After completion of tests, Station XERF went on the air with a four-hour inaugural ceremony and programs attended by the Governor of Coahuila and other Mexican dignitaries.

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::: SCISSORS AND PASTE :::  
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Radio's \$78,000,000 Talent Bill  
("Variety")

Estimated talent costs (exclusive of time) for nighttime and daytime programming on the four major networks represent an expenditure of \$1,500,000 a week for 1947. On an annual basis that's \$78,000,000 - reflecting radio's comeuppance in the field of entertainment and a figure which puts radio right up with the top show biz brackets.

The figure represents an all-time high in programming expenditure on the part of the nation's bank-rollers, despite the prevailing cry to agencies to "cut down costs; give us cheaper shows."

The average on a nighttime show cost is still in the \$7,000-\$8,000 a week bracket, which is slightly higher, in fact, than during the lush war years, but if you want a top calibre star of the Benny-Bergen-Allen-Crosby-McGee & Molly-Cantor, Burns & Allen, et al., variety, you still got to plunk down anywhere from \$15,000 to \$25,000 a week.

Daytime shows average about \$1,800 a week. That's been pretty static for some years.

(Editor's Note: The annual estimated weekly network program costs for 1947 appeared in Variety of Feb. 26. This gives in alphabetical order the amount every program on the air now receives.)

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Kept Home By Bad Cold But Goes Places Via Television  
(Larry Wolters in "Chicago Tribune")

Snow and cold-bound (cold in the head as well as the weather) over the week-end, we used television as a window to look out on various Chicagoland activities. WBKB brought into the living room a boxing bout from the Rainbow arena, the double header basketball feature between Northwestern and Purdue and DePaul and Kentucky from the Chicago Stadium, and the Blackhawk-Bruins hockey match.

Besides these sports, the television camera, trained on the Science museum Saturday afternoon, gave the family the opportunity vicariously to navigate the link trainer in the Jackson Park Building.

Then there were studio shows: Telechats, with Bill Hamilton; Telequizzicals with Joe Wilson and Meg Haun, and Stump Authors with Jack Payne, Dorothy Day, and Louis Zara spinning three more original stories. We also saw travel films, animated cartoons, and other movie shorts. It was a varied fare of entertainment, mindful of the fact that it was all viewed without stirring from the house.

Basketball lends itself well to telecasting. The playing area is limited so the camera can keep within easy range. The game is action crammed, the ball easy to follow, and always within full view when scores are made.

Telev viewers can see just about everything in basketball, compare heights of jumps, fouls, "traveling with the ball" - some- times we thought we noticed it when officials didn't - interceptions and shots. These games were thrillers with the outcomes in doubt until the last minute.

A neighbor who dropped in said he would be able to startle another member of his family who went to the stadium to see the games.

"I'll tell him the details of how DePaul scored that startling upset as soon as he gets in", the neighbor said.

The week-end was pleasant, thanks to television, and to- night at 8:30 comes television's comedy show, the wrestling at the Midway arena over WBKB.

- - - - -

Excessive Hearing Aid Profits Hit  
(Reprinted from "Hygeia" in "Reader's Digest" March 1947)

By conservative estimate, there are 2,000,000 men and women in the United States who should be wearing hearing aids, but are not. Manufacturers of aids are going after this market as never before. They have made their instruments more efficient and less conspicuous. And they are overcoming the silly prejudice against wearing an aid. After all, why be more self-conscious about an aid for the ear than one for the eye?

A lively battle is taking place within the industry, with the public as chief beneficiary. Up to 1943 a good aid was start- lingly expensive; many cost \$200. Suddenly Zenith Radio introduced an aid at \$30.

Nineteen manufacturers organized the American Hearing Aid Association and descended on the Federal Trade Commission, accusing Zenith of unfair competition in selling below cost of manufacture.

"Below cost!" fired back Zenith, with uncomfortable pre- cision. "No aid on the market costs over \$20 to produce."

- - - - -

Places Pearson's Radio Audience At 9,000,000  
(Richard Wilson in "Look" Magazine)

Drew Pearson is a likeable man of 43 who nets more than \$100,000 a year for revealing the inside story of Washington.\*\*\*\*

Pearson writes "Washington Merry-Go-Round." This column of fact and opinion is sold to 600 newspapers with 20,000,000 circula- tion. Every Sunday night 9,000,000 radio listeners nervously await his "Predictions of Things to Come".

He is trying to wrest from Hearst a powerful radio station in Baltimore, 40 miles from the White House. Then, with his associ- ate, Robert S. Allen, he plans to flood the national capital with information and culture.

Other newsmen reluctantly concede that Drew is the most influential writing journalist in Washington. Many of them also think his influence is bad. It is often hard to tell when he is right or wrong.

(Continued at end of Page 16)

::: \_\_\_\_\_ :::  
::: TRADE NOTES :::  
::: \_\_\_\_\_ :::

While President Truman was at Grandview visiting his mother Sunday, Ambassador de los Monteros, who accompanied the President to Mexico, went on a sightseeing tour of Kansas City. His escort was Tom Evans, a crony of Mr. Truman and owner of Station KCMO, ABC Kansas City outlet.

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The latest guess on what the decision of the Federal Communications Commission will be with regard to color television versus black and white was made by a prominent broadcaster who predicted the Commission "would carry water on both shoulders".

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Directors of Sylvania Electric Products, Inc. declared the regular quarterly dividend of \$1.00 a share on the \$4.00 cumulative preferred stock, payable April 1, 1947 to stockholders of record at the close of business March 21, 1947. Directors also declared a dividend of 35 cents a share on the common stock.

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Mrs. Fanny Litvin has the support of Senator Murray (D), of Montana, and other members of Congress for the vacancy on the Federal Communications Commission. She's an FCC lawyer.

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Allen B. Du Mont stated last week that in the four-week period between January 27 and February 23, his organization had shipped in excess of \$975,000 worth of television receivers. Dr. Du Mont further stated that the remaining backlog of unfilled orders for telesets still totals more than \$3,100,000.

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An address made by Brig. Gen. David Sarnoff, President of the Radio Corporation of America, "Science at New Altitudes" before the Cincinnati Technical and Scientific Societies Council has now been reprinted in a brochure.

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Mrs. Frank M. Russell, wife of NBC's Washington representative entertained at luncheon recently at the Statler Hotel in honor of Mrs. Niles Trammell of New York, wife of the President of the National Broadcasting Company.

Ranking guest was Mrs. Wallace H. White, wife of Senate Majority Leader, and others present included Mrs. Joseph H. Ball, wife of Senator Ball; Mrs. Clarence J. Brown, wife of Representative Brown; Mrs. Evan Howell, wife of Representative Howell; Mrs. Charles G. Ross, wife of the Secretary to President Truman; Mrs. Charles R. Denny, Jr. wife of the Chairman of the FCC; Mrs. Paul A. Walker, Mrs. E. K. Jett, Mrs. Ray Wakefield and Mrs. Rosel Hyde, wives of Federal Communications Commissioners; Mrs. Earl Gammons, wife of CBS Vice-President in Washington; Mrs. Jostin Miller, wife of the President of NAB, Mrs. Carleton Smith, wife of NBC Washington General Manager, Mrs. William McAndrew, Mrs. George Wheeler, Mrs. Richard Harkness and Mrs. Morgan Beatty.



The 100th anniversary of the birth of Alexander Graham Bell, inventor of the telephone, used the Franklin Public School Building, which is still standing and in service, in 1880 for early experiments in the transmission of wireless messages.

Stationing Sumner Tainter, an associate, on the school roof, the inventor was able to "throw" Tainter's voice across to a laboratory about a block away. This telephoning via a beam of light anticipated use of infra-red rays for communication as applied by the military in World Wars I and II.

-----  
Broadcast Measurement Bureau has issued its BMB Area Audience Report, a 780-page volume showing day and night audiences of 800 radio stations in 3,500 United States and Canadian counties and 1,200 cities. The volume, which is priced at \$35, is being sent to subscribing stations and members of the American Association of Advertising Agencies and the Association of National Advertisers.

-----  
Chief Justice and Mrs. Fred Vinson were the guests in whose honor Mr. and Mrs. Justin Miller entertained at dinner last week in their apartment at Wardman Park Hotel in Washington. Judge Miller is President of the National Association of Broadcasters.

-----  
WOR's Chief Engineer and Vice-President, Jack R. Poppele will make an address on "Television's Appeal to Women" on Friday, March 7, during the convention of the Association of Women Broadcasters of the National Association of Broadcasters at the Hotel Roosevelt in New York. Poppele is the President of the Association of Television Broadcasters.

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A 104-week renewal contract - probably the first of its kind in radio - has been signed by the Frank H. Lee Company of Danbury, Conn., with the American Broadcasting Company covering sponsorship of the Sunday evening broadcasts of Drew Pearson.

-----  
Sidney Whitmore Ashe, a retired electrical and radio engineer of Pittsfield, died Tuesday night in New Lebanon, N.Y., at the age of 68. Mr. Ashe was with the General Electric until he joined the radio staff at WGY in Schenectady. He leaves a widow.

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(Continuation of "Places Pearson's Radio Audience At 9,000,000" in "Scissors and Paste", page 14.

So, to borrow a Pearson phrase, here is my prediction:  
Unless Pearson ceases carrying showmanship up to the point of fakery in his writings and broadcasts;  
And unless he stops building up his listeners to an awful let-down in his predictions,

Then his readers and listeners ratings will continue to sag at embarrassing moments, as they did last Spring and Summer.

Pearson is a great newspaper reporter, the envy as well as the despair of newsmen.

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# HEINL NEWS SERVICE

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MAR 12 1947  
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Radio — Television — FM — Communications

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STATE DEPT. SEEN TRYING TO PUT U.S. INTO RADIO BUSINESS

Charging that some members of the State Department want to put the United States Government into the broadcasting business and that as a starter they have advocated a Government controlled International Broadcasting Foundation to take over short-wave programs and disseminate American views throughout the world, E. F. McDonald, Jr., President of the Zenith Radio Corporation stated today (12) to Senator C. Wayland Brooks (R), of Illinois:

"Even though the proposal is sugar coated by a vague suggestion that domestic broadcasting companies and some institutions be represented on the Board of Trustees, the Government would run the show just as firmly as the British Government runs propaganda through BBC.

"The State Department is already up to its neck in the field of international broadcasting, with programs going out in twenty-five different languages at a cost of more than \$8,000,000 per year. The proposed foundation would make continuation of this war-born propaganda activity a permanent part of our government, with substantial expansion and increase in cost.

"In my opinion this is a bad and extremely dangerous proposal."

Commander McDonald said further in his letter to Senator Brooks:

"At the time of Pearl Harbor there were fourteen licensed international short wave stations operating in the United States. All were erected by private capital, all were operated by their owners at a total cost over the years of many millions of dollars. During the war Government funds were used in construction and operation of additional short-wave stations, just as Government money was used to construct and operate munition factories, ship yards, etc. Now that the war is over, these stations should be sold to private operators in the same manner, and for the same reason, that other Government financed properties are passing into private hands.

"There is no more reason for the Government to own and operate broadcasting stations than there is for it to publish newspapers and magazines. Nor is there any reason for the Government, which has neither experience nor skill in radio production, to spend millions of dollars developing radio programs."

Explaining to the Senator that he had no interest in any chain or international broadcasting station, the Chicago manufacturer declared that fairness and common sense demand that the Government pay for and use privately owned broadcasting facilities for dispatching radio programs, just as it uses railroads for dispatching freight, telegraph and cable systems for dispatching messages,

our newspapers and magazines for publishing advertisements and releasing news, etc., etc. Instead of setting up a system to compete with those who pioneered our international short wave stations, any Government money used for this purpose should be spent to support those who blazed the trail with their own private funds.

McDonald said that no matter what our bureaucrats choose to call our Government overseas broadcasts of "unvarnished truth", listeners abroad will have just one term for them: "Yankee Propaganda". He continued:

"The one basic idea that the United States has to sell to the rest of the world is our American system of free enterprise. What could be more futile and ridiculous than using a bureaucratic Broadcasting Foundation to tell our story? What profit could there be in prattling the 'unvarnished truth' about free America when the listener knows that the programs he hears are themselves a violation of the basic principles of American free enterprise? Why should we adopt the very practices that we criticize in other governments?

"The most effective method of persuasion is by actual demonstration. There could be no better way of demonstrating to other peoples the real meaning of American free enterprise and freedom of speech than by giving them an opportunity to hear the tremendous variety of radio programs that are aired each day over our major networks. What a revelation it would be to countless impoverished millions to hear commercial announcers vying with each other to sell more soap, candy, automobiles, radios, watches, cigarettes, etc., etc. And what a demonstration of democracy in action it would be to have people of the world hear two opposing American presidential candidates tear into each other over the radio, and then hear the election results, and learn that the loser continued to enjoy life and freedom.

"American radio programs, in spite of criticism leveled at them by Blue Book writers, have the happy faculty of attracting large audiences. This is true in other countries as well as in the United States. If our daily schedules of network programs were sent out by powerful short wave, we would soon create an incredible amount of good will and understanding throughout the world. American jazz is popular from the Arctic to Timbucktoo, and there is plenty of that broadcast every day. Serious music has its lovers wherever there are human beings - they reach for everything from Bach to Gershwin. American networks broadcast many hours of the world's finest music every week." (According to Variety, the four major networks will spend \$78,000,000 for their 1947 programs.)

"If we wish to do a really effective job of international broadcasting the way to do it is forget all about bureaucratic foundations and send by short wave a selected schedule of network programs, modifying them only as prudent commercial practice dictates. I used the words 'prudent commercial practice' because I believe that the best way, as well as the most American way, of sending our commercial programs overseas is to permit American

short wave stations to sell time to advertisers just as our domestic stations do. That will automatically bring to American international broadcasting the best audience building brains of the country, and give to the rest of the world the great musical and dramatic talent that has made radio so popular in America. Under the acid spur of commercial results, broadcasters will develop new technics of audience building in foreign lands that will far transcend the best efforts possible for a known government agency.

