

# HEINL NEWS SERVICE

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TRAMMELL

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July 2, 1947

PEARSON ELASTS FCC NOMINEE - REP. JONES DENIES KLAN CHARGE

As a follow-up in his fight against the confirmation of Representative Robert F. Jones (R), of Ohio, FCC nominee, Drew Pearson, ABC radio commentator, has sent Senator Wallace White of Maine, an affidavit from Glenn E. Webb, an Ohio labor leader, that Webb, former head of the Black Legion, said to be the successor of the Ku Klux Klan, had initiated Representative Jones into the Legion.

Despite this latest move on the part of Mr. Pearson, friends of Representative Jones, still seemed confident that the Ohio Congressman would be confirmed when the subcommittee meets tomorrow (July 3) to further consider the matter.

The Webb affidavit follows:

"I, Glenn E. Webb, hereby being duly sworn, swear on oath that I initiated Robert F. Jones into the Black Legion on the Tapscott Farm, east of Lima, Ohio. Robert Jones kneeled before me where I could see him face to face - with a gun at his back according to our ritual as he accepted the oath of obligation. The ceremony took place around 1935."

The affidavit was labelled by the Ohio Congressman "a most vicious and malicious lie" in a statement given to Robert C. Barton, Managing Editor of the Lima News. Barton quoted Representative Jones as saying that Webb, a member of the Executive Board of the Lima local of the CIO United Electrical Workers, was attempting to "destroy a person whom he could not control in public life".

Mr. Jones declared the CIO had "spent an estimated \$25,000" in an attempt to defeat him in the last election.

The Lima News Managing Editor said Webb signed the affidavit in the presence of him and Robert Waldron, another member of the News' staff. He said the form of the affidavit was dictated over the telephone by Drew Pearson.

Mr. Pearson testifying before a subcommittee of the Senate Interstate Commerce Committee, of which Senator Brewster (R), of Maine is Chairman, had expressed doubt that Representative Jones, nominated to succeed Ray C. Wakefield on the Federal Communications Commission, would, as an FCC member, give him (Pearson) and his associates a fair hearing on their application for a Baltimore radio station license. He said he based the statement on "evidence" from Jones' own Lima, Ohio, district.

Representative Jones, he said, "has been personally identified with one of the most anti-Semitic, Fascist-inclined figures in this country - namely, Gerald L. K. Smith."

Furthermore, he said, while he had no personal knowledge that Jones was a Klansman, his information was that the Congressman's father in the early 20's had introduced his son to others as "the youngest member of the Ku Klux Klan."

"I regret to make the even more serious charge that the evidence I have received . . . is that he was a member of an equally bigoted organization - anti-Catholic and anti-Jewish - namely the Black Legion."

Representative Jones called these statements "unmitigated lies". In a recent column, Drew Pearson charged that Mr. Wakefield was dropped after he voted to reject a radio station application from Robert Bartley, a nephew of House Democratic Leader Sam Rayburn of Texas.

The Congressman said he understood that Rayburn had sponsored him, probably along with other Democrats as well as Republicans.

Mr. Pearson said Wakefield also voted against an application for a Cincinnati radio station which had been filed by Leonard Reinsch, the President's radio coach.

"But I don't know if that had anything to do with it or not", he mused.

Mr. Pearson's letter to Senator White, Chairman of the Senate Interstate Commerce Committee, follows:

"Enclosed is a sworn affidavit from Mr. Virgil H. Effinger, former head of the Black Legion, relative to the membership of Representative Robert F. Jones of Ohio in that organization.

"I am further informed that Mr. Jones' induction ceremony into the Black Legion took place on the Tapscott Farm on the Bellfontain Road near the Erie Railroad outside of Lima and was administered to Congressman Jones by Glenn E. Webb, of Lima, at that time a member of the initiation crew of the Black Legion. Mr. Webb is available as a witness and the Senate of the United States would be remiss in its duty if it failed to cross-examine him.

"The files of the United States Senate Committee on Labor and Education, and the Subcommittee on Civil Liberties, headed by your former colleague, Senator LaFollette of Wisconsin, contain documentary evidence of the anti-Semitic, anti-Catholic, anti-Negro, and anti-labor activities of the Black Legion in Ohio and Michigan a few years ago. At a time when the government of the United States through the executive branch and the Congress is placing the most rigid type of 'loyalty' controls on even the lowest government clerks, I feel it imperative that equally deliberate scrutiny be given to candidates for positions on so high a quasi-judicial body as the Federal Communications Commission.

"I therefore strongly urge that your committee ask the Federal Bureau of Investigation to make a very careful study of the full facts and circumstances surrounding Mr. Jones' connections with the notorious Black Legion as well as a study of the affiliations and connections Jones maintained with the notorious rabble-rouser Geralk L. K. Smith. The Senate which is now being called upon to vote twenty-five million dollars for loyalty investigations owes it to the nation to spend a few hundred dollars on the study of a man whose hands will be given a grasp over millions of dollars worth of utilities and the priceless heritage of our free speech.

"Evidence already placed before your subcommittee considering the Jones appointment discloses that one convicted secessionist, William Dudley Pelley, and two indicted alleged secessionists found Mr. Jones' consistent isolationist speeches and voting record both before and after Pearl Harbor so attuned to their own views that the Congressman was quoted frequently and enthusiastically by these merchants of hate.

"In view of the aforementioned, I respectfully submit that the Senate of the United States would be derelict in its duty if it failed to give the most careful consideration to the character and background of Mr. Jones before voting his confirmation to a Commission which safeguards our basic freedoms on the nation's airwaves."

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SON OF BOND GEDDES, RMA VICE-PRESIDENT, KILLED IN AUTO CRASH

Gail G. Geddes, 32 years old, a member of the staff of the National Association of Manufacturers in New York, and son of Bond P. Geddes, Executive Vice-President of the Radio Manufacturers' Association in Washington, was killed Saturday afternoon when two cars collided about 8 miles from Doylestown, Pa. His two daughters, Carol 4, and Olivia 3, were seriously injured in the crash. Three passengers in the car of Mr. Geddes, John F. Morgan, of Salem, N.J., and his two sons were also taken to Doylestown Emergency Hospital.

Elmer Frederick, 47, of New Hope, Pa., driver of the other car, and his wife, Dorothy, were treated for minor hurts. He was charged with involuntary manslaughter but released on bail.

Mr. Geddes, who was born in Washington and received his early education here, was graduated with honors from Amos Tuck School of Economics at Dartmouth College, where he was elected to Phi Beta Kappa. As a Navy Lieutenant, junior grade, he served in the Pacific on the escort carrier Saginaw Bay, participating in five major battles from Coral Sea to Iwo Jima.

In 1940, he married Miss Lucille Carr in Washington. He is also survived by a brother Bruce Geddes, who is with the Columbia Broadcasting System in Washington.

The funeral was held at St. Albans Episcopal Church in Washington Tuesday, and burial was in Rock Creek Cemetery.

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"MANY WILL SEE WASHINGTON FOR 1ST TIME BY TV", TRAMMELL

Speaking at the dedication of WNEW, the National Broadcasting Company's new half million dollar television station in the Nation's Capital last Friday, Niles Trammell, President of the National Broadcasting Company said:

"From Washington we expect to send across the country the sight and sound of Congress in session, the reports of Government leaders to the people, not to mention the numerous object of historical and artistic interest in which this city abounds. Most of the people in the United States will be seeing Washington for the first time when it comes to them by television.

"In my opinion, television is destined to perform a very definite service in our American system of government. For the first time, the candidate for public office will be seen and heard by large numbers of voters - face to face, at close range - in the privacy of their own homes. This will be a wholesome influence in determining the type of elected representatives who will come to this capital and to the capitals of the 48 States.

"Because television will play such an important part in the field of public affairs, the National Broadcasting Company takes great pride in establishing here in Washington the finest and most modern television station that has ever been built up to this time."

Said Charles R. Denny, Jr., Chairman of the Federal Communications Commission:

"WNEW is the nation's eleventh television station. The cities besides Washington and New York which have television stations are Philadelphia, Schenectady, Detroit, Chicago, St. Louis and Los Angeles. Fifty-four additional television stations are under construction in 38 cities throughout the country. Most of these will be completed and on the air by the middle of next year.

"Last month more than 8,500 sets were produced. This is about the total number of sets we had in the country on V-J Day.

"The Federal Communications Commission has firm confidence in the future of television and will take every step to assist the radio industry in giving the American people the finest television service attainable."

Losing no time in fulfilling one of the principal objectives mentioned by Mr. Trammell - that of covering Washington - WNEW picked up President Truman by remote control last Sunday when Mr. Truman addressed a meeting of the National Association for the Advancement of Colored People at the Lincoln Memorial. This was fed by Coaxial cable to the country's first television network.