"Then, if the Government still deems it necessary to enter officially the international 'war of words', it will find an enormous, and receptive, audience waiting for its programs from privately owned stations. It will also have available, and should use, the skill developed by free enterprise in radio, just as it found available and used for munition production the industrial skill developed by generations of free enterprise in manufacturing.

"Both for the sake of economy and to give the rest of the world a true understanding of America, the State Department should be compelled to cease its present international broadcasting activities, and any proposal that the Government enter the broadcasting business should be defeated. The American broadcasting industry should be given an opportunity to expand in the field of commercial international broadcasting."

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WEBSTER'S CONFIRMATION FOR FCC BELIEVED TO BE "IN THE BAG"

The Senate Interstate Commerce Committee has set Thursday, March 13th, to consider the nomination of former Coast Guard Commodore Edward M. Webster, 58 years old, for years one of the Government's outstanding radio and communication experts to succeed Paul A. Porter as a member of the Federal Communications Commission. Not since the days of Tam Craven, former FCC Commissioner, and E. K. Jett, present Commissioner, has anyone been so well qualified professionally to serve on the FCC. In fact, when Commodore Webster's nomination was announced, someone immediately said: "That means another Jett on the Commission." And that is almost the way it is expected to work out. In the old days, Commissioners Craven and Jett used to carry the engineering burden but with Cowles Brothers grabbing off Tam Craven, Jett has had to carry the ball alone and it has been quite a chore.

Another similarity between the three was that Craven and Jett started up the ladder to the commissionership by serving as FCC Chief Engineers. When Webster was retired from active duty in the Coast Guard in 1934 because of physical disability incurred in the line of duty, he went over to the FCC where he served as its Assistant Chief Engineer until June 1, 1942. On that date he was recalled to active wartime duty in the Coast Guard and reassigned to his former job as Chief Communications Officer.

About the only snag Commodore Webster is seen likely to strike in being confirmed by the Senate is that having been born in Washington, D. C., he has never voted, and having spent all his life in the Government service, has no political affiliation. However, Commissioner Jett, who began in the Navy and likewise spent many years in the Government, and who also very honestly refused to take on the label of either party, won out as an independent. It is difficult to believe that men so well qualified as Webster and Jett would be stopped just because they didn't belong to one of the major parties. Yet if memory serves correctly, this stopped C. M. Jansky, well known radio engineer, who many years ago was nominated for the old Radio Commission. There are three Democrats on the Commission - Denny, Walker and Durr; two Republicans - Hyde and Wakefield, and one Independent - Jett.

However, if Commodore Webster should encounter political difficulty, as did Jett, he will be very fortunate in having a highly placed friend in the Senate who could likely steer him safely through troubled waters. This is Senator Wallace White (R), of Maine, outstanding radio authority in Congress. Senator White is not only the Chairman of the Senate Interstate Commerce Committee which will pass upon Webster's qualifications to serve as Commissioner, but he is also Majority Leader of the Senate and therefore could take good care of Webster from start to finish, which it is believed he is very likely to do as the Senator is among Webster's earliest backers and has proposed his name numerous times when there has been a FCC vacancy.

Furthermore, after the opposition which President Truman has met with in the nomination of David Lilienthal as Chairman of the Atomic Energy Commission, it is not believed he would again make the mistake of sending a name to Capitol Hill without sounding out the Republican leaders to see how it would be received. In many quarters the Lilienthal nomination has been seen simply as a test of the strength and leadership of the Republicans in the Senate.

When Commodore Webster was relieved from the Coast Guard in 1946, he had completed over thirty years' active duty. He was then appointed Director of Telecommunications of the National Federation of American Shipping, Inc., which position he now holds. Webster's salary at the Federation is reported to be \$15,000 a year. He also receives \$5,000 annually in retirement pay. It would mean quite a monetary sacrifice to give up both of these amounts for a \$10,000 FCC Commissionership.

During the time he was associated with the FCC as Assistant Chief Engineer, Commodore Webster administered in particular communication matters relating to such services as marine, aviation, experimental, point-to-point, emergency and amateur. The work, also, included administration of radio operator problems, including their qualification and classification.

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## PRESIDENT TRUMAN PRAISED FOR APPOINTING WEBSTER TO FCC

Many years ago, critics of Dr. Harvey W. Wiley, Chief Chemist of the United States, and founder of the Pure Food Laws, charged that he had no technical background. There were some who claimed that he wasn't even a chemist. Quite a few brickbats had also been hurled at President Taft. So when the latter named Dr. Carl Alsberg as Wiley's successor, he said: "And if you think he isn't qualified for the job, look at this." Whereupon Mr. Taft unrolled what looked like a Chinese scroll about a yard long listing Dr. Alsberg's qualifications.

President Truman might have done the same thing when he announced the nomination of Commodore E. M. Webster, U. S. Coast Guard, retired, for the present vacancy on the Federal Communications. A joint press release issued by the U. S. Coast Guard and the National Federation of American Shipping, where Mr. Webster is now Director of Telecommunications, covered eight typewritten pages setting forth Mr. Webster's qualifications as a radio and communications expert.

Although Webster's name had been frequently mentioned, his appointment came as a surprise because so many politicians seemed to have the inside track. Then a campaign was started to give the office to a woman. It looked for a time as if this might be Marion Martin, who lost out with the Republican National Committee. Anyone who knew Webster knew that in a political fight he wouldn't have a Chinaman's chance. One observer was of the opinion that perhaps President Truman had turned to his radio advisor, Leonard Reinsch, of Station WSB, Atlanta, and that the latter had told him of the need of another engineer on the Commission.

Commending the President, the Washington Post said:

"President Truman has set the qualifications for membership on the Federal Communications Commission at a high mark. Every one of his appointments to this regulatory body has been an expert with long experience in the communications field. Rosel Hyde had advanced within the FCC to the position of general counsel before his elevation to a commissionership. E. K. Jett had long served the Commission as Chief Engineer. Now the President has nominated E. M. Webster, former Assistant Chief Engineer for the Commission, to fill the last vacancy. Shortly before his death, President Roosevelt elevated Charles R. Denny, the present FCC Chairman, from the position of General Counsel. These well-merited promotions within the FCC are quite properly making it something of a career system.

"Mr. Webster has devoted himself to communications work for the last 30 years. Before his retirement from the Navy in 1934 he was Chief Communications Officer. Recalled to active duty in World War II and restored to the same position, he planned, developed and installed the present efficient Coast Guard communications

network. His expert services won him the rank of Commodore and the Legion of Merit. Mr. Webster is also said to be one of the best informed men in the country in the field of marine and aviation radio, with special emphasis on their use as safety devices. His experience at 16 international conferences dealing with communications will be invaluable in connection with the World Telecommunications Conference to be held in the United States in 1947. We take it for granted that the Senate will confirm the nomination of one so eminently qualified. In addition the President is entitled to special commendation for staffing this important agency with experts instead of hack politicians. "

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REAM MAKES WASHINGTON DEBUT AS CBS EXECUTIVE V-P

One of the first appearances of Joseph H. Ream as newly elected Executive Vice-President of the Columbia Broadcasting System will be at a reception tendered to him tomorrow by Earl Gammons, Washington CBS Vice-President, to receive the congratulations of the great and near great of the Capital. Mr. Ream previously had been Vice-President and Secretary.

He joined CBS in 1934 and headed the company's Legal Department for eight years. He became Secretary four years later, was elected a Vice President in October, 1942, and in June, 1945, was elected a member of the Board.

Mr. Ream went with Columbia after eight years with the New York law firm of Cravath, deGersdorff, Swaine & Wood. He began the study of law at the University of Kansas from which he received a Bachelor of Arts degree and continued his studies at Yale where he was graduated with an LL.B. in 1927.

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NEW COIN RADIO PLAYS ONE OR TWO HOURS

A new Telecoin system coin radio for hotels, motor courts and hospitals will soon be put on the market by the Telecoin Corporation, distributors of coin-operated Bendix automatic home laundries. Distribution of the new set will begin on or about April 1st.

Varying in design from conventional radio styles, the set has been constructed to resist vandalism and abuse which were a major problem in pre-war and early post-war coin radio enterprises. It is a pillbox-shaded affair with a sturdy 16-gauge steel case and chassis. The time element is variable, permitting thirty-minute, one hour or two-hour play.

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## RADIO TO APPOINT "CZAR" IN CLEAN-UP OF ADVERTISING

A plan for self-regulation of the radio industry, involving the appointment of a virtual "czar" to administer improved standards in programming and advertising on the air, is being drafted by broadcasters, advertisers and major industrial concerns sponsoring network shows, it became known yesterday (Tuesday, March 11), according to Jack Gould in the New York Times.

Prompted by the rising criticism against "ugly plugs" and other manifestations of "excessive commercialism", the three groups are setting up a Broadcasters Advisory Council to cope with what was described formally as "the crisis" confronting radio.

Edgar Kobak, President of the Mutual Broadcasting System, has been named Chairman of the Committee on Organization and Finance for the Council. The Council is expected to be patterned after the Cereal Institute or the Motion Picture Producers' Association of America, the latter formerly known as "the Hays office".

Other members of the organizational committee are Niles Trammell, President of the National Broadcasting Company; Sigurd S. Larmon, President of Young & Rubicam; Thomas D'Arcy Brophy, President of Kenyon & Eckhardt; Robert F. Elder, Vice-President of Lever Brothers; Donovan B. Stetler, Advertising Director of Standard Brands, Inc.; Clair R. McCollough, President of Station WGAL, Lancaster, Pa., and I. R. Lounsberry, Executive Vice-President of WGR, Buffalo.

The decision to form the Council comes almost exactly a year after the Federal Communications Commission, which licenses all radio stations, issued its controversial "Blue Book" report, condemning excessive commercialism on the air and urging the broadcasting industry itself to achieve better balance in programming.

A key radio figure involved in the formation of the Council said that the new organization could be regarded as "the answer" to the FCC.

The recommendations were drafted by Frank Stanton, President of the Columbia Broadcasting System; F. B. Ryan, Jr., President of Ruthrauff & Ryan, Inc., and Charles G. Mortimer, Vice-President of the General Foods Corporation.

In a general summary of broadcasting at present, it was learned the recommendations committee said that radio was at the "critical crossroads". On the one hand, the Committee noted, radio was being subjected to increasing criticism from the public while, on the other, competitive pressures within the industry tended to result in a further deterioration in standards.

The three specific objectives outlined for the Council follow:

"(1) An information activity designed, on the one hand, to inform the broadcasters about public attitudes and their obligations to serve the public interest through improved service to radio listeners.

"(2) The development and recommendation of standards of practice for commercial broadcasting.

"(3) A program of continuing research into public acceptance of broadcasting."

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WARNS WASHINGTONIANS AGAINST "VOLUNTARY" DAYLIGHT TIME

Merle S. Jones, General Manager of Station WOL in Washington, was among those opposing "voluntary" daylight savings time for the National Capital. This movement was started after the U. S. House of Representatives had voted down the proposal to give the District of Columbia daylight time.

Mr. Jones, who said that he personally was for daylight savings time declared that if any further action is to be taken, it should be done in an orderly way and warned those attending a meeting called by the Junior Board of Trade to discuss the subject at the U. S. Chamber of Commerce Building, that the "voluntary" expedient might bring confusion.

Senator Harold McGrath (D), of Rhode Island, declared the Commissioners of the District of Columbia were empowered under the District Code to declare daylight saving time.

When the Senate District Committee took up the McGrath redrafted bill to take the decision out of Congress and to have Congress merely direct the Commissioners to hold hearings on the issue and to order daylight saving time here if the city heads find the majority of Washington's residents want it, the Committee without a dissenting vote ordered a favorable vote.

The bill will now be speeded to the Senate for action and will be called up for Senate approval at the earliest appropriate time.

Senator McGrath said he took the unanimous report as an encouraging sign for favorable action in the Senate.

The bill directs the Commissioners to hold public hearings on the question and empowers them to order the advanced time if they find most Washington residents want it.

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WOODS TO MEET IN SIX CITIES WITH ABC AFFILIATES

The first of a series of meetings between officials of the American Broadcasting Company and its affiliated stations will be held in Atlanta on Thursday, March 13, with Mark Woods, President of the American Broadcasting Company, and John H. Norton, Jr., ABC Vice-President in charge of stations, in attendance.

The meetings are intended to provide network executives with first-hand knowledge of the current problems of individual affiliates and at the same time acquaint the stations more fully with network plans and developments and to promote closer cooperation in sales, programming and general station relations.

In addition to meeting with affiliates, Mr. Woods plans to talk with representatives of leading civic organizations to obtain direct impressions of the thoughts and views of people throughout all sections of the United States.

The ABC executives also will meet with affiliated stations in Kansas City, Mo.; Fort Worth, Texas; Salt Lake City, Utah; Detroit, Mich.; and New York City.

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RCA EXTENDS AUTOMATIC SERVICE TO NEW YORK-ECUADOR CIRCUIT

Inauguration of new and modernized radiotelegraph communications facilities in Quito, Ecuador, makes that country the first in South America to bring its equipment and service in line with the world-wide modernization program being carried forward by RCA Communications, Inc., Thompson H. Mitchell, Executive Vice-President, has announced.

"RCA's modernization program is establishing a universal trend away from the old manual Morse methods of radiotelegraphy toward the time-and-money saving automatic operation, which was developed during the war by the Army Communications Service", said Mr. Mitchell. "Under the new system, decoding of radiotelegraph messages at 'gateway' cities such as New York, San Francisco and London is eliminated and messages are handled in suitable form for immediate delivery to ultimate addressees in the 'gateway' city itself or for automatic relay over land-line wire circuits to addressees in the interior of the country of destination."