Chief Justice Fred M. Vinson, and Attorney General Tom C. Clark headed the list of distinguished guests at the opening of WNEW Friday night at its newly established studios in Wardman Park Hotel. Among others were Senator Arthur Capper, of Kansas, Senator Joseph H. Ball, of Minnesota, Representative Clarence Brown, of Ohio, and Representative Edith Nourse Rogers of Massachusetts.

The Communications Commission was represented by Chairman Charles R. Denny and Commissioners Clifford J. Durr, Rosel H. Hyde, E. K. Jett, Paul A. Walker and Ray C. Wakefield.

Among NEC higher-ups who came down from New York for the occasion, in addition to Mr. Trammell, were Frank E. Mullen, Vice-President and General Manager, and Orrin E. Dunlap, Director of Advertising, Radio Corporation of America. Also present was F. P. Guthrie, Assistant Vice-President of RCA Communications.

Present also were Eben Ayres, Secretary to President Truman, Representative Bulwinkle; Carl Burkland, Manager, WTOP; Senator Homer E. Capehard of Indiana; Martin Codel, Editor of FM Magazine; T.A.M. Craven, Vice-President, Cowles Broadcasting Co.; Representative Robert Crosser, of Ohio; Representative Everett M. Dirksen, of Illinois; Representative James I. Dolliver, of Iowa; Warren B. Francis, President, National Press Club; Earl H. Gammons, Vice President, Columbia Broadcasting System, Washington; Representative Leonard W. Hall of New York; William D. Hassett, Secretary to President Truman; Senator Albert W. Hawkes, of New Jersey; Senator Edwin C. Johnson, of Colorado; Representative Robert F. Jones, Ohio, just nominated by President Truman for the Federal Communications Commission; Senator James P. Kem, of Missouri; Edward F. McGrady, Vice-President of RCA; Justin Miller, President of the National Association of Broadcasters; John Callan O'Laughlin, publisher, Army and Navy Journal.

Also Representative John Taber of New York; Sol Taishoff, Editor, Broadcasting Magazine; former Senator Burton K. Wheeler; Senator Alexander Wiley of Wisconsin; A. D. Willard, Jr., NAB; and Representative Charles A. Wolverton, of New Jersey.

One of the amusing remarks at the opening performance at WNEW was when Attorney General Clark, watching a speaker being televised, said: "Give that fellow a number and he would be a welcome guest at the FBI."

WNEW went on the air before its studios were completed and will offer programs originating in New York for the most part until its film projecting facilities and television stage at the Wardman Park are completed late in the Summer.

Equipment for transmitting is completed. The transmitter, which cost over \$65,000, is the first postwar mass production television transmitter built by RCA. Housed in what used to be the Garden Room at Wardman Park Hotel, the transmitter produces a 5-kw picture signal which is boosted to 20.7 kw. as it radiates from the tower. Over 60 tubes are in use when the transmitter is operating.

The Washington art galleries and historical point of interests will be used for broadcasts to local viewers and to out-of-town set owners, since New York, Philadelphia and Schenectady will continue to be linked by co-axial cable. The cable owned by the American Telephone & Telegraph Company can handle two television shows at one time - one northbound, the other southbound. Another cable is now under construction. The two existing local stations share use of the cable, as will the other two to come, unless a system of special relay stations is built.

Operation of this new NBC station is expected to boost sales of receiving sets, which range in price from \$250 up. Local dealers took full advantage of the occasion to stage intensive sales, including introduction of an RCA Model 641-TV, a \$795 instrument combining television with phonograph, AM, FM and short-wave radio.

Washington has had some television, provided by DuMont's WTTG, for almost two years. The new NBC station, like WTTG, will operate on a part-time basis. WMAL-TV, the Evening Star ABC station, and a Eamberger station (WOR) will be in operation by the end of the year.

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WRC-FM BROADCAST STATION BEGINS OPERATIONS

Simultaneously with the opening of WNBW, the National Broadcasting Company's television station in Washington last Friday, WRC-FM, NBC's FM station in the Nation's Capital began operation.

Both FM and Television signals are radiated from the same 50 foot RCA super turnstile antenna mounted atop the 300 foot tower on the grounds of the Wardman Park Hotel. The FM transmitter is designed to generate a 3 kilowatt signal, but the signal radiated from the transmitter tower will be about 15 kw. of effective power. The super turnstile antenna increases the power of both the television and FM signals. WRC-FM can be heard on FM channel 230 at 93.9 megacycles.

Initially, WRC-FM will operate on a daily six-hour schedule (3 PM to 9 PM) offering a wide choice of musical programs and comprehensive news coverage.

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SCHUETTE REPORTED ON THE HIGH ROAD FOLLOWING HOSPITAL SIEGE

Oswald F. Schuette, RCA consultant in Washington, is expected to be able to leave Doctors Hospital today (July 2nd) following an operation for hernia. Mr. Schuette's case was in the competent hands of his brother-in-law Dr. Robert E. Moran, nationally known surgeon of Washington.

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BRITISH COMMONWEALTH CIRCUITS ARGUMENT SET FOR AUGUST 8

The Federal Communications Commission last Saturday announced adoption of a proposed report with respect to certain applications for direct radiotelegraph circuits between the United States and various places in the British Commonwealth that were filed subsequent to the Bermuda Telecommunications Agreement of December 1945.

Oral argument on the proposed report is scheduled to be held before the Commission en banc on August 8th.

The report proposes to grant RCA Communications, Inc., authority to operate circuits on a regular basis with Australia, New Zealand, India, Greece, Palestine and the Union of South Africa. Mackay Radio and Telegraph Co. would be authorized to serve Saudi Arabia; and Tropical Radio and Telegraph Co., to serve Jamaica.

Applications of RCAC and Mackay to communicate with Ceylon, Hong Kong and the Malay States (Singapore), and the application of Press Wireless, Inc., to operate a press circuit with Australia, would be dismissed without prejudice, since there has been no indication of British readiness to open these circuits.

In the Bermuda Telecommunications Agreement the United States and British Commonwealth governments provided for the operation of direct radiotelegraph circuits between the United States and each of the above-mentioned points, subject, in some cases, to the results of traffic studies. Public hearings on the resultant applications were held by the Commission in April and August of 1946.

Chairman Denny and Commissioner Jett dissented from the conclusions in the proposed report with respect to granting circuits to RCAC and Mackay, expressing views to the effect that there should be more of a distribution of the circuits as between RCAC and Mackay. Commissioner Webster did not participate.

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RALPH ATLASS APPLIES FOR \$ 200,000 TV STATION FOR CHICAGO

Keeping right up with the procession - as he has always done since the days Ralph and his brother Les began with a small transmitter kept in a family bureau drawer which developed into WBBM - Ralph L. Atlass has put in with the Federal Communications Commission an application for a new television station for WIND of Chicago, of which he is president and principal owner.

Mr. Atlass has requested channel #2 and puts the installation costs at approximately \$211,000 with monthly operating cost figured at \$13,000 and monthly revenues \$7,000. When this application is granted, WIND will have the fifth television station in Chicago.

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NAB CHANGES NETWORK MEMBERSHIP FROM ACTIVE TO ASSOCIATE

By a referendum vote of 629 to 28, the membership of the National Association of Broadcasters yesterday (July 1), approved a change of network status in the Association permitting radio chains to hold associate, rather than active, membership in the industry organization. With the change, effective July 1, the four national networks hold simultaneous membership in the Association for the first time.

An immediate effect of the new by-law is the retirement from the Board of Frank M. Russell, Vice-President, NBC, who has served as a Director for 17 years, Frank Stanton, President, CBS and Edgar Kobak, President MBS, who has been sitting with the Board as an observer.

While the Association's new rules do not permit networks to have permanent Board representation, network officials may be invited to sit as observers from time to time. The new by-law does not obviate the possibility of a network employee being elected to serve as a district director, or a director-at-large, through election while standing as a candidate representing a network-owned station.

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SIX COMPANIES OPPOSE PRESS WIRELESS

The application of Press Wireless for permission to transmit deferred commercial messages among the services it is presently licensed to render its clients, was opposed at Tuesday's concluding hearing before the Federal Communications Commission by six other carriers as an unjustified invasion of their respective fields of activity.

The opposition based its protest on the ground that Press Wireless was organized specifically for the handling of press traffic, and should not now seek amendment of its license to enable it to include services which the commercial companies hitherto and presently are equipped satisfactorily to render alike to press and public. Representatives of Western Union, RCA Communications, the Commercial Pacif Cable Company, All America Cables and Radio, the Commercial Cable Company and Mackay, appeared as intervenors in the proceedings in opposition to favorable action by the Commission on the pending application.