Opening of the improved New York-Ecuador circuit was commemorated by an exchange of messages between President Jose Ibarra of Ecuador; Gustavo Yerovi, Secretary of Radio Internacionale, and Brig. General David Sarnoff, President, Radio Corporation of America.

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FARNSWORTH DOUBLES MANUFACTURING SPACE INCLUDING TV SETS

A new two-story addition will permit the Farnsworth Television & Radio Corporation's entire research and engineering departments to be located at the Fort Wayne plant.

The expansion program has doubled the space available there for manufacturing operations, enabling the setting up of additional assembly lines for the manufacture of the company's new line of home television receivers and mobile communications equipment.

Television studio and transmitting equipment, industrial telemetering equipment, automatic record changers, special tubes and other electronic apparatus also are manufactured at the Farnsworth plant in Fort Wayne.

The company's radios, phonograph-radios and other products are manufactured at plants in Marion, Huntington and Bluffton, Indiana.

All administrative departments, including the Capehart Sales Division which formerly occupied downtown offices, are now consolidated in the enlarged headquarters building, E. A. Nicholas, President, reported.

In addition to its commercial operations, Farnsworth is continuing special research work for the U. S. Navy. During the war the company's entire facilities were devoted to the development and manufacture of television and other electronic equipment for the armed forces.

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BELIEVES NEW DEAL "PRESS AND RADIO" IS STILL BUSY

A paragraph in a letter Senator Raymond Baldwin (R), of Connecticut wrote to Carroll Reece, Chairman of the Republican National Committee, urging greater cooperation among the Republicans in Congress, read:

"In fact, the trend is now away from us. Why is that so?

"In the first place, let us talk a little about the mechanics of the situation. Through all the years of the 'New Deal' a splendid press and radio was built up for the Democratic Party. The momentum of that still goes on. Columnists, editorial writers, headline writers, radio commentators, found some little joy, back last Summer, at taking a little 'crack' at their erstwhile 'darlings', but they are doing that no more. They are now turning their fire on the target they were shooting at during most of the 'New Deal' years, the Republicans and the Republican Party.\* \* \* We have had a good deal of that and I think it is time it came to an end."

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WORLD TELECOMMUNICATIONS CONFAB AT ATLANTIC CITY MAY 15

Latest word from the State Department is that everything is set for the World Telecommunications Conferences to be held in Atlantic City, N.J., starting May 15th to bring up to date the provisions of the basic international agreements concerning telecommunications and to revise the legislative machinery of the International Telecommunications Union. The first of these conferences will be the Radio Administrative Conference to be followed by the Plenipotentiary Telecommunications Conference and the High Frequency Broadcasting Conference.

New developments during the war in the techniques of telegraph, telephone and radio have made obsolete the provisions of the International Telecommunications Convention agreed upon at Madrid in 1932 and the General Radio Regulations agreed upon at Cairo in 1938. The Atlantic City Conferences will undertake to modernize the present Convention and Regulations and to provide for future revisions that may be necessary to keep up with new scientific developments in this field.

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TRUMAN FIRST HEARD OF LEWIS DECISION THROUGH CBS ENGINEER

President Truman first learned of the Supreme Court decision upholding the contempt convictions against John L. Lewis and the United Mine Workers, through the alertness of CBS engineer Clyde M. Hunt.

At 12:30 P.M. that day, Hunt, Chief Engineer for WTOP-CBS, Washington, was setting up his controls preparatory to the President's radio address at Baylor University, Waco, Texas, when he heard the Lewis bulletin over the CBS feed-back circuit. Hunt immediately informed Charles Ross, White House press secretary, who in turn relayed the news to Mr. Truman.

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RADIO SET PRODUCTION STILL LAGS

Production of radio receivers in the United States Zone of Germany averaged 246 per month during the third quarter of 1946, a total of 404 having been produced in September. The monthly average for 1938 (in that area now included in the Zone) was 12,000. Radio sets manufactured in the United States section of Berlin during the January-August period in 1946 totaled 35,834, the output for August being 5,768. Loud speakers produced in the sector during the 8-month period numbered 88,366, of which 13,772 were produced in the month of August.

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PREDICTS 60,000 CHICAGO TELEVISION RECEIVERS IN 1947

Sixty thousand new television receivers will be available to the Chicago area by the end of 1947, and co-axial cables for network television programs between New York and Chicago should be in operation early in 1948, Carl J. Meyers, WGN engineering director, predicts.

Of the 300,000 sets promised by radio manufacturers for 1947 throughout the country, approximately 20 per cent will be allocated to the Chicago area, Mr. Meyers said. The sets coming off the assembly lines today will not be made obsolete by the advent of simultaneous color transmission which is now being perfected. Mr. Meyers predicts black and white television will be the dominant system for the next five or six years. Television sets of today will be capable of receiving simultaneous color transmission with the aid of a simple radio frequency converter, according to Mr. Meyers.

WGNA, telesister of WGN, will offer a wide variety of programs for its audience by Fall of 1947, Mr. Meyers said, with all mediums of entertainment and education contributing heavily. Mr. Meyers looks upon television as a field which will supplement but not replace the established arts. The three types of television shows - local, network, and televised movies - will draw heavily upon today's radio, movie and theatrical fields for its talents, he said.

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HENRY M. PEASE, OF STANDARD ELECTRIC, DEAD; A BBC FOUNDER

Henry M. Pease, first Vice Chairman and a director of the International Standard Electric Corporation, the manufacturing associate of the International Telephone and Telegraph Corporation, of which he was also Vice-President and Director, died last Friday at the New York Hospital at the age of 71 after a short illness.

Mr. Pease, a native of Illinois, was an outstanding figure in the telephone manufacturing field and a leading figure in telephone development in Europe and many other parts of the world.

In addition to his positions with International Standard Electric and International Telephone and Telegraph, Mr. Pease was also Vice-President and Director of the Federal Telephone and Radio Corporation, and a Director of International Telecommunication Laboratories, Inc.

In 1922 Mr. Pease took an active part in forming the British Broadcasting Company, becoming one of its original directors, and through the International Western Electric organization installed one of the first broadcasting stations in England. The following year he negotiated the contract for the first transatlantic radio-telephone transmitting station with the British Post Office, and thus established the London Company in the manufacture of this particular product line.

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SCISSORS AND PASTE

Charges Vandenberg Controls U. S. Broadcasts To Russia ("In Fact")

A confidential memorandum to Secretary of State Marshall on the eve of his departure for the Moscow Conference has posed a series of startling questions and made six flat charges all designed to warn him that he faces failure at that conference because of the propaganda activities behind the iron curtain of his own State Department.

The memorandum, compiled and documented by two officials, was accompanied by their letters of resignation from the Office of International Information and Cultural Affairs (OIC). Marshall, to date, has left the OIC operation to William Benton, millionaire advertising executive and close friend of Senator Arthur Vandenberg and Herbert Hoover. The memorandum made the following charges:

- 1. That propaganda broadcasts beamed at the Russian people by the U. S. State Dept. during the Moscow Conference will first be cleared by Senator Vandenberg.
2. That by "remote control" Marshall will be constantly "kept in line" by the anti-Russian bloc of the Congress which has backed Benton's OIC propaganda operations.
3. That Benton, fully aware that there are less than 100,000 short-wave receiving sets in the USSR, nonetheless has expended some \$5,000,000 for personnel and equipment to beam propaganda broadcasts meant chiefly for the ears of Soviet Government radio monitors.
4. That an anti-Russian Pole has been chosen as producer of the OIC broadcasts to the Soviet. (Editorial note: OIC's NYC office will neither confirm or deny reports that this man was fired a few hours before first broadcast.)
5. That while Marshall may be saying one thing in Moscow the State Dept. broadcasts, cleared by Vandenberg, will reflect the sentiments of the anti-Russian bloc in Congress.
6. That the Voice of America has been flatly labeled a propaganda mechanism by no less than Kent Cooper, General Manager of the Associated Press and Earl Johnson, Vice-President of the United Press. (Editor & Publisher Dec. 14 reported: "Mr. Cooper of the AP and Mr. Johnson of the UP flatly opposed any gov news dissemination. They regard gov. proprietorship as certain to cause any dissemination to be regarded by peoples of the world as propaganda in its fullest cynical form, and do not believe the government could possibly fulfill the purposes stated by Mr. Benton.")

Movie "Radio Take It Away" Raps Quiz Shows ("Life")

"Radio Take It Away" is a new Paramount movie short which hilariously satirizes the inanities of the current rash of audience-participation shows. For 11 minutes it swats with happy accuracy at radio's vast largess, its brow-beaten contestants, and its silly interviews. It is at its best when it shows befuddled amateurs at the microphone strugglin over stupid questions asked by gurgling quiz masters who do not know the answers themselves. Few critics will state that "Radio, Take It Away" is exaggerated.

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Advertising Does the Trick

(Niles Trammell, President, National Broadcasting Company, in "Radio Age")

Before the days of modern advertising it took many years to establish new products or change the public's buying habits. Seventy years elapsed before the power loom had eliminated the hand loom. The Bessemer process of steel-making had to overcome thirty years of stubborn opposition before it was generally adopted. Even McCormick's reaper needed almost a generation before it became fully accepted.

But how long did it take for the modern radio to catch on? or refrigerators? - or frozen foods? - or nylon stockings? And almost within a matter of months, the non-refillable fountain pen has become an accepted commonplace in the United States.

In no other country in the world do these things happen! Why? Because we have found the key which never fails to unlock the resourcefulness and ingenuity of the American economy - advertising.

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"The Eagle's Brood"

(Jack Gould in the "New York Times")

"The Eagle's Brood", the Columbia Broadcasting System's documentary broadcast on juvenile delinquency, was an angry, tough and eloquent piece. In purest form it was a crusade against public apathy, a crusade told in the persuasive imagery of words, music and stagecraft. Last Wednesday night the art of broadcasting found its voice and lifted it as one truly come of age. \* \* \* \*

Though not receiving formal program credit, the Messrs. William S. Paley, Frank Stanton and Edward R. Murrow of CBS would seem no less entitled to recognition for their part in "The Eagle's Brood". In all, the single presentation involved a total expense of nearly \$50,000, including the cost of canceling "Information Please" in order that the documentary might be heard at choice evening time and might perform a maximum public service.

From every standpoint, "The Eagle's Brood" was one of those occasions when radio could hold its head high.

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McCormick Sets Fast Radio Pace But Has Faith In Press

(George A. Brandenburg in "Editor & Publisher")

Col. McCormick is President and Treasurer of WGN, Inc. His attitude toward the public interest in radio was summed up in a recent broadcast: "American radio belongs to the American public and we consider it a sacred trust." WGNE, the Tribune's FM station, pioneered broadcasting of a daily facsimile edition, the first of its kind of any Chicago newspaper.

Highly cognizant of technological developments in radio, yet confident that newspapers can offset these new inventions by improving their own product, he recently stated: "We feel more strongly than ever that the newspaper as an institution has a permanent contribution to make in promoting that understanding of men and events which is necessary to the maintenance of civilization."

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TRADE NOTES

The Radio Corporation of America has filed its answer in the patent suit which the Zenith Radio Corporation lodged against it in the U. S. District Court at Wilmington, Del. last December.

Zenith at that time listed something over a hundred patents which it alleged RCA had asked it to mark on its sets and stated that only 15 radio and television patents had any relevancy to the sets it makes. The Court was asked to declare these patents invalid and not infringed.

Dumont television station WTTG in Washington, D. C., estimates there are now about 500 television sets in the Capital.

The Stromberg-Carlson Company reported a net income for 1946 of \$802,910, equal, after payment of preferred stock dividends, to \$2.57 a common share, compared with \$708,962 or \$2.51 a share in 1945.

The company said 1946 shipments of \$21,513,486, were five times greater than pre-war volume and more than 50 per cent above the previous peacetime peak established in 1929.

Rear Admiral Ellery W. Stone, former Chief Allied Commissioner in Italy, was received last Friday, according to an Associated Press dispatch from Rome, into the Catholic Church. He was reported planning to marry Italian Baroness, Renata Arborio Mella di Santelia, member of a family with close Vatican connections.

The 53-year old Naval Reserve officer, now Chief of the Italian Military Affairs Section of Allied Force Headquarters, was divorced in Reno recently. He was once Vice-President of Mackay Radio and Telegraph Company and President of Postal Telegraph Co.

The ASCAP General Annual Meeting and Dinner will be held on Thursday, March 27th in New York at the Ritz Carlton Hotel.

Annual reports of the Society's officers will be given at the general membership meeting in the afternoon.

Dr. H. B. G. Casimir, Co-Director of the Philips Research Laboratories, Eindhoven, Holland, arrived on the Veendam this week to deliver a series of invitation lectures at Johns Hopkins University, Baltimore, on the properties of matter at low temperatures and on problems in quantum electrodynamics.

The Miami Herald, publisher of which is John S. Knight, also owner of the Chicago Daily News broadcast its first facsimile newspaper last Monday. It was 8 by 11½ in. in size and only an experimental issue. The Herald, however, plans to publish the fax regularly.

The Federal Communications Commission has announced adoption of an order directing that the proceedings on the renewal application of Station WTOL, Toledo, Ohio (Blue Book case) be reopened and that the application of Public Service Broadcasters, Inc. for a new station at Toledo to operate on 1230 kc, 250 watts, unlimited time (seeking same facilities assigned WTOL) be set for consolidated hearing in those proceedings.

Major markets are receiving their first shipments of the new Bendix AM-FM radio-phonograph, according to J. T. Dalton, General Sales Manager for radio and television. Secondary trading areas will follow as production is stepped up, he said.

First off the lines, Model 847-B provides 88-108 mc FM, standard broadcasts and automatic phonograph. It features a contemporary modern cabinet in genuine walnut veneers with a moderate price of \$269.95.

To assure itself of adequate supplies of hardwood for radio and radio-phonograph cabinets, Philco Corporation went into the lumber business last year by purchasing about 100,000,000 feet of standing timber in North and South Carolina and installing a modern band sawmill and the latest-type logging equipment, John Ballantyne, President, informed stockholders.

Philco produced more than 6,250,000 board feet of cabinet woods during the last eight months of 1946 and provided 50% of the lumber used in all its wood cabinets during the year, Mr. Ballantyne stated.

"The shortage of cabinet woods is still acute", according to Mr. Ballantyne, "so the ownership of these timber resources and processing facilities should contribute in substantial measure to the output of Philco console radios and radiophonographs in 1947.

Emerson Radio and Phonograph Corp. and Subsidiaries -  
Thirteen weeks to Feb. 1: Net profit after \$557,476 taxes was \$642,394, equal to \$1.60 a share, compared with \$141,893 or 35 cents a share for thirteen weeks to Feb. 2, 1946, when \$95,667 was provided for taxes.

The nineteenth anniversary of the American Forum of the Air over MBS was celebrated recently. Among those participating were Irvin P. Sulds, producer; T.A.M. Craven, Vice-President of Cowles Broadcasting Co.; Sen. Charles W. Tobey (R), of New Hampshire, one of the participants in the 19th anniversary and panel discussion on how far a regulated industry should be subject to anti-trust laws (Bulwinkle bill); Theodore Granik, Chairman and founder of the forum; Judge Thurman Arnold, former Assistant Attorney General, also a 19th anniversary panel member; Charter Heslep, Washington representative of MBS; and Wendell Berge, until recently Assistant Attorney General, anti-trust division.

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# HEIDL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W.

Washington 8, D. C.

Robert D. Heidl, *Editor*

Founded in 1924

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No. 1767

March 20, 1947

## BLACK AND WHITE TV BOOM SEEN FOLLOWING FCC COLOR DECISION

One prediction made in connection with the Federal Communications Commission rejecting the plan of the Columbia Broadcasting System for color television is that many will now lose no time getting aboard the black and white television band wagon. One of the first persons to be heard from following the decision was J. R. Poppele, President of the Television Broadcasters' Association, who had fought hard against color, and who said:

"The public can expect the production and manufacture of television receivers to be accelerated greatly and the number of applicants for commercial black and white television stations to be increased materially during the next few months."

The FCC didn't entirely close the door in the face of Columbia. It said:

"In reaching this decision, the Commission does not desire to minimize in any way the advances that have been made in the development of color television. On the contrary, the Commission is of the opinion that Columbia Broadcasting System, Dr. Goldmark and the people who have worked under him are to be commended for their continuing interest in the field and for the great strides that they have made in this field in so short a period. The Commission, however, cannot escape the conclusion that many of the fundamentals of a color television system have not been adequately field tested and that need exists for further experimentation along the lines noted above. It is hoped that all persons with a true interest in the future of color television will continue their experimentation in this field in the hope that a satisfactory system can be developed and demonstrated at the earliest possible date."

It was the general conclusion of the FCC that with facilities in the radio spectrum for only one system of color television that further experimentation should be made to see which one that should be. "The Commission cannot escape the conclusion that many of the fundamentals of a color television system have not been adequately field tested."

Highlights of the decision follow:

"It should be pointed out that the only color television system as to which Commission approval is requested in this proceeding is that proposed by Columbia. During the hearing Radio Corporation of America demonstrated another color television system. This is the so-called simultaneous system where each picture is scanned simultaneously in three colors - red, green and blue - and these transmissions are sent simultaneously on three different channels and are combined at the receiver to produce a color image. Radio Corporation of America did not advance this system as one which should be approved at this time. RCA stated that its system was

still in the laboratory stage but presented it to the Commission as representing a system which could be developed for commercial use in four or five years and which, according to RCA, has many advantages over the sequential system. \* \* \* \*

"The answer lies in the nature of television and the fact that there are not enough frequencies available in the 480 to 920 megacycle band for more than one color television system. In television the receiver and transmitter are in effect components of one integrated system, or, expressed in another manner, the transmitter and receiver are related to each other as a lock and key. Unless they are both designed to meet certain fundamental standards, the receiver will be unable to accept the transmissions from the transmitter. For example, let us consider the method of transmitting the color. The method proposed by Columbia is the sequential method. RCA has proposed as an alternative the simultaneous method. Still other possibilities exist. Receivers that are built for the sequential system would not be able to receive programs from television stations broadcasting on a simultaneous system or on another system.

"The method of transmitting color is only one of the many fundamental standards that have to be fixed. In addition, mention might be made of number of lines, frame rate, type of sound system, etc. In all of these cases, the receiver must be constructed to the same standards as the transmitter if they are to be able to receive the programs. If at any time a broadcast company should change any one of the above standards, all the receivers which it previously serviced would immediately become useless. Unlike the automobile or vacuum cleaner which remains capable of operation after a new model is brought out, a change in any one of the fundamental standards at the transmitter would immediately make all receivers built for the old standards obsolete.

"Thus, it is obvious that before permitting a new television service to become established on a regular basis, a decision must first be made on fundamental standards. Otherwise, manufacturers of receivers could not start to build receivers, and the public could not purchase receivers with any confidence that they would be able to receive programs from all television stations, or that their receivers would not become useless immediately after they were purchased if the existing stations should change any of the fundamental standards. Under these conditions, it is entirely unlikely that television receivers would be bought on any mass basis. The justification for allocating so much of the radio spectrum to television broadcasting - 78 megacycles for Channels 1-13 and 440 megacycles for experimental television - is that television is an important medium for bringing news, education, culture and entertainment to large segments of the population. With the great demand for frequencies on the part of the other radio services which cannot be met in full, the Commission would not feel justified in allocating so many frequencies to television at the expense of the other radio services, if it were inevitably destined to be limited to small audiences.

"Before approving proposed standards, the Commission must be satisfied not only that the system proposed will work, but also that the system is as good as can be expected within any reasonable time in the foreseeable future. In addition, the system should be capable of permitting incorporation of better performance characteristics without requiring a change in fundamental standards. Otherwise, the danger exists that the standards will be set before fundamental developments have been made, with the result that the public would be saddled with an inferior service, if the new changes were not adopted, or if they were adopted, receivers already in the hands of the public would be rendered useless.

"Judged by the foregoing test, the Commission is of the view that the standards for color television proposed by Columbia Broadcasting System should not be adopted. In the Commission's opinion the evidence does not show that they represent the optimum performance which may be expected of a color television system within a reasonable time. The Commission bases this conclusion on two grounds. In the first place, the Commission believes that there has not been adequate field testing of the system for the Commission to be able to proceed with confidence that the system will work adequately in practice. Secondly, the Commission is of the opinion that there may be other systems of transmitting color which offer the possibility of cheaper receivers and narrower band widths that have not yet been fully explored.

"Before approving a new system of television, it is indispensable that there be an adequate program of field testing. Receivers and transmitters must be subjected to numerous tests over a long period of time and at a diversified set of locations and operating conditions so that operation under average home conditions is closely approximated. Without such field testing, there is no assurance that all fundamental defects have been eliminated. There is a great difference between the performance of a system in a laboratory with trained personnel and its operation in the home by the average citizen. In the history of electronics there have been developments which looked promising in theory and even in operation in the laboratory but which revealed such fundamental defects when subjected to adequate field testing that they had to be abandoned entirely.

"The record in this case discloses that while Columbia has done an extensive amount of testing of its system, most of it has been in the laboratory or under controlled conditions. No extensive testing under widely varying circumstances has been attempted. For example, all experimentation has been confined to one station in New York City. Furthermore, from the record it does not appear that at any time have there been more than 15 receivers in operation and all of these were in the hands of Columbia. In this connection, it might be pointed out that before standards were adopted for monochrome television, there were at least seven stations in operation in several cities and several thousand television receivers were outstanding, a good part of them in the hands of members of the public."

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RADIO SEEN DOING ALL RIGHT - BUT COULD DO A LOT BETTER

In a three-cornered debate over WPIK, one of the newer stations in Washington, D. C., last Sunday, "Is Radio Doing A Good Job?" the participants seemed to hold divergent views. Those who battled it out were Alan Barth, an editorial writer of the Washington Post, which has its own station WINX, A. D. ("Jess") Willard, Jr., of the National Association of Broadcasters, and Robert K. Richards, editorial director of Broadcasting magazine.

Mr. Willard opened by saying that people spent more time listening to the radio than any other occupation save sleeping and working, therefore radio must be good.

Mr. Richards said radio is doing a good job, the listeners are doing a good job but the FCC is falling down in its responsibility.

Mr. Barth, in his introductory remarks, said:

"No flat answer can be a fair one to the question, 'Is radio doing its job?' In many respects radio is undoubtedly doing a good job - a better job than in any other country. But it's fair to say, I think, that it isn't doing as good a job as it's capable of doing - or as good a job as the public interest, in a time of terrible confusion, requires.

"The reason is that radio is still operated too largely in the interest of advertisers rather than in the interest of listeners. Broadcasters need to recapture, as some have done already, the control over their programming which they have too largely turned over to advertising agencies and sponsors. They need to curb commercialism - both in the form of tedious and tasteless advertising plugs and in the form of stereotyped entertainment - and they need to balance their commercial shows with more sustaining programs and local live programs.

"Since radio derives all its revenue from advertising, it's important, of course, that it should prove effective as a sales mechanism. Naturally, this means it must focus on mass entertainment. But to do its full job, it must take into account minority tastes as well as the taste of the majority. And it must provide more than entertainment. It must serve as a tool of the democratic process - by affording the public the information and the forum for discussion necessary to the solution of controversial public problems."

Mr. Barth made some reference to soap operas and someone asked him if he had ever listened to this type of offerings before complaining about them. Barth replied that he had once been sick and listened to them until he was sicker.

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HALSEY SANS MIKADO'S HORSE & SADDLE, NEW I.T. & T. DIRECTOR

Admiral William F. Halsey, Jr., a native of Elizabeth, N.J., is a new member of the Board of Directors of the International Telephone and Telegraph Corporation. As Fleet Admiral during the latter stages of the war against Japan, Admiral Halsey, Commander of the Third Fleet entered Tokyo Bay on August 29, 1945 on the U.S.S. MISSOURI. It was aboard the MISSOURI that the Japanese Imperial Government surrendered to General Douglas MacArthur and Admiral Chester Nimitz.

On a goodwill tour through Latin America in the Summer of 1946, Admiral Halsey was awarded the following decorations: Grand Master of the National Order of the Southern Cross of Brazil, Order of Naval Merit from Cuba, the Order of the Liberator from Venezuela, the Order of Ayacucho from Peru, and Chile's Grand Cross of the Legion of Merit. Ecuador awarded him her highest medal of Abdon Calderon; Colombia and Panama the Grand Crosses of Boyaca and Balboa, while Guatemala made him a Supreme Chief in the Order of the Quetzal.

Leonard Jacob II, who has been associated with the I. T. & T. for more than twenty years, has been elected a Vice-President of that system.

A native of New Rochelle, New York, Mr. Jacob was graduated from Williams College in 1916. Following World War I, in which he served as a Lieutenant in the United States Navy, Mr. Jacob was with W. R. Grace & Company until 1923 when he joined All America Cables and Radio, Inc., I. T. & T.'s Central and South American telegraph affiliate. In 1928 he was made an assistant Vice-President of I. T. & T. and Managing Director of the Companhia Radio Internacional do Brasil, the corporation's communications subsidiary in Brazil. He was elected a Second Vice-President of I. T. & T. in February 1944.

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COMMODORE WEBSTER CONFIRMED AS FCC COMMISSIONER

As had been expected, Commodore Edward M. Webster, U. S. Coast Guard, retired, was confirmed without opposition as a member of the Federal Communications Commission. The Senate took this action Tuesday, March 18th. Commodore Webster is to fill the unexpired term of seven years from July 1, 1942.

The only objection that could be seen to Webster's confirmation was that like Commissioner E. K. Jett, he was an independent politically. Webster is a native of Washington and has been in the Government service all his life and has never voted. He expects to take office about April 15th, if not sooner.

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NAB-ASCAP PARLEY PROVES FRIENDLY GET TOGETHER

The NAB Music Advisory Committee and a committee from ASCAP met in New York Tuesday, March 18th. NAB President Judge Justin Miller, in opening the meeting stated that the broadcasting industry is responding to a suggestion made by John Paine, General Manager of ASCAP, that discussion regarding future relations between the Society and the industry seemed advisable. He introduced Theodore C. Streibert, WOR, Chairman of the NAB Committee, who in turn presented Mr. Paine.

Mr. Paine stated that ASCAP was happy at the relationship that had grown up over the recent years between the Society and the broadcasters. The only problems that exist, he observed, can be eliminated if both parties will devote themselves seriously to their solution.

After a lengthy and friendly discussion, Judge Miller suggested to Mr. Streibert that special sub-committees be appointed to consider each of these problems. Both Mr. Streibert and Mr. Paine accepted this suggestion. The sub-committees will be named later and meet promptly and report back respectively to the NAB and ASCAP full committees by May 12, 1947. The joint NAB-ASCAP Committee is scheduled to meet again on May 13.

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DONALD MAC GREGOR NEW ZENITH VICE-PRESIDENT

Donald MacGregor, formerly Executive Vice-President of Webster-Chicago Corporation, has been elected Vice-President in Charge of Production, of the Zenith Radio Corporation.

"Mr. MacGregor has been actively engaged in one phase or another of radio manufacturing since the very early days of broadcasting", said E. F. McDonald, Zenith President.