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Nina Lunn, 22-year old granddaughter of Senator Wallace H. White, Jr., of Maine, Republican leader and Chairman of the Senate Interstate Commerce Committee, is settling down in Hollywood for a film career. Pretty Miss Lunn, who was the center of many Washington, D. C. party groups last Winter, already has been signed for her first role in the movies.

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CONGRESSIONAL INQUIRY DEMANDS PETRILLO APPEAR JULY 7

For what his enemies say amounts to being called into the woodshed for a Congressional spanking, but what, in any case, is sure to be a lively and interesting appearance even without music, is the scheduled appearance of James C. Petrillo, President of the American Federation of Musicians next Monday before the House Labor sub-committed.

In disclosing this, Representative Fred A. Hartley, (R), of New Jersey, Chairman of the full Labor Committee, said the subpoena was issued on April 11 and was based on "numerous complaints which had been made concerning the unfair practices of Mr. Petrillo and the American Federation of Musicians."

In the meantime, the Washington Post carried the following editorial suggesting that the so-called anti-Petrillo Act just declared constitutional by the U. S. Supreme Court, should be repealed.

"The Supreme Court's favorable view of the so-called Anti-Petrillo Act loses some of its significance because of what happened on the Senate floor about the time this decision was being handed down. When this case was dealt with by Federal District Court, we felt that James C. Petrillo had made a formidable assault upon the validity of the act directed against his featherbedding practices. Congress had singled out broadcasting employees for a special type of regulation. It put a penalty upon the use of force or duress to compel the hiring of more employees than are needed to perform actual services. But the law was limited in its application to broadcasting employees. We felt that this was an unreasonable and discriminatory policy which should not be permitted to stand.

"A majority of the judges on the Supreme Bench, however, found no constitutional weakness in the act on its face. 'It is not within our province to say', wrote Justice Black for a majority of five, 'that because Congress has prohibited some practices within its power to prohibit, it must prohibit all within its power.' The three dissenting justices thought the Anti-Petrillo Act too vague to meet the requirements of 'due process'. The significant fact is that Congress took note of both the weaknesses that have troubled some judges - vagueness and discrimination - when it gave the Taft-Hartley Act final shape. That act makes it an unfair labor practice for a union 'to cause or attempt to cause an employer to pay or deliver . . . any money or other thing of value, in the nature of an exaction, for services which are not performed or not to be performed.'

"All unions in interstate industries are now subject to this restriction, and it seems to us that all doubt as to its meaning is removed. There is no point now in keeping on the statute books the vague and particularistic Anti-Petrillo Act, which was really designed to curb the activities of only one person. We think it should be repealed."

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SEN. WHITE THROWSUP SPONGE FOR RADIO BILL

Senator Wallace White (R), of Maine, in a surprise move last week suggested that the White-Wolverton Radio Bill to reorganize the Federal Communications Commission and revamp the radio laws be shelved for this session. Up to then every effort had been made to have it passed before Senator White retires next year.

Senator White's statement follows:

"Due to the press of other legislative matters and the fact that the hearings on the bill ran longer than expected, I do not now feel that the Committee should attempt to report the bill before the Congressional recess, expected about July 26th.

"I believe that the hearings just concluded served a very useful purpose. They highlighted the amazing technical and other developments in the communications field, as well as the extreme divergence of views in the industry itself concerning many basic problems. These problems and the many criticisms and helpful suggestions offered deserve and will receive prompt, as well as careful consideration by members of the Committee, by the Committee itself and in due course by the Congress."

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MERLE JONES RETURNS TO CBS AS GENERAL MANAGER OF WCCO

Merle Jones, veteran radio executive, has returned to the Columbia Broadcasting System as General Manager of WCCO, the network-owned station in Minneapolis-St. Paul.

Mr. Jones began his new duties Monday by meeting old friends and getting acquainted with the station personnel. The post has been vacant for the past two months since A. E. Joscelyn submitted his resignation to embark on a career in another industry.

Mr. Jones, who was born in Omaha in 1905, was with CBS for eight years until October, 1944, when he resigned as General Manager of KMOX, Columbia-owned station in St. Louis to become Vice-President and General Manager of WOL (Cowles Broadcasting Company outlet) in Washington, D. C. He resigned from that position about seven weeks ago.

He is Chairman of the Program Executive Committee of the National Association of Broadcasters, a member of the NAB Standards of Practice Committee and a member of the Broadcast Committee of the Advisory Board to the Bureau of the Budget. The last-named unit has just completed an important phase of its work which concerns recommendations for simplifying and revising Federal Communications Commission forms and questionnaires used by broadcasters.

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## SURPLUS WALKIE TALKIES CAN'T BE USED FOR CITIZENS RADIO

It will no doubt come as a blow to many that war surplus "walkie-talkies" will not operate in the band which the Federal Communications Commission has designated for the use of the new "Citizens Radio Service" (person-to-person communication). This military equipment was designed for particular frequencies which could be used overseas but which, if employed in this country, would interfere with marine, police, fire and other radio services. It is impracticable to convert this apparatus, since an uneconomic degree of rebuilding would be involved.

Due to these and other considerations, it is illegal for an unauthorized individual to attempt to use surplus radio transmitting equipment. Under the Communications Act, no person may operate a radio transmitter without first obtaining a license from the Commission. Violators are subject to possible fine or imprisonment, or both. And the Commission's monitoring stations are quick to detect unlawful transmission.

As in the case with all types of radio operation, authorization will be necessary. In the case of the Citizens Radio Service, the Commission contemplates a simple procedure requiring no technical knowledge by the prospective user.

The day when individuals will be able to use small radio receiver-transmitters for private purposes moved a step nearer reality today when the Federal Communications Commission proposed technical requirements and procedure for obtaining type approval of equipment to be used in this contemplated new service.

In its frequency allocations report of May 25, 1945, the Commission set apart the band of 460-470 megacycles for this purpose. Subsequently, and in cooperation with manufacturers and others interested, the Commission's engineering staff worked out technical standards for the equipment to be employed. Every effort has been made to keep these requirements to a minimum consistent with the need for apparatus that is reasonably low in price and whose operation will not require technical skill, yet will permit the widest possible use with the least amount of interference to other radio operations.

The proposed Citizens Radio Service will provide an opportunity for adapting short-range radiocommunication equipment, including some of the pocket-size sets now under development, to varied personal needs. The possibilities for utilizing this type of radio are unlimited. It can provide contact in isolated places, such as ranches, farms, and industrial property; it can serve doctors, surveyors, hunters, fishermen and many others. Private boats and vehicles will be able to use it, possibly even connecting with telephone systems. At the same time, individual sending-and-receiving sets will augment communication facilities in time of accident or disaster. Pending the establishment of the Citizens Radio Service, no licenses are being issued to the general public except on an experimental basis.

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FORT INDUSTRY ENTERS DETROIT THROUGH WJ3K IN \$700,000 DEAL

The Fort Industry Company of which George B. Storer is President, and Harold Ryan, Vice-President, has again consolidated its steady gains by securing approval of the Federal Communications Commission for the purchase of Station WJ3K, Detroit, for \$698,285.

At the same time, the company, under an agreement with the Commission, sold WHIZ, Zanesville, for \$272,500. Thus the number of stations owned by the Fort Industry still remains at seven.

The deal which saw 250-watter WJ3K change hands is reported a record sales ticket for a local channel station. The nearest approach was the \$500,000 fee paid by the Washington Post for WINX, Washington, in 1944.

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CBS SUED FOR \$250,000

The Columbia Broadcasting System was named defendant last week in a \$250,000 damage action brought in Supreme Court by Donald Q. Coster, former Army Colonel, who alleged that he had been held up to ridicule in a radio program broadcast last February 27th, called "Dakar Cover Plan", in which, he alleges, the public was led to believe that he was either the author of the story or had approved it.

In his complaint Mr. Coster said he was impersonated by a radio actor and the "plaintiff was thus made out and represented in and by said program as a liar, a braggart and fool and help up to public ridicule, scorn and contempt."

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RCA OPENS RADIO-TELEGRAPH CIRCUIT TO GREECE

The first direct radio-telegraph circuit between the United States and Greece was opened yesterday (July 1), by RCA Communications, Inc., Thompson H. Mitchell, Executive Vice-President, has announced.

The new circuit eliminates the London relay to which messages had been subjected. The Athens terminal of the service will be operated by Cable & Wireless, Ltd.

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 \*\*\* SCISSORS AND PASTE \*\*\*  
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Credits Leonard Reinsch With Improving Truman's Broadcasts  
 (Drew Pearson in "Washington Post")

Credit White House Radio Adviser J. Leonard Reinsch with the big improvement in President Truman's radio voice. After long and patient study Reinsch found that the trouble with Truman's radio personality was that he talked too fast. Reinsch experimented with a number of gadgets, including a moving tape, before he clicked with the present successful formula.

Now Reinsch has Truman's speeches typed in large letters with only one sentence to a page. He has also convinced Mr. Truman that no station would ever cut the President of the United States off the air, no matter how slow his speech, and that he can take all the time he wants. Result: Truman now emphasizes every phrase, speaks easily, rarely stumbles.

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Television And Liquor Consumption  
 ("Chicago Herald-American")

Have television sets in saloons increased liquor consumption? "Yes", says Bruce Brown, Vice-President of Standard Oil Co.

"No", asserts Commander Eugene F. McDonald, Jr., President of Zenith Radio Corp.

Day or two ago we quoted Brown as saying: "A baseball fan can now while away a whole afternoon in a saloon while he watches his favorite ball team play . . . more booze and less fresh air while watching the same old ball game."

Which brought this rejoinder from McDonald: "Remember when Jimmy Roosevelt came out with talkie films? The project flopped absolutely because tavernkeepers learned that people do not consume liquor when they're watching movies as they do when listening to music."

What is coming into the ear does not slow up consumption, avers McDonald, but eyes riveted on a screen halt elbow-crooking. How about it?

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An Old Story In A New Setting  
 (Leonard Lyons in "Washington Post")

Broadway's first television casualty was caused by the repeated close-ups of a left-field box at a ball game, where a glamorous screen star was sitting with her manager. He had told his wife that he was going to Westchester for a business engagement and forgot that they have a television set at home.

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Dutch Give Some Tips On How To Improve Broadcasts  
(Philips Technical Review)

A recent issue (Volume 9, Number 2) of Philips Technical Review, published by Philips Laboratories in Holland, contains an article, "Installations for Improved Broadcast Reception" by P. Cornelius and J. Van Slooten, an extract of which follows:

Thanks to the fact that fading effect seldom occurs at different places simultaneously, its unpleasant consequences can be successfully counteracted by setting up receivers some distance apart (diversity reception) and connecting to the loudspeaker(s) only that one where the reception happens to be best at the moment. An apparatus has been worked out which brings this about automatically. In practice it appears that three receiving stations about 1 km apart are sufficient.

Interferences from other transmitters can be counteracted by applying directional reception with the aid of a frame aerial, preferably in combination with a normal antenna. Thanks to the freedom from disturbances thereby attainable, the bandwidth of the receiving set can readily be increased, thus improving the quality of the sound. Diversity reception and directional reception can easily be combined. The former, however, can only be considered for installations serving a large number of listeners.

Copies of the Technical Review may be had upon application to the North American Philips Co., 100 East 42nd Street, New York 17, New York.

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Senator White Hands It Right Back

(Senator Alexander Wherry (R), of Wisconsin in an article "Congress Has Its Fun" in New York Times)

Republican-Democratic parrying has produced some humor. Here is a brief exchange between Senator Barkley and Senator Wallace H. White, of Maine, co-author of the new White-Wolverton Radio Bill. It occurred after the GOP leader had issued some words in praise of one of his opponent's activities.

Mr. Barkley: I thank the Senator from Maine. This episode gives me hope and encouragement to believe that hereafter the Senators from Maine may have many occasions to endorse something done by a Democratic administration.

Mr. White: I do not expect to be overworked; but I shall try to meet my obligations in that respect.

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::: TRADE NOTES :::  
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Frank E. Mason, well-known to the broadcasting industry, has been appointed Executive Director of the United Brewers Association. He was Vice-President of the National Broadcasting Company for fourteen years and prior to that was President of the International News Service. Last year he traveled with former President Herbert Hoover to thirty-eight countries to study the world food situation.

After service in World War I, Mr. Mason was Chief of the Berlin office of the International News Service. During World War II, he was Special Assistant to the late Secretary of the Navy Frank Knox.

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Chairman Denny of the Federal Communications Commission asserted last week a House cut of \$1,300,000 in proposed funds for the agency will hamper the development of television next year.

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Telecasting on a regularly scheduled program basis is being planned by Westinghouse in Boston early next year. Inauguration of test pattern and other experimental transmission is scheduled later this year, it was reported.

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New York newspapers are carrying the following advertisement:

"United States Television Manufacturing Corp. presents the Tele-Symphonic with pictures 2 feet x 1½ feet....Fully as big as this entire newspaper page!

"Also a tavern set with world's largest screen and a 10-inch home console with radio and phonograph.

"See Your Dealer."

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The Honduran Ministry of Development, Agriculture and Labor has extended the contract between the Tropical Radio Telegraph Co. and the Honduran Government for an additional 20 years from its present expiration date in 1951.

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Installation of the new 1,850 megacycle relay equipment recently acquired by television station WEKS in Chicago as part of its experimental radio relay link to Michigan City and South Bend, Indiana, has begun, according to the TV Association News Letter. One tower at Michigan City is already in place and another is under construction at New Carlisle, Ind.

Opening of the LaPorte County Fair in July is expected to be the first show aired via the relay.

-----  
All remaining home games of the Washington Senators, both day and night, will be televised by DuMont's Washington, D.C. Station WTTG. Under the sponsorship of Lacy's, electrical appliance dealers in the Capital, the games will mark the first special-events series to be sponsored in Washington.

John Ballantyne, President of Philco Corporation, announced last Sunday that the Corporation's Storage Battery Division has been acquired and is to be operated by the National Battery Company as a consolidation with its Gould Storage Battery Corporation for the manufacture and sale of Industrial Storage Batteries.

The Gould Company will assume warranty and service responsibility for all Philco Storage Batteries now in use and will have the right to continue manufacture and sale of Philco storage batteries during the transition period.

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Local amateur radio operators at a picnic of the Washington D. C. Radio Club last week spent considerable time trying to locate a hidden radio transmitter with their mobile radio car equipped with a rotating antenna.

Lieut. Commander James M. Tippey, W3MNA won the hidden transmitter contest with Mrs. Fred Kennedy, W3MGM second.

-----  
A powerful marine coastal radiotelegraph station has been opened for commercial use at the Port of Galveston, Texas, by the Marine Division of Mackay Radio and Telegraph Company. Operating on the call letters KLC, the new station is tentatively on intermediate frequencies with a power output of 5,000 watts. It is scheduled for high frequency operation pending the necessary authorization by the Federal Communications Commission.

It is Mackay's first station in the Gulf area and follows closely the announcement of the opening of a similar station at Kent, Washington, near Seattle. The tenth station in the company's coastal station network will be placed in operation shortly in the Hawaiian Islands.

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At a dealer meeting in New York the Sparks Withington Company, producers of Sparton radios, introduced six new table models sets retailing from \$19.95 to \$79.95. The top model is the only radio-phonograph combination. Three console models in various types of cabinet woods also were introduced. All are radio-phonograph combinations, with both AM and FM facilities, and retail for \$229.95. The entire new line will be in the hands of Vim, Hearn's, Macy's and Bloomingdale's, New York dealers, within ten days, it was said.

-----  
Philadelphia radio dealers and FM broadcasters are prepared to open up a new market for FM radios following the introduction of which is described as peacetime radio's top-drawer secret, the Bendix Radio FactoMeter.

"The FactoMeter is an AM-FM set that is portable to any light socket", said J. T. Dalton, Bendix Radio Sales Manager. "It is equipped with a small, telescopic antenna and a precision meter which accurately translates the strength of incoming signals on the antenna.

"Since the very short waves of FM are only about ten feet long, as compared with the thousand foot wave length of standard broadcast, variations may occur within five feet. Thus, in the average living room there are apt to be several spots where FM reception is dead. At the same time, there are apt to be several that are noticeably high. This is determined by watching the meter as the operator explores the room with the FactoMeter."

Cost of Cacto-Meter is \$124.95.

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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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NATIONAL BROADCASTING COMPANY, INC.

No. 1782

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"PHONE VISION SETS TO BE SOLD IN MILLIONS", GENE McDONALD

One of the most interesting things in connection with E. F. McDonald, Jr., President of the Zenith Radio Corporation, predicting last week the coming of "Phone-Vision" (television for which you pay as you listen over the telephone) was a letter which it has been learned he sent to all of his competitors not only assuring them of his confidence in the development which he believed would sweep the country but inviting them or their engineers to come to Chicago to have a look for themselves. Commander McDonald said that although "Phone Vision" is a development of his company, licenses will be granted to all qualified manufacturers who apply.

McDonald's joining the television ranks came as all the more of a surprise because up to now, while agreeing that television was technically acceptable, he has maintained it was economically unsound.