"He began his business career with the Belden Manufacturing Company in 1920, where as Assistant Manager of the Cable Department, he was soon supplying transmission cables to broadcasting stations. From 1924 to 1930 he was Vice-President and General Manager of the All-American Mohawk Corporation, producers of radio components and complete sets.

"After two years as Vice-President and General Manager of the Rauland Corporation, he was employed in 1933 by creditors of the Thorardson Electrical Manufacturing Company as General Manager of the company. In three years' time he rebuilt Thordarson from a depression near-casualty into one of the strongest manufacturers in radio parts industry.

"In 1937, as President of the Watsontown Cabinet Co., he began with an empty factory that had been idle for four years, and in two years had transformed it into one of the largest cabinet producers in the radio industry.

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## PALEY, CBS, AND DURR, FCC, RECEIVE "VARIETY" AWARDS

William S. Paley, Chairman of the Board of the Columbia Broadcasting System, and Clifford J. Durr, of the Federal Communications Commission, received special awards in "Variety's" Annual survey of Showmanagement". The usual awards were made to individual stations.

Text of citation to Mr. Paley read:

"Variety' this year presents a special award to the Columbia Broadcasting System's Chairman of the Board for being foremost among industry leaders to invite public criticism and suggestion in a spirit of sincere and genuine cooperation. When, last October, Paley stood before NAB convention in Chicago and tossed off his Paley Primer On Programming as the most effective means of injecting a constructive hypo into the radio pattern and combating the wholesale wave of criticism against the medium, it represented a courageous step. It was a (let's-pur-our-house-in-order' note of caution that would inevitably invite a field day for skeptics unless Paley's own CBS took the initiative and did something about it. But perhaps they didn't reckon on Paley, for already a noteworthy chapter has been written into the Primer. In a precedent-shattering move, Paley is knocking off commercial shows at prime time in order to program a series of vital documentaries, thus exposing the shows to a potential audience numbering in the multi-millions. Further, he is promoting the improvement of international understanding by experimenting with new program techniques and by injecting a new note of realism in reporting the events of the world.

"The presence and continuance of a voice such as his, within high places in American broadcasting, is essential if radio is to fulfill its brightest promise. To thousands of practitioners in radio, in the creative and technical fields, the traditions of American radio which he most clearly articulates are a source of constant and renewing encouragement."

Commissioner Durr's award read:

"Clifford J. Durr is one of the few Commissioners in the history of the FCC who has been able to see the woods for the trees. By contrast with the lawyers and engineers who have usually been his colleagues, he has insisted that the decisive criterion of radio service is not primarily the coverage pattern, the balance sheet, or the subtleties of a practitioner before the FCC Bar, but what comes out of the loud-speaker: the program. It is preeminently Durr who has refused to lend his assent to Commission decisions which might tend to corrode the foundations of a truly free and unmonopolized radio. It is Durr who has struck out sharply against inflated sale prices for facilities which are primarily the property of the public. And finally, it is Durr who has not hesitated to state his position publicly and in lucid terms, stumping the country from end to end to preach the gospel of democracy in radio.

"To the Great Dissenter of the present FCC; the guardsman of the American people's stake in the air they nominally own and the most showmanagement-minded Commissioner on the FCC, 'Variety' extends its esteem and its 1946 Award."

Plaque awards were:

How To Run A Radio Station - WNBC, New York; WHDH, Boston

Expanding Radio's Social Usefulness: WEEI, Boston, KUOM, Minneapolis; WKY, Oklahoma City.

Responsibility To The Community: KLZ, Denver; WSTV, Steubenville; WNYC, New York; WAVE, Louisville.

Imagination In Promotion: KSTP, Minneapolis

Outstanding Service To The Farmer: KMA, Shenandoah; WLS, Chicago.

Fostering Racial Understanding: WSB, Atlanta; WINX, Washington, D. C.

Among the stations which came in for special mention were:

WIND, Chicago: Ralph Atlass' sports-minded indie was that in spades during 1946 and gave its listeners some notable on-the-spot news coverage.

WBEM, Chicago: Did a headsup job on behalf of Negro culture and their contributions to America and on behalf of Negro-white understanding.

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#### BENTON BANGS BACK AT McDONALD OVER STATE DEPT. BROADCASTS

Upon receipt of a letter from Commander E. F. McDonald, Jr. opposing the proposition of the Government's "getting its foot" into broadcasting through the State Department's overseas programs and then maybe taking over the entire broadcasting business, Senator C. Wayland Brooks (R), of New York, inserted the letter in the Congressional Record (March 12). Senator Brooks followed through by printing an answer to the charges in the Record (March 17) from William Benton, Assistant Secretary of State.

Secretary Benton said, in part:

"Commander McDonald shows lack of familiarity with certain aspects of the problem when he compares international broadcasting to newspapers and magazines, and states, 'There is no more reason for the Government to own and operate broadcasting stations than there is for it to publish newspapers and magazines.'

"As a matter of fact, the Government does publish one magazine for distribution abroad, the magazine Amerika, in Russian. This is the only magazine from the United States which the Russian Government will allow to circulate in Russia. \* \* \* \*

"I hope that the State Department will be able shortly to send to Congress the proposal I have developed for a plan which will take the international broadcasting out of the Department. The substance of the plan was approved by Secretary Marshall the day he left for Moscow. The plan is now being reviewed by the Bureau of the Budget. It covers or implicitly answers some of the points raised by Commander McDonald. In my opinion, it is, as developed, the most satisfactory plan possible in the present circumstances. \* \* \* My hope is that final congressional action will provide a set-up which will give to Commander McDonald and to me and to the radio industry what we are all seeking: a voice of America overseas that is truly representative of our American life."

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### MISS TRUMAN, RADIO SURPRISE OF YEAR, WINS PUBLIC'S HEART

There is the eternal question of how an ex-president may earn a living but no such contingency can arise with a President's daughter who can sing as well as Miss Truman. Radio offered her a history-making break and she more than made good. That Miss Truman had such a promising voice was the radio surprise of the season. Being the daughter of such a popular President, friends were prepared to be polite no matter what kind of a singer she turned out to be. Those in the know admired her courage in choosing a radio debut but many feared that the cold and merciless microphone which not only shows up the slightest imperfections but magnifies them, feared that the mike might prove her undoing.

Well we know now how happily it all turned out not only with Mr. and Mrs. John Q. Listening Public but also with the hard boiled musicians. Newspapers showed so much interest in the event that in addition to the professional musical criticism, many of them carried editorials. Noel Straus, New York Times' critic wrote:

"Miss Truman must have been aware that her singing was being heard by the largest audience that ever tuned in for any artist on the air. She could not help realizing that not only the immense listening public, but, as a component part of that public, every vocalist, every singing teacher and vocal student who had access to a radio set, was critically appraising her voice and her interpretations.

"In addition, the fact that she was singing with a major orchestra, a completely new experience for her, might easily have proved a handicap. Yet, in spite of these circumstances, which excusably would have intimidated any artist of long experience on the concert platform, Miss Truman delivered each of her offerings with a poise and self-control worthy of the keenest admiration.

"Her tones were steady and firm from the start of her group of contributions. \* \* \*

"Miss Truman's lyric voice was sweet and appealing in quality in each of the three selections. It was especially pleasing in texture in the middle and upper registers of the extensive range, while the scale was even throughout the entire compass, all of the tones being well matched in timbre.

"The phrasing was careful and the legato smooth in all this singing. Moreover, Miss Truman's work from start to finish had an allure that resulted from a deep sincerity and an unaffected simplicity of approach.

"There was a sensitive feeling for melodic outline in 'Cielito Lindo' that also marked Miss Truman's singing in her other numbers. The popular tune, which was given in the original Spanish, was presented with spirit, refinement and sensitivity of feeling."

"The flexibility of the voice was demonstrated in 'Charmant Oiseau', the celebrated coloratura aria which Miss Truman presented in its entirety, instead of limiting herself to but one of the stanzas, as has often been done. The aria afforded opportunity for the youthful artist to display her prowess in high staccato notes, in rapid scales and other technical feats, and when she arrived at the formidable cadenza at the close, the three D's in 'alt' proved well within the compass of the voice."

The New York Times said, editorially:

"The critics spoke of such things as tone, breathing, range, phrasing and pitch. They were on the whole, encouraging. But the mainly untutored 15,000,000, if their comments could be heard, might add something more. They felt a warmth and sweetness that were not dependent on accidental circumstances. Margaret Truman would have been like this if her father had remained a small Missouri business man and had not been forced by the burdens of a great task to neglect his own piano playing. She has a native simplicity, sensitiveness and sincerity. One doesn't know how far she will go in the sternly competitive musical field. But she won many hearts, and her father and mother have a right to be proud of her."

Miss Alice Eversman, music critic of the Washington Star, wrote:

"The American public found last night that an exceptional talent was presented to it in the radio debut of Margaret Truman. Singing with the Detroit Symphony under the direction of Karl Krueger, her lovely soprano voice was heard across the nation for the first time. Pure and appealing in timbre, it came over the air waves with assurance in Padilla's 'Cielito Lindo', the aria, 'Charmant Oiseau' from David's 'La Perle du Bresil' and the beloved song, 'The Last Rose of Summer'. The flexibility of Miss Truman's voice in the agility passages of the aria, where her runs were clear and true, has the natural elasticity that augurs well for an operatic career.

"The measure of her talent went deeper, however. It lay in the warmth and expressiveness of her tones, such as few singers today can claim, and the genuine feeling that gave them propulsion. Already she has style as in the spirited delivery of the Spanish song and the broad, well planned phrases of the aria but it was the simple melody of 'The Last Rose of Summer' that her special singer's gift was revealed. Her voice is of wide range and well schooled in breath control and phrasing. Its quality reaches the heart, an asset not to be learned. The daughter of President and Mrs. Truman won the big heart of the American people last night who will follow with unabating interest the unfolding of a career that can be definitely hers and which began so auspiciously with her successful radio appearance.

STILL PREFERS EXTERNAL TO BUILT-IN FM ANTENNAS

Suggestions by William R. Hutchins, Manager of Station WFMR, New Bedford, Mass., with respect to a campaign they were making in New Bedford for external antennas for FM sets, which appeared in our issue of February 5th, brought forth a letter to Mr. Hutchins from J. E. Brown, Assistant Vice-President of the Zenith Radio Corporation in Chicago favoring built-in antennas. We reprinted Mr. Brown's letter March 5th.

Now we are privileged to present herewith Mr. Hutchins' reply:

"I was interested to get your letter of February 17th. We feel here that even with the Zenith line cord antenna, an external antenna mounted on the roof or in the attic of the house will almost invariably do a better job. I agree with you that the Zenith line cord antenna is better than any of the other built-in antennas that have come to our attention.

"In this area everybody will want to hear stations in excess of 25 miles away as New Bedford is approximately 30 miles from Providence which will have several of the FM stations intended to cover this territory. For that reason especially we feel that external antennas are going to be necessary in the great majority of cases for satisfactory reception. Our own transmitter is going to be about 16 miles from the center of New Bedford. By starting the campaign for external antennas, we hope to avoid disappointments later on and a consequent souring of people's attitude toward FM in general.

"While the line cord antenna is frequently satisfactory, we know of cases within 12 miles of our present installation where it is completely insufficient and yet even a detuned and hastily erected dipole outside of the house gives perfect reception.

"By all means continue installing the line cord antenna but please don't try to give the people the impression that it will always give them satisfactory reception. In some cases also we have noticed that heavy line noise seems to get through into the Zenith audio system. Does the use of the line cord antenna preclude adequate power line filtering?

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The illegal Spanish Republican radio, after 10 years of unbroken silence, was back on the air again last week calling for "liberty, democracy and social justice" for the Spanish people.

French police have been searching fruitlessly throughout four provinces for the hidden transmitter.

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SEES BLACK AND WHITE TV FOR NEXT FIVE YEARS

Regarding the decision of the Federal Communications Commission's regarding color television, the New York Times said editorially:

"Two systems of transmitting and receiving television are at present in laboratory competition. One is the 'sequential', the other the 'simultaneous'. The names almost explain themselves. In the 'sequential' system three primary colors are transmitted with flashlike rapidity, one after the other, in the form of appropriate electric impulses, picked up by a receiver and presented to the eye in the proper order - all so rapidly that it is impossible to detect the process. In the 'simultaneous' system the three colors are separated by a special camera and photo-cells, transmitted all at once, picked up by three tubes and projected simultaneously on the screen - again with deceptive rapidity.

"The Federal Communications Commission has now decided that the sequential system is not yet good enough and therefore refuses to permit the erection by the Columbia Broadcasting System of a suitable transmitting station. Neither is the simultaneous system good enough, as its champions admit. So we shall have to look at black-and-white images for at least five years - the time required for the development of bright, flickerless, clear color television. If the public wonders why it cannot buy whatever color television receiver it wants, in accordance with the principle of free enterprise, it will have to content itself with the FCC's answer that there simply is not space enough in the radio spectrum for more than one color television system, and that if this little space is to be preempted it must be by a well-nigh faultless system. Moreover, a color transmitter bears to a color receiver the relation of lock to key, so that if the wrong keys are bought now there is no hope that they will fit the locks of the future.

"The reasons given by the FCC for its decision are technically sound. But it should not be overlooked that there is an immediate market for about \$200,000,000 worth of black-and-white receivers, and that this market would be considerably reduced if imperfect but not wholly unsatisfactory color television were introduced. Half a century ago we let the disk and cylinder sound-recording companies fight it out, with the result that disk companies won. No one worried about any financial loss to the public when it became necessary to change from cylinder to disk machines. The fact that the ether is already overcrowded invalidates the analogy to some extent. Nevertheless, the public will wonder what has become of free enterprise. It will also wonder if television must be monopolized by the company that has had the foresight to develop a system of color transmission and reception which will be acceptable to the FCC. And it will sigh. Poor television! It has been 'just around the corner' for twenty years. Even at this late day there are only about 10,000 receivers in use - all black and white.