In the letter to his colleagues, the Chicago manufacturer wrote:

"On September 24, 1931, I addressed a meeting of the Radio Manufacturers' Association and stated that, in my opinion, the advertisers never could pay for the type of programs necessary to make television sets sell in the millions. I further stated that there was nothing wrong with television that money would not cure, and that I believed that some method would be found to use the telephone wires for television. I confirmed this in a letter that I sent shortly thereafter to J. M. Skinner, then President of the Philadelphia Storage Battery Company.\* \* \* \*

"Now comes Phone Vision which, I believe, is the best method of supplying the box-office necessary to enable the industry to present programs of high calibre, including the latest feature movies and newsreels. This will cause television receivers to be sold in the millions.

"Incidentally, Phone Vision is composed of two descriptive, generic words which cannot be copyrighted or trade marked by us or any other interest in the industry. The name belongs to the industry just as does 'radio', 'television', and 'phonograph'.

"Phone Vision works equally well with color television, projection receivers, or black and white. It operates by sending a 'key' signal over either a telephone or electric power line. Without this key signal the picture on the screen is a hopeless blur."

"Phone Vision" has been pretty well explained by lengthy press association dispatches but more details are given in an article "Television Gets A Box Office" by Herbert Asbury in the current issue of Collier's (July 12). Mr. Asbury writes:

"The television set was in a suburban basement some ten miles from Chicago, and on the screen was a moving picture that was being broadcast by one of the two experimental television transmitters of the Zenith Radio Corporation. But the picture was blurred and jumpy; it would have been impossible to look at it long without eyestrain.

"After a few minutes G. E. Gustafson, a Zenith executive, picked up the telephone and called the transmitting station.

"'Send the key', Mr. Gustafson ordered.

"Instantly the screen steadied and the picture became clear and sharp.

"'Stop the key', said Mr. Gustafson, and the picture again became a meaningless blur. He repeated the procedure several times. When he said, 'Send the key', the picture was clear and satisfactory; when he said, 'Stop the key', the screen jumped and blurred.\* \* \* \*

"Once wired television is ready, this is about the way it will work:

"You will buy a television set from your dealer, who will install it. Then the telephone company will attach the device that connects the set with your telephone and permits you to receive the key frequency, or 'unscrambler'.

"At regular intervals, say once a week, you will receive an announcement of forthcoming programs and the charge for seeing each. You will select the program you wish to see and notify the telephone operator, who will connect your phone so the key frequency can come in over the wire. If you have a dial phone, it probably will be possible simply to dial a number in order to get the program you want. Party lines will have a different key frequency for each subscriber.

"Once the telephone operator has been notified, the broadcast will be received on your set in the usual manner, and charges for television service will appear on your monthly telephone bill.

"It will not be possible yet to skip about on your television set as you do on the radio, seeing a little of this program and a little of that. When you order the phone operator to connect you with a certain television broadcast, you will be paying admission to a show of your own choosing; the difference is that you will see it in the comfort of your home rather than in a theater. You can't turn to another show, without paying, any more than you can walk out of one theater and into another and be admitted free.\* \* \*

"The sets now in use cannot be adapted to wired television, and will become obsolete; but, as Mr. McDonald pointed out, they will be useless anyway when the Federal Communications Commission allocates to television a higher position on the wave band, as is proposed, and establishes standards now lacking."

At the moment Zenith operates the only television station in Chicago W9X2V. The other station, owned by Balaban & Katz WBKD, is temporarily closed for repairs.

It was a coincidence that almost at the same time the "Phone Vision" story broke that the New York Times (July 7) should carry a picture from Moscow of a new small Russian television set combined with a telephone showing the photograph of the person talking at the other end of the wire.

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"VOICE OF AMERICA" FINALLY GETS BY BUT THAT IS ABOUT ALL

When the State Department appropriation bill finally reached the White House, it included \$12,400,000 for the Department's foreign information and cultural program which provides a slashed budget for international broadcasting, the "Voice of America" programs, and only about enough in addition to liquidate the Information Department's other overseas activities.

Of the \$12,400,000 allotted to overseas information activities, less than half the \$31,000,000 asked for by Secretary Marshall, \$6,357,000 was appropriated for broadcasting the "Voice of America" throughout the world. The bill provides, however, that all broadcasting except to critical areas like Russia, southeastern Europe and certain Far Eastern areas, must be turned over to the private broadcasting networks within 90 days.

The big networks insisted they did not want this responsibility, but Congress was determined to get the bulk of the broadcasting out of the State Department's hands. The networks are expected to hire some of the language experts and announcers whom the State Department has been using.

The State Department's present broadcasting organization in New York will be virtually scrapped; the controls exercised in the past by a large staff of "area specialists" in the department in Washington will have to be carried on by a handful of surviving officials, after arrangements have been made with the networks for transmitting State Department policy to them.

Employees of the International Broadcasting Division of which there are 400 in New York City, will have three months' pay provided to enable them to look for other jobs.

The Department expects to be able to continue the daily wireless bulletin which brings texts and other official news to embassies and legations throughout the world.

Meanwhile Gen. Dwight D. Eisenhower pleaded before a Senate Foreign Relations Subcommittee for approval of the Mundt bill, which would authorize the State Department's continuance of information and cultural work abroad on a permanent basis.

"People who understand each other do not fight", said the Chief of Staff, arguing that the Mundt bill would play a large part in creating understanding and "preserving permanent peace".

The General's plea will not result in more money for the information program or the "Voice of America" at this time, but the subcommittee asked State Department officials to describe just how the slim fund of \$12,400,000 will be spent.

Secretary Marshall sounded a new warning to the Senate that the failure of Congress to act on the Mundt bill this session will place "serious handicaps on carrying out our foreign policy".

Senator H. Alexander Smith (R), of New Jersey, Subcommittee Chairman, said he believed the Committee would report the bill and get it on the calendar this session, but he indicated there was little hope the measure would get the green light from the Senate leadership. The measure has already passed the House by a three to one vote.

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#### WTOP EXPLAINS ADVERTISEMENT WHICH RILED KATE SMITH

In the July 5 issue of Billboard Magazine, there appeared an account of a broadcast on the Mutual network by Ted Collins and Kate Smith alleging that WTOP was guilty of "one of the dirtiest tricks" in the business, referring to publicity measures taken by WTOP announcing the Kate Smith successor on WTOP.

According to Carl J. Burkland, General Manager of WTOP, the Columbia station in Washington broadcast apparently refers to advertising by WTOP about an entirely different situation and was printed eight months before CBS knew that Kate would change to Mutual this Summer. Mr. Burkland formally explained the matter as follows:

The copy of the advertisement which first appeared in November 1946 read:

"When 'Kate Smith Speaks' moved from noon to 11:00 A.M. in Washington, D. C. during the daylight saving months, WTOP was put on a spot...with the job of replacing high Hooperated Kate with a local origination.

"We took our cue from Kate Smith. She had delivered a large quota of news at noon. And listeners liked it...The story of our 'understudy' for Kate Smith backs WTOP's claim of a special skill in building local programs for Washington."

"The advertising agency handling the Kate Smith account approved the copy before it was placed with any magazine. WTOP feels that the advertisement in no way belittled Miss Smith. On the contrary it held her ability to get listeners as worthy of emulation."

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SANTA FE TRAIN RADIO LAST WORD FOR PASSENGER PLEASURE

Philips B. Patton of the Farnsworth Television and Radio Corporation of Fort Wayne, recently gave the Railroad Communications Club in Chicago a description of a radio system now being installed by his company for passengers on Santa Fe trains.

"Systems adopted by other progressive roads are similar, but none is more comprehensive", Mr. Patton said.

"A train line is employed to carry four program channels: a channel of semi-classical music, a channel of popular music, a channel of standard broadcast radio reception, and a channel for travel talks or train announcements.

"Room passengers may select whichever channel they prefer, or may, of course, listen to none. Chair car passengers as a group have available to them these same selections. The program selecting equipment in chair cars, however, can be operated only by the car attendant, who must choose the type of entertainment believed most suitable for the occasion. Except in the case of broadcasts of national importance and universal interest, only recorded music is distributed in open cars. Club car passengers as a group have these same programs available, also subject to the discretion of the attendant, but it is anticipated that the use of the popular music channel will predominate in the car containing the bar.

"The diner carries its own separate music system which reproduces special luncheon or dinner music. In addition to offering a change of atmosphere, this special mealtime music speeds up service and effectively enlarges the diner capacity. Selections are contained in groups forty minutes long, separated by five-minute intermissions. It has been found that a large percentage of the passengers will manage to time their meals by these groups and will leave the diner during an intermission. The pause has been found to be particularly effective in clearing the car of passengers who have completed their meal and are talking, smoking, or relaxing, while other passengers wait for service.

"Wire reproducers, radios, and preamplifiers to feed the train line are located in a locked compartment in the lounge car where only maintenance personnel at terminals have access. This lounge car program source supplies all of the cars of the train line, except the diner. Remote controls, capable only of turning equipment on and off and changing from one radio station to another, are under the supervision of the lounge car attendant.

"In each open car, six to ten loud speakers are recessed in the ceiling, depending upon the size of the open section. These speakers are arranged so that each passenger is located within a short distance and within the high quality coverage angle of a speaker.

"Train announcements may be made from microphones located in one or more cars of the train. These announcements automatically interrupt programs in chair and lounge cars, and, if desired, in the diner. Room passengers, however, do not hear train announcements automatically. Instead, they are notified each time a public address microphone is removed from its hang-up bracket by the lighting of a panel in the bedroom selector unit panel. They may hear the announcement, if desired, by pushing the "Train Announcement" selector button."

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RADIO SET EXPORTS SOAR; PROBABLY \$60,000,000 THIS YEAR

Commerce Department officials predict that exports of radio sets this year may reach \$60,000,000. The Commerce Department stated that radio exports during the first four months totaled \$81,175,055, more than five times as much as in the corresponding months of last year. That is equivalent to an annual rate of \$93,566,000 a year, but the Department doubted that would be attained. It said the biggest block to maintaining the current rate is the shrinkage of dollar reserves of many foreign countries.

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RELIEF FROM DIATHERMY RADIO INTERFERENCE BELIEVED IN SIGHT

Interference caused by medical diathermy equipment to radio and television broadcasting, police and fire radio, air traffic control, etc., is to be eliminated, according to a press release of the Raytheon Manufacturing Company.

"This was revealed", says the release, "in approval certificate D473 granted by the Federal Communications Commission to Raytheon Mfg. Co. covering its new Microtherm microwave diathermy unit. The frequency of 2450 megacycles has been assigned for this type of equipment.

"Because of the extreme disturbance caused by diathermy interference, on May 9, 1947, the FCC issued public notice setting forth proposed rules and regulations relating to industrial, scientific and medical service. Pursuant to these rules, no equipment can now be manufactured that does not comply with these regulations. The rules confine the radiation of diathermy equipment to a very limited portion of the radio spectrum so that interference will not be caused to the other services.

"Raytheon's Microtherm, which uses radar frequency, is the first microwave diathermy equipment ever to receive FCC approval. Any existing diathermy equipment will be permitted by the FCC to operate for a period of five years from July 1, provided no interference is reported. In the event that interference is reported on any existing equipment, the operator will be forced to discontinue using the equipment, and either reengineer it to meet the new regulations or cease operating it."

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OKEHING OF REP. JONES FOR FCC PREDICTED ON CAPITOL HILL

Congressional sources seemed certain that Representative Robert F. Jones (R), of Ohio, would be confirmed by the Senate Interstate Commerce Committee to succeed Commissioner Ray Wakefield of California, whose nomination for a second term was withdrawn by President Truman. This was based on the fact that (a) Representative Jones, during the hearings of the Senate Interstate Commerce Monday and Tuesday (July 7 and 8) repeatedly denied the charge made by Drew Pearson, radio commentator and columnist, that he had been a member of the old Black Legion, successor in Ohio to the Ku Klux Klan, (b) lack of confidence in witnesses because of their past records who were called from Ohio to testify against Jones; (c) desire of certain Congressional members to get back at Pearson for his criticism of them over the radio and in the press, and (d) strong backing of Representative Jones by Senators Taft and Bricker of Ohio.

Incidentally it was authoritatively denied that former Governor James M. Cox, of Ohio, owner of broadcasting stations in Dayton, Atlanta and Miami had urged the President to recall Congressman Jones' name as stated in the Pearson broadcast last Sunday night, July 6th.

Replying to sworn statements by two members of the hooded organization that they helped induct him, Mr. Jones declared:

"There is absolutely no tieup by me with any organizations that are subversive."

Six character witnesses appeared on behalf of Mr. Jones shortly before he took the stand. Ohio neighbors, a former class-mate and a Catholic priest all testified that he is a fair-minded man.

Virgil Herbert Effinger, former Commander of Black Legion Post at Lima, acknowledged signing an affidavit that he witnessed the alleged ceremony, but said he could not recall on the stand whether Mr. Jones actually had been sworn in. His 1938 affidavit said he saw Mr. Jones take the oath.

Testimony brought acknowledgments by:

1. Police Chief Frank A. Earber, of Beaver Dam, Ohio, that he was committed to a hospital for the insane for 61 days in 1922 and that he once was jailed for "shooting a guy" in Hammond, Ind. He said his commission to the hospital resulted from a "frame up".

2. Glenn E. Webb, of Lima, Ohio, that he forged 19 payroll checks in 1942 while employed by Lima Cord Sole and Heel Co. The checks totaled \$653.86, Webb said. He had testified he had administered final oath to Jones.

Effinger, commenting on an affidavit stating he was convicted of contempt of court, said he could not remember whether he paid a \$200 fine and served two months in jail for what Senator Brewster called "false and perjured allegations" against an Allen County (Ohio) judge.

Mr. Jones' testimony concluded the subcommittee's open hearings. Senator Brewster (R), of Maine, Chairman, said the group will meet later this week to further consider the nomination.

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WATL, ATLANTA, UPHELD BY NLRB IN ADVISING EMPLOYEE

In a decision upholding an employer's right to free speech and expression of opinion, the National Labor Relations Board Monday, July 7th, dismissed four out of five charges of unfair labor practices brought against Radio Station WATL, Atlanta, by the American Federation of Radio Artists, AFL.

The NLRB sustained the station's management in advising a newly-employed news editor that he might advance further in the company if he refrained from joining a union. It also sustained dismissal of two announcers for "refusal of duty", and said the station's manager was free to make any comment he liked about unions in general.

Moreover, the Labor Board said, harsh words and even blows may be traded during heated contract arguments without being in violation of the Wagner Act.

On one point only did the union win its contention. The Board ordered reinstatement of Lawrence J. Mellert, announcer, whom the radio station refused to rehire because he had brought suit for alleged unpaid salary and filed charges before the Labor Board. Mr. Mellert had been released to make way for returning war veterans, but reapplied on learning of a vacancy.

The NLRB said rejection of Mr. Mellert's application because he filed charges with the Labor Board was in violation of the Wagner Act, and said he must be reinstated without loss of pay.

Upholding the right of free speech by an employer, the Board said Station Manager Walter Speight (since resigned) did not err when he advised Stanley Raymond that his prospects in the company would be better if he were not a member of a union.

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PETRILLO PLAYS WASHINGTON FOR TWO DAYS TO CAPACITY AUDIENCES

Whatever the House Labor Subcommittee may still have up its sleeve, it appeared to be the general opinion that James C. Petrillo, President of the American Federation of Labor, who many believed was called into the Washington wood-shed for a good Congressional spanking, came through much better than those who called him to the Capitol had expected.

Pugnacious from the start, but for the most part apparently enjoying his exchanges with the Congressmen, Petrillo hit the front page at the opening of his two days on the witness stand by warning the Labor Subcommittee, of which Representative Kearns (R), of Pennsylvania, himself a union musician and former music teacher, is Chairman, that his union would cut off network broadcasting February 1, 1948. Also, as he had previously threatened that the Union would refuse to renew its recording contract.

Later he modified his statement to the extent of saying, "that's how I feel right now". He added that "something might happen" to change his mind and "maybe none of it will materialize".

At present the music czar said, 603 of the 904 stations in the United States employ no musicians.

"Yet those 603 run 90 per cent of the time with music", he said.

"We are not going to give them any more music for nix", he added.

He claimed that musicians are faced with mass unemployment and traced this directly to commercial musical recordings and to chain broadcasts.

Pressed for an explanation of the decisions of his organization, Mr. Petrillo told the Sub-committee:

"All we can see ahead in the future is ruination for musicians. I do not think we are doing anything that anybody else would not do to protect their business."

In regard to the recordings, he said the union would make no more unless it could go into the business itself.

The highlight of his second day's appearance was Petrillo's admission that under the newly enacted Taft-Hartley law the American Federation of Musicians will have to abandon the so-called "stand-by" practice of requiring radio stations, phonograph recording companies and theaters to employ a union member to stand by when a non-union member performs.

Another effect of the new law, Mr. Petrillo said, will be to prevent secondary boycotts whereby the musicians' union occas-

ionally has threatened to remove big-name bands from national networks programs as a means of forcing some small local station to come to terms in a labor dispute.