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GOV. GATES OF INDIANA VEToes ANTI-ASCAP BILL

Governor Ralph F. Gates, of Indiana, last week vetoed a copyright bill which was directed against the operation of the American Society of Composers, Authors and Publishers (ASCAP) in that State.

In his message to the General Assembly, the Governor said: "I am advised by the Attorney General that this Act is open to serious Constitutional questions. Furthermore, it deals with a subject which, in my opinion, can only properly be dealt with on a national level. If any legislation along the lines of this Act is to become law, it should be by action of the Federal Congress."

Under the provisions of the bill, the owners of copyright musical works were forbidden to operate in conjunction with other copyright owners to enforce the public performance of their works.

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NAB TELLS CONGRESS HOW IT STANDS ON LABOR

The position of the National Association of Broadcasters with respect to pending labor legislation was made known to Congress this week by NAB President Justin Miller in letters to the Chairmen of the Senate and House of Representatives Labor Committees.

Emphasizing that the secondary boycott has been "the most critical, but by no means the only collective bargaining abuse perpetrated by certain unions on the radio industry", Judge Miller continued:

"The broadcasters of the nation want Congress to enact a sound national labor policy which: (1) affords all parties equal protection under the law; (2) makes labor contracts enforceable and the parties thereto mutually responsible; (3) protects industry from jurisdictional strikes; (4) safeguards the economic system from such coercive and monopolistic union practices as featherbedding, the extraction of royalty payments, and the use of the union label as an instrument of boycott."

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WON ON HORSES; LOST TO FCC

Two men attempting to beat the horses with radio were arrested at the Santa Anita race track on March 6th. Equipped with a pocket transmitter, one is said to have flashed the progress of races to his confederate on the outside so the latter could make "sure bets".

The illegal signals from the race track were first spotted by FCC monitors. A direction finder was secretly installed in the stands which showed that the transmitter was being used on the "lawn" near the finish line. Portable listening devices carried by FCC field men finally converged on the unlawful operator.

(Continued at bottom of page 16)



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::: SCISSORS AND PASTE :::  
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Kobak Gleefully Hailed As Head Of Radio Advertising Group  
"Editor & Publisher")

Maybe it's the Spring in the air; or maybe it's because the American Tobacco Co. has just signed a new three-year contract for Jack Benny's show. . .

We're in a happy mood about radio.

The real reason might be found in the announcement that Edgar Kobak of Mutual Broadcasting System has been named Chairman of an intra-industry committee on standards of program and advertising.

A year ago, Editor & Publisher heralded the Federal Communications Commission report on the radio industry's faults as a document to be considered carefully by publishers with broadcasting inclinations. We dubbed it "The Blue Book" - a name that has stuck - because of its cover hues, not because of its woes.

Through the year the Blue Book has been damned, and it has been used as a soapbox platform by the radicals who would play upon public ignorance. The FCC treatise is not entirely accurate, or fair, in its accusations, but it still stands as a pretty sensible criticism of radio's failure to heed the tastes of minorities and its refusal to be moderate in use of the public domain for commercialism.

Mr. Kobak's committee takes cognizance of the Blue Book's importance in these respects and aims to arouse the industry to a code of public service. Charles G. Mortimer of General Foods Corp. puts it well when he says: "If the goose that laid the golden egg has the pip, it's sensible to see what's the matter."

How easily radio might reform some of its plug-ugly practices is being demonstrated Sunday nights by Mr. Benny, now that Mr. Riggio, and not Mr. Hill, rules the Lucky Strike program. Come March 16, we are told, Mr. B. will have a special quartet render the area - LSMFT - Messrs. Crosby, Russell, Haymes and Day. Wow!

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FM Radio Station License Sought By Red-Front Outfit  
(Lyle C. Wilson, United Press)

It looks like the American Communists have hit it rich in a new propaganda gold mine.

Pending before the Federal Communications Commission is a frequency modulation broadcasting application in the name of Peoples Radio Foundation, Inc., P.R.F. for short. The license is sought for a New York City station.

P.R.F. is speckled almost black with Communists, fellow travellers, Communist organizations and Communist fronts. If the application is approved, the Communist party line may be expected to flow steadily from the proposed station over a listening area estimated to contain about 16,000,000 persons.

The New Leader, which keeps an unusually watchful eye on American Communists, reports that among the stockholders, indorsers and/or directors of P.R.F. is the International Workers Order. This fraternal association is recorded on Page 100 of the House Committee's 1944 report on unAmerican activities as "a subservient instrument of the Communist party in the United States." I.W.O. claims a membership of 155,000 and, as of some years ago, assets of \$1,899,611 - and an income of about \$1,000,000 annually. This income is important because the congressional report goes on to say.

"Not only does the International Workers Order support the Communist party and its official organs but it renders the Communist movement incalculable service by supporting Communist-inspired front organizations both financially and organizationally."

Financial support seems to be the I.W.O. function in this instance.

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Kids Seek Dividend Paying Questions  
(Bandel Linn in "Collier's")

Teacher to teacher: "Radio programs are ruining this school. Every time a pupil answers a question, he wants to get paid."

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TV Converts 100 Year Old Chicago Merchant To Radio  
( "Minneapolis Sunday Tribune" )

On his 100th birthday, a radio network invited Henry L. Lytton, owner of the Hub store in Chicago, to address the nation and the announcer turned up with a prepared script, "What's that paper you got there?" the old man demanded. "If you're expecting to put words into my mouth, we all might as well go home. I say what I please, radio or no radio!"

All argument failed and the uneasy announcer put an unrehearsed Lytton on the air - and led with his chin. After the introduction the announcer asked: "And how do you like radio, Mr. Lytton?"

"I don't like it. Not a little bit", the old merchant replied distinctly. The announcer laughed - not very convincingly - and explained he wasn't thinking of the programs but of radio as an advertising medium.

"It's no good", Lytton said, and the announcer didn't bring up the matter of radio again. However, last December, Lytton astounded his advertising staff by ordering a radio program to publicize his store.

"Not old-fashioned radio, though", he said. "Get television. I want to sponsor the hockey games. Television has a future."

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A permit for construction of an FM station in Chicago has been granted to the American Broadcasting Company by the Federal Communications Commission. It will have an antenna of 595 feet which will be located on the roof of the Civic Opera House.

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A new type electrically operated, coaxial transfer switch, the first one of its kind to be produced for use with radar type altimeters, which makes possible the use of a single pair of antennas for operation of two separate radar altimeters, has been announced by the RCA Engineering Products Department.

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Farms reporting in the 1945 Census as having radios were 4,264,007. Farms having electricity in dwellings were 2,787,624.

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"The past is prologue", Maurice B. Mitchell, Sales Manager of radio station WTOP, told members of the Women's Advertising Club of Washington in a discussion of what lies ahead in radio.

Present-type radios in five years will be worthless, Mr. Mitchell predicted. In their place will be frequency modulation sets equipped with television receivers.

Wire recorders will solve the problems of record-playing in the near future, he also predicted. Tiny wires will record favorite music and can be used over and over again.

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The traditional ban against mentioning competing stations and networks has been lifted at WOR by Theodore C. Streibert, President of the station. In a directive to the staff, Mr. Streibert said, "We will no longer avoid mentioning the call letters of other radio stations and the names of other networks when they fit into the normal context of news items and other programs. The old radio industry taboo against such mentions was arbitrary and artificial." Mr. Streibert pointed out, however, that such mentions should not be in the form of a plug, nor should they lead to cross-plugging.

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"Won On Horses; Lost To FCC" continued from page 13)

The letter worked with a woman. The latter observed the leading horses at the half and the three-quarter mark. Her partner sent a key signal which was picked up on the outside in time to make last-minute bets.

The two men were booked on charges of operating unlicensed radio equipment. It required about a month of stalking by the Commission's ether cops to localize them among the 50,000 and more people who jammed the track.

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# HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W.

Washington 8, D. C.

Robert D. Heinel, Editor

Founded in 1924

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MAR 27 1947

NIKES TRASNELL

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March 26, 1947

## CONGRESS ON AIR; SURPRISE DEBUT VIA COMMITTEE HEARING

Senator Pepper (D), of Florida, Representative John M. Coffee (D), of Washington, and others for years have been trying to secure permission to broadcast the proceedings of Congress. Resolution after resolution has been introduced but they have always been pigeon-holed. However, with no advance publicity and simply by verbal authorization a tremendous step towards putting Congress on the air was taken last Friday morning when, for the first time, microphones were permitted to pick up and immediately broadcast testimony at a Congressional Committee meeting.

It was a session from the Caucus Room of the House Office Building where the House Foreign Affairs Committee was questioning Undersecretary of State Dean Acheson on President Truman's proposed appropriation for aid to Greece and Turkey.

The pickup was reported of good broadcast quality, despite the fact that remarks by House Committee members were picked up by microphone from a public address speaker. Mr. Acheson spoke into a microphone.

The Committee Chairman, Representative Eaton (R), of New Jersey, opened the meeting and Undersecretary of State Dean Acheson then was questioned by Representative John Kee of West Virginia and Representative Karl E. Mundt of South Dakota on the proposed aid to Greece and Turkey. Main content of the broadcast portion was defining the situation which makes aid to Turkey necessary . . . namely the war of nerves being waged against Turkey by the Soviet Union. Mr. Acheson was also questioned on the amount of war reparations Greece is to receive from Italy.

All this and more was heard by listeners who had the good fortune to be tuned in on radio history in the making. Previously recorded portions of Committee hearings had been broadcast but this was the first live pick-up.

Preliminary arrangements for the broadcast were begun over a week ago by the National Broadcasting Company. Certain Committee members were afraid that recordings might be edited in such a way as to give a false impression of the hearings to the public. Assurances from Richard Harkness, NBC commentator, and William R. McAndrews, NBC Director of News Events, however, were to the effect that the hearings would be covered "impartially" and so overcame objections.

Nevertheless, on the first vote the Committee turned down the request but this was reversed at a subsequent session. Once permission was granted to NBC, the bars were let down to all networks. MBS had a direct pick-up to WOL, and WMAL for ABC recorded the entire testimony for editing.

Of the achievement, the Washington Post, in an editorial captioned "Congress on the Air", said:

"For the first time in history, Americans on Friday heard a live radio broadcast of the proceedings of a Congressional Committee when the National Broadcasting Co. carried a microphone into the Caucus Room of the House Office Building where Undersecretary of State Dean Acheson was testifying before the Foreign Affairs Committee. The experiment will be repeated when Mr. Acheson goes before the Senate Foreign Relations Committee today. The occasion certainly warrants the interest of the radio reporters. The wide circulation given to Mr. Acheson's words on a subject of great public significance - the proposed 400-million-dollar appropriation for aid to Greece and Turkey - seems thoroughly desirable.

"Although there have been suggestions that all Congressional proceedings be broadcast, including the debates on the House and Senate floors, radio has thus far directly transmitted from the Capitol only special messages by the President and other distinguished visitors. We have misgivings about keeping Congress steadily on the air. The effect might be to remove the appendix from the Congressional Record and convey all its contents to the microphone, substituting endless and perhaps empty oratory for the less glamorous business of getting practical legislation framed. But there are times when Congress and its Committee proceedings ought to be heard. The selection of these occasions should be left, we think, to the private broadcasting companies. They are as much entitled, in our judgment, to take their microphones into public sessions on the Hill as newspaper reporters are entitled to take their notebooks and pencils. Radio merely broadens the range of proceedings which Americans are free to hear if they are able to go to Capitol Hill in person.

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FORT INDUSTRY SECURES DETROIT TV PERMIT; 500 FT. ANTENNA

There will be something new in Detroit when the Fort Industry Company erects the new 500 foot television antenna (almost as high as the Washington Monument, which is 555 feet) authorized last week by the Federal Communications Commission. The Commission also issued to Fort Industry, of which Commander George B. Storer is President, and J. Harold Ryan, Vice-President, a construction permit for a new commercial television station in Detroit to operate on TV channel #2, 54-60 mc., visual power of 14.26 kw, and aural 7.51 kw.

The Commission recently granted a construction permit for a new television station to be erected in Toledo where the company operates WSPD. Likewise, Fort Industry has an application pending for the purchase of WJBK in Detroit for \$550,000, contingent upon the disposal of WHIZ in Zanesville, Ohio.

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FCC TO PERMIT USE OF TELEPHONE RECORDING DEVICES

The Federal Communications Commission Monday adopted a report looking toward authorization of recording devices in connection with interstate and foreign message toll telephone service but postponed issuance of a final order in this proceeding pending a public engineering conference to be held April 21, 1947, upon which engineering standards to cover the use of these devices can be based.

In its report the Commission found that there is a real and legitimate need for telephone recording devices; that their use does not impair the quality of telephone service; that parties to telephone conversations should have adequate notice that the same is being recorded; and that all such devices should be capable of being physically connected to and disconnected from the telephone line at the will of the user.

"Adequate notice", the report says, "will be given by the use of the automatic tone warning device, which would automatically produce a distinct signal that is repeated at regular intervals during the course of the telephone conversation when the recording device is in use. Both the telephone companies and the recorder manufacturers should also undertake a publicity program designed to inform telephone users generally of the use of telephone recording devices and of the import of the warning signal. Any publicity program should provide for the insertion of full page statements in telephone directories, informing the telephone using public of the nature and use of recording devices and describing in detail the operation and significance of the tone warning signal. In addition, the telephone companies should make available a special telephone number which when dialed or called, would reproduce the warning sound."

The Commission further declared unlawful any tariff regulations now on file with it which bar the use of telephone recording devices, and the telephone companies are to file tariff regulations to cover their use.