Mr. Petrillo readily agreed to a suggestion by Representative Kearns that he confer this Summer with representative music teachers and school authorities to work out a Nationwide arrangement covering all disputed points, including broadcasts and recordings by school organizations and the controversial requirement that stand-by musicians must be hired whenever amateurs participate in radio programs.

"I'm certainly willing to sit down and make an agreement", Mr. Petrillo said. "It will clear up most of the misunderstanding. After all, I come from the amateur class. The public doesn't know it, but I got my first professional job on the basis of experience with a school band. Jane Addams, famous Chicago welfare worker who died some years ago, bought me my first trumpet, and I worked my way up from the amateur ranks."

"If it wasn't for the Chicago public schools which paid for my lessons, I never would have been a musician myself.

Petrillo emphasized, however, that he would continue to fight "attempts by radio stations to commercialize broadcasts by school children or any similar moves that would run counter to my predominant aim of safeguarding and maintaining the bread and butter of the professional musicians in my organization."

The Labor Subcommittee members asked Mr. Petrillo many questions regarding his so-called dictatorial policies not only with regard to the broadcasters but moving picture theatres, hotels and night clubs. Many complaints had been made Mr. Petrillo was told, that his union made exorbitant demands as to employing many more musicians than were actually needed and obliged them to pay higher wage scales.

Numerous other witnesses are expected to be called and the hearings may continue from time to time for several weeks.

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### BBC NOW USING 50 TRANSMITTERS

For home programs the British Broadcasting Corporation has at present 50 transmitters on 37 sites in Great Britain; of these 10 transmitters on six sites are in Scotland. In addition, six BBC transmitting sites in Great Britain are used for oversea broadcasts; none of these is in Scotland.

The only BBC television transmitter in Great Britain is located at the Alexandra Palace in London.

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FEDERAL RADIO LABOR SLOWDOWN CAUSES I. T. & T. LOSS

The International Telephone and Telegraph Corporation reported last week that operations for the three months to March 31 resulted in a net loss of \$2,051,402, compared with a net loss of \$1,520,588 in the comparable period last year.

Sosthenes Behn, President of I. T. & T. attributed the loss this year to a labor slow-down in operations of the company's manufacturing subsidiary, Federal Telephone and Radio Corporation which occurred during recent negotiations for renewal of a labor contract. Operations at Federal's Clifton (N.J.) plant have been suspended since May 29th.

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ANTONY WRIGHT IS NEW CHIEF ENGINEER AT U. S. TELEVISION

The appointment of Antony Wright, former Manager of the Television Receiver Engineering Section of the Radio Corporation of America, as Chief Engineer of United States Television Mfg. Corp. has been announced by Hamilton Hoge, UST President. Mr. Wright was with the engineering staff of RCA for nineteen years, and responsible there for engineering television receivers for mass production. During the war he was in charge of RCA's airborne television product design for the Armed Forces, a project which produced almost all of the needs of the Armed Forces in this regard.

A UST press release states further :

"United States Television was first to produce large-screen projection type television receivers. Of this type of television sets, 95% of those in public places are UST models. The 475 square inch picture is the largest on any television set now being produced, and the set is in great demand by hotels, bars, and restaurants.

It is estimated that over 2,000,000 people have seen television on UST sets.

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PANNILL RETIRES AS PRESIDENT OF RADIOMARINE

Charles J. Pannill retired last week as President and Director of Radiomarine Corporation of America, which he had been with since 1928.

As a veteran in the field of wireless, he served the radio industry and the Government continuously from 1902 when he joined Professor Reginald A. Fessenden in the latter's early wireless experiments. In 1914, Mr. Pannill left the Marconi Company to join the U. S. Navy as Expert Radio Aide and assisted in laying the foundation of the present Naval Communication Service.

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## A HUMORIST KIDS FM

Here's one for Bill Bailey, Director, and the newly formed FM Association. In an article captioned, "Reducing With FM", Fred Othman writes in the Washington Daily News (Scripps-Howard):

"Your waistline's beginning to spread? Your wife is worrying about her hips? Then, friend, buy a frequency modulation radio set. Provides wonderful exercise for those who would reduce to music.

"I am certain of this. The Radio Manufacturers' Association predicted 2,600,000 Americans will buy FM radios this year. So I bought. I have been shinnying up on the roof and scrambling down again ever since. If I don't break my silly neck, I'll be streamlined like a Rocky Mountain goat.

"Why the manufacturers have not advertised FM radios as exercising devices is not clear to me. They said nothing about this advantage when I bought mine. It was not cheap. The man delivered it and plugged it in. It made sputtering noises. No music.

"I phoned the dealer and he said what I needed was an aerial. I said I had an aerial for my old radio. He said I needed a special FM aerial. "How much?" I asked. "Twenty-five dollars, unless we run into trouble", he replied. I told him to go jump. I said I'd put in my own aerial.

"The clerk at the radio supply house said an FM aerial was a little complicated. I said I was handy with a screwdriver. So he sold me, in a pasteboard box six feet long, a double-fold, quarter and half-wave dipole antenna of polished aluminum, calibrated in megacycles, with 60 feet of 300-ohm coaxial transmission line and, he said, unidirectional characteristics.

"I nailed this to the roof, as per directions, strung the cable down through the front window (my bride, whose hips are o.k., was not enthusiastic) and hitched same to the radio. I turned to Page 3: "Tuning the Dipole Antenna."

"The instructions said to face it broadside to the station to be tuned in. I crawled up to the roof again and loosened the calibrated dipoles. The book said to tune them to the station by sliding like a trombone, until I achieved maximum signal strength.

"Only I was on the roof and signal strength, if any, was in the living room, two floors below. Considerable yelling down to my bride (who was worrying about what the neighbors would think) brought in maximum signal strength. I bolted the dipoles tight, squeezed through the trapdoor, and went downstairs to enjoy my new radio. It was, if I do say so, superb.

"A phonograph record was being broadcast. It was so clear and so staticless that I could hear the scratch of the needle in the studio. I flipped the dial to another station. Nothing happened, except spuzzz. What to do? Mrs. O said why not look at the directions.

"To tune in a new station on an FM radio, the booklet said you must tune the antenna. Back to the roof I went and tuned her in and bolted her tight. And station No. 2 sounded fine. No. 1 didn't sound at all.

(Concluded on Page 16)

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

If You Have TV Set You Get To Know Neighbors' Kids Better  
(Larry Wolters in "Chicago Tribune")

In these days when every dawn may bring some new strain on the family ties, it's good news when something that strengthens the family circle comes along. That something many people are finding in television. When popular video features are on the air you are likely to find a semi-circle of fans clustered about the receiver, small fry on the floor, in any television home. \* \* \*

Any parents, with radio pictures in the house, will tell you that they are seeing more of their children since they got the set. Also more of the kids in the block and neighborhood. And they are learning more about them. Kids are willing to stay home more and they often bring the gang in. Other grownups, too. And everybody has a popping good time with popcorn, just plain pop, and bubble gum.

Anormous quantities of these commodities are consumed during the telecast of nine innings of baseball or an Australian team tag and one wonders what new heights of prosperity will be reached by vendors of these goods when telesets number millions instead of thousands.

It wouldn't be accurate to say that television keeps kids away from the movies, but they some times come home now without sitting through them a second time lest they miss a television show.

- - - - -

WBBM Shows Up Politicians, Juvenile Delinquency Care  
( "Variety" ).

WBBM, Chicago CBS outlet, blew the lid off juvenile delinquency there at press preview of its new public service show, "Report Uncensored", which rends local political paternalism and misconduct rampant in State institutions for young criminals. The show goes on the air July 7 in evening slot vacated by Lux Theatre for its summer hiatus. Material is expose based on tape recordings gleaned from unsupervised interviews in State reformatories, such as St. Charles Reformatory where payroll padding of 600 to supervise 300 youngsters is exposed.

The show was previewed by National Conference of Juvenile Court Judges who are unanimous in their approval of approach to problem. Another preview before show hits the air is skedded for City Council, Board of Education and civic leaders in Chicago, all vitally interested since 56% of all crime committed in Chicago is perpetrated by youngsters under 18 years of age.

Deal has complete endorsement of Chicago Bar Association, which will give free legal advice in all cases involving juvenile crime.

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Whiteman Disk Shows No Perfunctory Grind  
(R. W. Stewart in "New York Times")

As would be expected in the broadcast (Mondays through Fridays, 3:30 to 4:30 P.M.) over which the "dean of American music" presides, the programming of selections is superior. The hour is no perfunctory grind of repetitious recordings. While naturally not omitting swing, the kind served up is not of the cacophonous variety.

Mr. Whiteman joshes with Douglas Brown, the announcer and would have his listeners know that the products he advertises carry his approval. But in the aggregate Mr. Whiteman's offering is a bright afternoon spot.