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UTAH LAW PROTECTS RADIO STATIONS

Governor Herbert B. Maw signed into law on Wednesday, March 19, a bill to exempt radio stations from liability for libel committed by political campaigners. The bill stipulated that station officials must prove they were not responsible for the libel and were unaware of the intentions of the campaigners.

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## SENATE OKEHS DAYLIGHT TIME FOR WASHINGTON; NOW UP TO HOUSE

The Senate on Monday approved the McGrath Bill giving District Commissioners the right to decide on daylight savings time for Washington, D. C., after holding hearings.

The vote was 56 to 17, with the help of Senator Robert A. Taft (R), of Ohio, Chairman of the Majority Policy Committee.

Representative Everett M. Dirksen (R), of Illinois, immediately summoned his House District Committee to meet Friday and report out an identical bill. Only two members have opposed Summer time for the District. The bill may reach the House floor April 7th.

Senator McGrath (D), of Rhode Island, advocating passage of his bill Monday, said that not only was it favored by a preponderance of the citizens of Washington but by all the radio stations and newspapers. Senator Overton (D), of Louisiana, opposing the bill declared it would place the Commissioners in the position of regulating time of Congress.

"Furthermore", declared Senator Overton, "we would be out of line with the majority of cities of the United States. Some of them have daylight-saving time. However, all our radio programs would be out of line. I would not know when to listen to my favorite news commentators. I like to listen to my good friend Gabriel Heatter, who has a sonorous voice."

"Radio schedules are based on New York time, so that the District of Columbia would have the advantage of being on the same time as is the city of New York, thereby permitting the Senator from Louisiana to hear his favorite program at the usual time", Senator Saltonstall (R), of Massachusetts, interjected.

"Why should the Senate follow New York in everything?" Senator Overton retorted. "The Senate is an independent legislative body. Let it make up its own mind what it wants to do. If it wants daylight-saving time, let it consider the subject. Maybe it can save 2 hours instead of 1. It seems that everything has to be done in accordance with what New York wants. I think it is time for this august body to assert its own independence. I do not believe we can improve on nature. So far as I am concerned, if daylight-saving time is established for the District of Columbia, I shall place a sign on my office to the effect that room 315 is not subject to daylight-saving time and, instead of arriving at my office at 10 o'clock, according to daylight-saving time, I shall arrive there at 11 o'clock in the morning."

"I should like to read a letter", said Senator Maybank (D) of South Carolina. "I have been quite concerned about daylight-saving time. I think we should consider the question of whether or not to regulate the radio on God's time rather than on daylight-saving time."



"I am very much impressed by what my friend from North Dakota (Mr. Langer) has said. Several months ago I took it upon myself to make an investigation, and a few weeks ago I wrote to Mr. Charles R. Denny, Chairman of the Federal Communications Commission, to see how the entire United States is being upset by the domination of the radio interests of New York to the disadvantage of the farmers. With the permission of the Senator I should like to read the letter which I received from Mr. Denny:

"My dear Senator Maybank:

'I now have the data with which to answer your letter of March 10, 1947, concerning networks and stations operating in daylight-saving-time areas.

'The 4 Nation-wide networks had a total of 749 affiliated stations in July 1946. Of these, 194, or 25.9 percent were located in cities and communities which observed daylight-saving time in 1946. Each of the national networks had some outlets in daylight-saving-time areas.

'A total of 965 stations were operating in July, 1946. Of these 270, or 26 percent, were located in cities and communities which observed daylight-saving time in 1946, while 695, or 72 percent, were in communities which did not observe daylight-saving time.

'With respect to your question concerning the percentage of the country which observed daylight-saving time, the latest year for which a study has been made is 1941. In that year, a compilation by the National Association of Broadcasters indicates that approximately 35,000,000 people, or 25 percent of the population, resided in cities and communities which observed daylight-saving time. These 35,000,000 people represented approximately 28 percent of the total radio families in the United States.

'You may be interested to learn that a pamphlet which lists the cities and communities observing daylight-saving time is published annually by the Commerce and Industry Association, of 233 Broadway, New York City. They have informed us by phone that they did not know of any population study of daylight-saving-time areas for 1946 similar to the one referred to above for 1941. Further, they knew of no map which has been prepared which set forth the daylight-saving-time areas of the country.

'I sincerely hope that the above information is adequate for your needs. In the event that any further information is desired, please do not hesitate to let me know.

'Very truly yours,  
Charles R. Denny, Chairman'

"I asked for a map, so that everyone could see where the 25 percent of the people live who benefit from daylight-saving time, while farmers in the Dakotas and the Carolinas and elsewhere suffer.

"The letter from Mr. Denny shows that 28 percent of the people are the only beneficiaries, while others - especially the farmers, - suffer from a lack of marketing news, including a knowledge of the price of wheat, cotton, or corn.

NBC TV TOWER IS NEW CAPITAL LANDMARK; DAY AND NIGHT

Whoever selected the site for the NBC television tower in Washington should send in a large bill to the company each month for the extra free advertising NBC gets. Very likely the location of the tower came about through the fact that the studios of the new television station WNBW are to be established in Wardman Park Hotel which occupies one of the high bluffs overlooking a large portion of the very desirable Northwest Washington. The most conspicuous daytime landmark in that part of the city is the Washington Cathedral. The new 350 feet NBC television tower, of course, in no way compares with that but nevertheless is seen by most everyone who is able to see the Cathedral.

At night the beacon lights on the television tower are really as conspicuous in their area as the red lights in the top of the Washington Monument. As one drives north on Massachusetts, Connecticut Avenues, or any of the principal thoroughfares, the television tower beacons bob in and out of sight causing not only the visitor but many Washingtonians who as yet have not accustomed themselves to them to ask, "What are those red lights?" It is the finest kind of free advertising for NBC and television night or day.

Furthermore, the tower, while on the Wardman Park grounds is located almost halfway between Wardman Park and the Shoreham, two of the best known hotels, and where much of the social life of the Capital centers. Result is, though it may be late Spring before the television station construction on which was started last October is completed, most of the town seems already to be talking about the forthcoming event.

The new station WNBW is expected to have an effective range of about 40 miles and if so, its programs may be seen by lookers-in as far away as the neighboring city of Baltimore.

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SENATOR TAYLOR COMPLIMENTS COMMISSIONER DURR

Senator Glen H. Taylor (D), of Idaho, "Radio Cowboy Senator", had inserted in the Congressional Record (March 21) the citation by Variety (see our issue of March 20) of Federal Communications Commissioner Clifford J. Durr. Senator Taylor said:

"Commissioner Durr has frequently been criticized by some spokesmen for the industry which his Commission regulates, but it is encouraging to note that the most influential publication in the entertainment industry appreciates what others overlook; that in serving the interests of the public, he has also served the long range interest of the broadcasters themselves."

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BROADCASTS PLANNED TO GREECE DESPITE REPORTED FUNDS CUT

At this writing there are conflicting reports regarding the future of the State Department's broadcasts overseas including those to Russia. One report is that the House Appropriations Sub-Committee dealing with the \$10,000,000 request for international broadcasting will recommend complete abandonment of the "Voice of America".

On the other hand, William Benton, Assistant Secretary of State, disclosed in Philadelphia Monday that shortwave broadcasts to Turkey and Greece in their native languages are being planned to help implement President Truman's new foreign policy. Mr. Benton specially charged the Soviet radio with misrepresenting the facts to the Greeks and Turks.

According to Mr. Benton, the Soviet Union is now broadcasting to Greece and Turkey. In these broadcasts the United States is pictured as "imperialistic", "reactionary", "militaristic", and possessed of various other uncomplimentary traits. The United States broadcasts will counteract this propaganda, the Assistant Secretary indicated.

"It is a paradox to consider an appropriation of \$400,000,000 for Greece and Turkey and yet not broadcast the fundamental objectives of our foreign policies toward these countries", Mr. Benton remarked.

Reports that House Appropriations Sub-Committee may axe the State Department radio fund follow the sending of a letter, which he had written to Senator Brooks (R), of Illinois, to members of Congress by E. F. McDonald, Jr., President of the Zenith Radio Corporation, opposing the proposition of the Government's "getting its foot" into broadcasting through the State Department's overseas programs and then maybe the United States taking over the entire broadcasting business. (See Heinl News Service, March 12)

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RADIO EXECS CITED FOR CHILD AID TO EUROPE

Merle G. Jones, General Manager of Station WOL, in Washington, and Vice-President of the Cowles Broadcasting Co., and Jack Paige, of the Mutual Broadcasting System, New York, were honored in New York for their aid in dispatching food and clothing to children in stricken European countries.

Mr. Jones and Mr. Page, former WOL Director of Special Events, were among those receiving the Brotherhood of Children Award for 1946 by the Foster Parents' Plan for War Children.

The awards were in connection with a series of programs by the station in April, May and June, 1946, entitled "Starvation, Inc."

Recognition came to the Jones family in quite another way this week when the New York Times carried a picture, very attractive, of Mrs. Jones, a volunteer nurse's aide, distributing flowers in an Alexandria, Va. hospital.

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QUICK SELL-OUT OF TELEVISION SETS IN LOS ANGELES TV WEEK

Television sets went like hot cakes at the beginning of Television Week in Los Angeles. RCA-Victor representatives sold out their entire supply of 1,000 sets in eight hours on T Day.

Harry Lubcke, television director of the Don Lee Broadcasting System, addressing 1,000 Southern California businessmen, city officials and engineers at an Electric Club luncheon held at the Biltmore Hotel, asserted that in no other place in America is it possible for so large an audience to be served by television as in the metropolitan area of Los Angeles.

Television transmitters will be singularly adaptable to the mountain ranges of Southern California, he said. The Empire State Building in New York is dwarfed by Mt. Wilson where soon six television stations will be operating. Lubcke added that already there are television receivers picking up Los Angeles telecasts in San Diego - 116 miles away.

Addressing the same audience, J. B. Elliott, Vice-President of RCA Victor, declared that television will be a billion dollar industry - four times greater than radio - within the next five years. He prophesied by 1950, 90 per cent of the major television programs would originate in Los Angeles or thereabouts.

Among those present at the luncheon were Norman Chandler, President of the Times-Mirror; Lewis Allen Weiss, Vice-President of the Mutual Broadcasting System; Sid Strotz, NBC Vice-President; Atwater Kent, radio pioneer, and others.

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All necessary measures have been taken by the Netherlands Government to inform its maritime and aeronautical radio stations of the United States policy on interim high-frequency distress calls transmitted at 8,280 kilocycles. The American Embassy at The Hague also reports that the radio station at Schiphol Airport, Amsterdam, has arranged to receive possible distress calls on this frequency as long as pilots are using it.

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BOB RICHARDS IS NEW NAB PUBLIC RELATIONS HEAD

The appointment of three new departmental directors was announced last week by the National Association of Broadcasters.

Robert K. Richards, editorial director of Broadcasting Magazine, will assume the duties of Director of Public Relations; Harold Fair, Program Director of WHO, Des Moines, will become the first Director of the newly-created Program Department; and Royal V. Howard, Chief Engineer, KSFO, San Francisco, will supervise NAB's technical activities as Director of Engineering.

With the NAB going through the final stages of preparation to occupy its new, enlarged headquarters building in Washington, the filling of these three important industry positions brings the Association's staff of Directors to full strength for the first time since the beginning of the war.

Mr. Richards, who joins the NAB staff on April 14, brings to his new position of Public Relations Director, a highly diversified background of radio, publishing and advertising agency experience. Prior to becoming Broadcasting's editorial director in 1944, he served for two years as assistant to J. Harold Ryan, wartime Radio Director of the Office of Censorship. From 1939 to 1941, Mr. Richards was Production Director at WSPD, Toledo. For three years, from 1936 to 1939, he was a member of the editorial department of the Cincinnati Post, where he served concurrently as announcer-news-caster on Station WCPO. His first station experience was with WAIU (now WHKC), Columbus, Ohio, where he was continuity director for the station. His advertising agency experience was gained with Campbell-Ewald as a copy writer in that organization's Detroit office.

Mr. Richards was born in Urbana, Ohio, on January 26, 1913 and attended the local schools. He graduated from Ohio State University with a B. Sc. in Journalism. As a student, he served as editor of the University publication, the Ohio State Daily Lantern.

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RADIO STAGING COMEBACK IN JAPAN - BUT SLOWLY

The number of radio listening licenses issued in Japan increased from 26, 194 in April to 105,603 at the end of September, 1946.

Radio-receiver production increased from 8,000 in January 1946 to a peak of 75,000 in June. Subsequent production was as follows: July, 35,000; August, 52,000; and September, 56,000 receivers.

Manufacturers' demand for radio parts declined because of the vacuum-tube bottleneck. Output of parts during September was as follows: Condensers, 1,015,000; resistors, 1,440,000; transformers, 43,000; speakers, 91,000; and miscellaneous parts valued at 7,170,000 yen.

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ASCAP RUNS OUT RED CARPET TO TOP RADIO EXECUTIVES

The American Society of Composers, Authors and Publishers will hold its annual membership meeting in New York tomorrow, March 27th, at the Ritz Carlton.

Deems Taylor, President of the Society, and other officers will report upon ASCAP's activities during the past year. The general meeting will be followed in the evening by a banquet.

Among the guests of the performing right society will be the following: Gen. David Sarnoff, President of the Radio Corporation of America; Justin Miller, President of the National Association of Broadcasters; Edward Noble, Chairman of the Board of the American Broadcasting Company; Edgar Kobak, President of the Mutual Broadcasting System and Judge A. L. Ashby, Attorney for the National Broadcasting Company.

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U.S. RULES TV ISN'T "LIVE ENTERTAINMENT"; THEREFORE NOT TAXABLE

As a direct result of action taken by J. R. Poppele, President of the Television Broadcasters' Association, Inc., the Bureau of Internal Revenue has ruled that "the maintenance of television sets in restaurants, bar rooms and similar public places will not operate to render such places subject to the tax imposed by the Internal Revenue Code", which provides for a 20 per cent tax on amusements in public places.

Mr. Poppele had taken the matter up with Joseph Nunan, Commissioner of Internal Revenue and presented several reasons why television sets should not be classified as "cabaret entertainment". At the Commissioner's request Mr. Poppele submitted his reasons in writing in a letter dated March 20, 1947.

Commissioner Nunan, in his reply to Mr. Poppele, dated March 24, 1947, points out that in view of the TBA President's letter, "the question presented by you for determination is whether the installation and use of television sets in public places brings such places within the purview of Section 1700 E as amended."

As a result of a thorough review of the circumstances under which television sets are operated and the nature of entertainment afforded by them, the Bureau reached the conclusion not to tax television sets, Commissioner Nunan stated.

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"CHOOSE FM ANTENNA CAREFULLY" - ADVICE FROM SERVICE HEAD

Dealers who lack widespread FM experience should not accept just any antenna as a means to curing marginal FM reception, advises Don Kresge, Bendix Radio Service Manager. As pointed out by Mr. Kresge, acceptance of an antenna to permit maximum reception from an FM installation should be based upon its efficiency across the entire FM band.

"It will not reward the dealer to foster antenna installations which permit high efficiency in the center of the band, and yet suffer low signal efficiency at either the 88 or 108 mc ends. As more stations go on the air, overall efficiency across the dial must be demanded. At this period in its growth, FM radio should be given the patient understanding deserved by an infant, in order that it can grow and flourish", he said.

The Bendix Radio FM dipole antenna was recently offered to the trade by Mr. Kresge. Its standing wave ratio, accepted standard for measurement of efficiency, is two to one or less across the entire band. This is not true of all FM dipole antennas which may provide efficiency but over a limited expanse of the band, Mr. Kresge pointed out. He recommends careful study of the FM antenna problem by every radio dealer and service dealer looking toward the long-pull promise of FM.

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WOULD GIVE CBS BIG "E" FOR COLOR TRY; NEWSPAPERS WARNED

The Editor and Publisher writes editorially as follows:

"A ruling in favor of color television on a commercial basis would have brought the newspaper business face to face with a competitive giant within a short time.

"Instead, the Federal Communications Commission found that color television isn't ready yet, and that gives the newspapers about five more years, at the most, to learn how to put some color into their printed pages, and how to otherwise improve their medium for advertisers.

"Anyone who has seen color television knows the terrific wallop it can land . . . not only for sale of a product but of an idea. Color television, as the engineers have demonstrated, is definitely 'here' but the FCC, perhaps glancing a little toward the practical business side, says more experimentation is required before it can be turned loose on the set-buying public.

"As the dust settles in the monochrome-versus-polychrome video war, Columbia Broadcasting System deserves to get at least a big "E" for trying.

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## HEADLINERS TO SET FAST PACE AT FIRST FMA REGIONAL MEETING

The first regional meeting of the FM association to be held in Albany, Monday, April 14, will go with a bang if the list of prominent speakers is any indication. Reading like a "Who's Who" in FM, it follows:

10 A.M. - Address of Welcome; Response, "Aims and Objectives of FMA", Roy Hofheinz, President  
 Remarks by Leonard H. Marks, General Counsel, FMA.  
 "Development and Future of FM", Major E. H. Armstrong, Inventor of FM  
 "FM and Faximile" (With Fax Demonstration), John V. L. Hogan, Inventor of Faximile  
 "A Newspaper Radio Editor Looks at FM", Jack Gould, Radio Editor, The New York Times  
 "The Network Looks at FM", Major network executive

12:30 P.M.-Luncheon; Speaker to be announced

2:00 P.M.-"The FM Set Picture", H. C. Bonfig, Vice-President, Zenith Radio Corp.  
 "Why We Are Not Selling AM Sets", Leading Set Retailer  
 "The FM Transmitter Picture", W. R. David, Sales Manager, Broadcast Equipment Sales, G.E.  
 "Programming FM Based on AM Experience", Elliott Sanger, Vice-President and General Manager, WQXR-WQXQ, New York  
 Round Table Discussion by successful FM broadcasters.  
 "Promoting FM", Bill Bailey, Executive Director, FMA

Added Features: Live broadcast reception of Symphony Orchestra and soloists from WGFM, Schenectady; Premier of new GE color film "Naturally It's FM"

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## SIR HARRY GREER, BRITISH TELEVISION PIONEER, DIES

Sir Harry Greer, former Chairman of Baird Television, Ltd., who made television history in 1934, when he was televised making his speech to the annual meeting of shareholders from a distance of seven miles, died at his home in London last week. He age was 71.

In what was then a novel demonstration, says the New York Times, Sir Harry, on March 20, 1934, addressed shareholders of Baird Television, Ltd., by means of ultra-short wave television. He delivered this television address from the Baird studio at the base of the south tower of the Crystal Palace and was both seen and heard by an audience assembled in an office at Wardour Street in London, seven miles away.

The demonstration illustrated the substantial progress in broadcast television in the previous year, largely due to the adoption of ultra-short wave lengths for transmission and the use of the cathode ray oscillograph at the receiving station. Up to then the cathode ray was considered most suitable for the transmission of film subjects, but the new experiment, in which living figures were televised, showed there was no need for restriction to film material.

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SCISSORS AND PASTE

Just As Predicted ( "Washington Post" )

A "prediction of things to come came true for Drew Pearson, Post columnist, in Municipal Court in Washington, D. C. last week.

He appeared as a juror in a civil suit involving a collision between a Capital Transit Co. bus and a motor car. Attorney Richard W. Galihier, representing Capital Transit, arose. "I have a prediction of things to come", he said. "I predict Drew Pearson will be elected foreman of this jury."

Pearson was. The jury found for the defendant, the transit company, in the near record time of four minutes.

The columnist, who has served as a petit juror at various times has approximately 16 more days to serve.

(Editor's Note: Variety's Network Program Costs estimate for 1947 recently listed Drew Pearson as receiving \$4,500 per broadcast)

Billy Rose and the Singing Commercials ( "PM" )

"I've got it coming. You see I invented the singing commercials!

"There! I've said it and I'm glad. I know it puts me in the same class with the fiends who dreamed up billboards and tight shoes. But telling it is like taking a 40-pound rock off my heart. For years I've been walking around with this secret, mingling with people who are kind to small animals and bathe every day. It got so I was afraid to talk in my sleep. Now I've come clean and I'm prepared to take my medicine. \* \* \* \*

"Late one night I was chewing the fat and a couple of blintzes with two poets named Ernest Breuer and Marty Bloom. \* \* \*

"Fellows', I whispered. 'I've got an idea for a song.'

"Two hours and six cups of coffee later, we dotted the last "i" on our masterpieces. It went like this:

"Does the spearmint lose its flavor on the bedpost overnight?

If you paste it on the left side will you find it on the right?

When you chew it in the morning will it be too hard to bite?

Does the spearmint lose its flavor on the bedpost overnight?'

"It was published by Waterson, Berlin and Snyder, and the crystal radio sets of that era small-poxed the air with it.

"I tried to get a little money from the chewing gum company, talked big about the possibilities of singing their advertising. A tone-deaf executive drop-kicked me into the alley without so much as a pack of gum for my trouble \* \* \*

(Continued at bottom of page 16)

Mexicans Clamor To Pay To See Bullfight Telecast  
("Radio Age")

The first successful telecast of a bull-fight, staged by RCA in Mexico City as a feature of the First Inter-American Broadcast Congress, created an interest in the new art which already has spread far "south of the border". \* \* \*

The bull-fights were televised at the Plaza Mexico, new 60,000 seat arena in the Mexican capital, and the program was transmitted by microwave radio relay to the Hotel del Prado, six miles away, where 7,500 spectators viewed the event.\* \* \*

To carry out the Mexican assignment, RCA not only shipped eight carloads of equipment to that country but found it necessary to send a hurry call to Camden for a special television relay link. An engineer loaded the 700 pounds of apparatus on a passenger plane and accompanied it to Mexico City. \* \* \*

So clear and sharp were the pictures that spectators around the battery of receivers could see the gleam of the matador's sword and the braid on his jacket.

None of the usual sound effects of a great sports event were absent. Paco Malgesto, ace bullfight announcer of Radio Mil, narrated the "blood and sand" epic from his position just behind the television camera where he could fit his description to match the scene as he saw it through the camera view finder. And out of the loudspeakers of the receivers came the trumpet calls, the traditional music at the death of the bulls and the surging roars of the stadium spectators. Enthusiastically reported Meade Brunet, Managing Director of RCA International Division, "We felt as though we were right down there in the bullring with our feet in the sand."

The Mexico City episode proved the box-office potentialities of television. Delegates to the Broadcast Congress clamored to pay their pesos for tickets that would admit them to the space set aside in the lobby of the hotel for the bank of television receivers. At one time, the pressure of the crowds become so great that police were called to empty the viewing space so that the overflow crowds could be accommodated. Proceeds from the sale of these tickets went to the education fund of the Mexican government.

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Claghorns Silence Claghorn  
("Drew Pearson")

Kenny Delmar, radio's famous Senator Claghorn, became tongue-tied when he appeared before a group of Senators at a birthday party for Senator George of Georgia. Finally Senator Robertson of Wyoming, no Claghorn, advised, "Don't stand there with your mouth hanging open, son - say something." . . . Maybe Delmar was simply amazed to see all the Claghorn models in the room.

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⋮⋮⋮ TRADE NOTES ⋮⋮⋮  
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Claude Mahoney, WTOP-CBS commentator in Washington, told of receiving a letter from a lady in Alexandria telling about her little boy helping himself to a package of chewing gum in a 5 and 10. Repremining him, she said: "You should never reach up and take a thing like that." The little boy replied indignantly: "The man on the radio says 'Reach for such and such chocolate bars' so I didn't do wrong in reaching."

Which commented Mahoney, is something else for script writers to think about.

Philip F. Whitten, 53 years old, advertising executive, died Saturday of a heart attack on a plane flight from Charlotte, N.C. to New York City. Mr. Whitten was General Sales Manager of The Tobacco Network of New York and an executive of the Mutual and American Broadcasting Companies and the Columbia System.

The Aviation Corp. stockholders Tuesday approved changing the name of the company to Avco Manufacturing Corp. and elected five new directors at the annual meeting.

The announcement said the change in the name of the corporation, of which The Crosley Radio Corporation is a subsidiary, resulted from a broad shift in character of its operations with more than three-fourths of its assets and fields other than aviation.

Bendix Aviation Corp. reported consolidated net income for the fiscal year ended September 30, 1946, after providing for special income items, was \$785,914, equal to 37 cents a common share, compared with \$15,498,253 or \$7.31 a share in the preceding fiscal period.

William L. Shirer, a Columbia Broadcasting commentator for 10 years, said this week the network was dropping him from a Sunday afternoon program because "they must not like my views".

He said no explanation had been given either by the network or his sponsor, the J. B. Williams Co., soap manufacturers. He said he would challenge both to debate the matter on his last program next Sunday.

When seconds count and a production man is stuck, WOR's Transcription Library can fill the breach with 24,000 records - enough to play continuously, 24 hours a day, for 135 days!

Major Edwin Armstrong, inventor of FM, who carries the dignified professional role of Professor of Electricity at Columbia University, has a cheery way of ending his telephone conversations with "Okey Doke".

The annual report of the Columbia Broadcasting System, Inc., distributed last week to stockholders shows a consolidated net income from operations in 1946 equal to \$3.37 per share, compared with \$2.51 per share in 1945. This increase is accounted for by improved results of Columbia Recording Corporation, the company's record manufacturing subsidiary, whose net income increased from \$196,899 in 1945 to \$1,880,222 in 1946. Total net income of the company for 1946 amounted to \$5,795,896, as compared with \$5,345,641 for the 1945 period. This latter figure includes an extraordinary gain of \$1,037,014 from the disposal during 1945 of radio station WBT.

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Since the Rt. Rev. Fulton J. Sheen went on NBC's "Catholic Hour" program in January, he has been receiving an average of 2,000 letters a day from listeners. He will continue to be heard on the program each Sunday afternoon until April 6.

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Kenneth B. Shaffer, formerly Renewal Sales Field representative for the RCA Tube Department in Cincinnati, has been transferred to the Harrison, N.J. headquarters where he will supervise the sale of parts to tube and parts distributors.

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Rep. Sol Bloom (D), of New York, celebrated the eve of his 77th birthday with Bill Herson on NBC's "Coffee With Congress". During the informal conversation, Bloom steered clear of politics, touched on his personal life, offered to send to listeners copies of George Washington's 110 Rules of Civility. Within two days, he was receiving mail by the sackful.

Results : On the first two days alone, he received 5,000 requests for Washington's rules. He hired a full-time secretary to handle the still-increasing mill. He has run out of copies, is having 50,000 more printed.

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Sitting in one of the galleries of the House of Commons in London, wearing headphones, members of the Russian delegation visiting Britain, heard a running commentary given by three interpreters. They heard Sir Waldron Smithers, Conservative, ask whether the reason for subsidizing the British Broadcasting Corporation was that the Government, like the Russian Government, wanted to spread "its poisonous doctrines at the taxpayers' expense".

There were immediate cries of protest. A Laborite asked the Speaker if it were not out of order for a member to make such a statement while representatives of the Soviet Government were in the House. The Speaker said that it was certainly in bad taste. Later Sir Waldron said that he had not known that Russians were present.

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Continuation of "Billy Rose and the Singing Commercials" from p. 13

"The time bomb I had lit exploded in 1939 with the 'Pepsi-Cola' jingle-jangle jingle. I understand a couple of people-haters named Kent and Johnson are authoring most of the singing commercials you hear these days.

"With a contrite heart, may I remind them of what Frankie said to Johnny,

"'Money you get that way will do you no good.'"

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