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Radio Senator Whoops It Up For Townsendsites  
(George Dixon in "Washington Times-Herald")

Senator Glen H. Taylor of Idaho, who gave up professional broadcast clowning to be a lawmaker, was principal speaker at a convention of 4,000 Townsendsites here.

These Townsendsites are people who wish to live openly on the people in contrast to more retiring parasites who want to do it less obtrusively. As usual the Townsend plan was extolled as the salvation of those who do not care to work.

The cowboy-radio comedian, who now carries the more imposing title of "senior senator from Idaho", whooped it up for the would be free leaders by playing his guitar, telling the story of his life, and erupting occasionally into song. It was almost as dignified as his performance in the big labor veto filibuster.

Taylor, who looks and acts like a retired trick bicycle rider from the old Pantages time - he's always onstage - brought down the place with applause when he declared he would certainly vote for the Townsend plan if given the opportunity.

This was really nothing to be surprised about because he has distinguished himself of late by voting against virtually all constructive legislation, yapping that we must get along with the Russians, and constantly attacking American business.

In fact, he told his appreciative audience that, "I got here over the bodies of corporations."

\* \* \* \* \*

British TV Service Is Transmitting Plays From Theatres  
(Maurice Gorham, Head of BBC Television, has written to Will Bolton, Editor of Television Broadcasters Assn. News Letter)

I saw in your issue of April 24th a mention of the first telecast direct from a theatre in the U.S. with the mention "the BBC handled a similar program in London several years ago." I am sure you will be interested to know that we have done rather more of this than your reference implies. In 1939, we did a dozen direct telecasts from theatres, and since we reopened in June, 1946, we have done nine direct transmissions from theatres including straight plays, musical comedies and variety bills."

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TRADE NOTES

Award of 46 scholarships and loans, totaling \$14,650, to employees and children of employees have been announced by the General Electric Company.

The Zenith Radio Corporation announced Monday that its net income for the fiscal year ended on April 30 was \$594,452 after tax credits of \$908,122.

Twenty-two student officers from the Naval Postgraduate School at Annapolis, Md., have completed a week-long tour of RCA Victor Division plants in Camden, N.J. and at Lancaster, Pa., and Harrison, N.J., and the RCA Laboratories at Princeton, during which they viewed and discussed the latest developments in many types of electronic equipment.

Among the 35 subjects discussed during the two-day period were such RCA research projects as color television, the antennalyzer, facsimile, electronic counters, and various new high-powered, high-frequency tubes.

Magnovox Company - Quarter to May 31: Net profit \$627,523, or \$1.26 a share, against \$325,512, or 65 cents a share, for May quarter a year ago.

That the British are now spending at the rate of \$4,000,000 a year on television is reported from London and that sets are selling four times as fast as during the prewar days.

Leo E. Pambrun, formerly Manager of Radio Advertising for the Stewart-Warner Corporation, has been appointed Director of Advertising, Sales Promotion and Public Relations for the Majestic Radio and Television Corporation, Elgin, Ill.

More than 750 engineers, physicists and chemists, recent graduates of 150 U. S. colleges and universities, have been accepted for employment this year by the General Electric Company, and will enter G.E.'s \$1,000,000-a-year education program.

The largest number of 1947 graduates are student engineers who will enter the Test Course, which 20,000 men and women have completed.

A featured article in the current issue of The Saturday Evening Post is "You Can't Say That On The Air" by John Van Loan.

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PETRILLO ONLY A NEWSPAPER BUILD UP, CANADIANS TOLD

Walter H. Murdoch, Canadian executive officer of the American Federation of Musicians, testified in Ottawa last week, according to the Associated Press, that the Federation's executive body and not James Petrillo decided Federation policies.

Mr. Murdoch told the radio committee of the House of Commons that United States newspapers had depicted the Federation's president through cartoons and articles as something he was not. He said 330 of the newspapers owned radio stations.

A Committee member, Cal Miller, said that if Mr. Petrillo was not a "boss king" of some kind, why was it necessary for the United States Congress to pass laws restraining his powers? Mr. Murdoch replied that if any member of the House of Commons "moved some of the damn fool legislation that goes through Congress, he would be laughed out of the House."

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SENATOR ASKS HOW WASHINGTON, D.C. DAYLIGHT TIME IS WORKING

Senator J. Howard McGrath (D), of Rhode Island, has asked the Commissioners to give Congress a formal report on his bill to put the District of Columbia on daylight saving time every Summer.

Washington's present daylight saving law is for this Summer only.

Commissioner John Russell Young said he had received only good reports on the present daylight saving time plan. McGrath said no action is planned until after the Commissioners submit a formal report.

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(Continuation of story "A Humorist Kids FM" on page 12)

"There are six FM radio stations here in Washington. Each, to be heard properly, calls for a climb to the roof, plus co-operation of somebody in the living room. The exercise is wonderful, while the shouting between aerial operator and the lady in the parlor is good for the lungs."

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# HEINL NEWS SERVICE

Radio — Television — FM — Communications

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Robert D. Heinl, Editor

Founded in 1924

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July 16, 1947

## CAESAR PETRILLO CAME; HE SAW; AND SOME SAY HE CONQUERED

Whether or not J. Caesar Petrillo outsmarted the Congressional Labor Subcommittee which called him to Washington to be spanked, is still a matter of opinion. Unquestionably though the appearance of the little boss of the America Federation of Musicians has accomplished considerable good. Both sides have apparently profited by it. There is to be another session in the latter part of September, as a House Committee member explained, "thus putting Jimmy on probation for 60 days to see if his promises to be a good boy will work out".

One of the "good boy promises" was Petrillo's offering to get together with teachers and school authorities to work out an arrangement covering all disputed points, including broadcasts and recordings by school organizations and the controversial requirement that standby musicians must be hired whenever amateurs participate in radio programs.

Also it was the impression that Petrillo backed down on his feather-bedding demands (hiring of unnecessary standby musicians for network programs) but that he would have been forced to any way if not by the Congressional Committee by the Supreme Court declaring the Lea Act constitutional which is aimed at this practice.

Many seemed to think Petrillo's threats to strike against the networks February 1st and go into the recording business himself December 31st were simply bluffs for an advantage in bargaining for new contracts. Others appeared to believe the gun might be loaded. Only Mr. Petrillo himself seemed to have the answer on this.

There was a distinct impression on the part of those who attended the hearings that the labor leader by his sharp but mostly good natured comeback had cashed in on his trip to Washington and had made friends on the Congressional Committee. At any rate some of his comebacks gave them the best laughs they had had in a long time.

One of these was the sidestepping by Representative Carroll D. Kearns (R), of Pennsylvania, Chairman of the Subcommittee, a professional musician, a member of Petrillo's union, of an invitation to conduct the amateur orchestra July 4 at the Interlochen Music Camp. Petrillo said if Kearns accepted he'd lose his union card. When this matter came up at the hearing and there still seemed to be a possibility of Kearns belatedly accepting (which Kearns said he had intended doing all along), Petrillo said ominously: "I wouldn't advise Mr. Kearns to conduct at Interlochen at this time. I would advise that we talk the thing over."

For the most part the press continued critical, the Washington Post saying:

"Mr. Petrillo represents in effect the displaced persons of a greatly overstocked profession. He is the modern symbol of resistance to technological change on the part of persons who see their jobs evaporating through greater use of recordings, 'canned' broadcasts, movies and juke boxes. \* \* \*

"Mr. Petrillo would answer this dilemma by forcing more widespread employment of musicians through restriction of technological advance. Carried to its extreme, that would mean that no new invention could ever be applied when it meant displacing a worker. Such a practice, which is a form of featherbedding, would soon chill incentive. In Mr. Petrillo's own union is to be found part of the solution. The great majority of AFM members are not full-time musicians. They have come to the realization that there is not enough work to go around for the number of qualified professionals and have adjusted their lives accordingly. They know there is no real security or satisfaction in made work. Mr. Petrillo would earn a great deal more sympathy for the plight of displaced musicians if he sought to ease their transition into other fields instead of merely striving to perpetuate a situation which in reality no longer exists. In this respect, moreover, society has an obligation."

Variety commented in a lighter vein:

"House Labor subcommittee which summoned James Caesar Petrillo to Washington to heap hot coals on his head was eating out of the AFM boss' hand by the second morning of testimony, exchanging verbal bouquets, enjoying his wisecracks, retorts, etc.

"Petrillo, obviously enjoying himself, frequently had the entire audience in an uproar of guffaws. High mark of harmony came after Petrillo, who several times declared 'I'm not a dictator', told the Committee that he and his union intended to abide by the Lea Act.

"Representative Graham Earden (D), N. C., who had jumped on Petrillo lightly in an earlier session, told him: "You know, I'm beginning to think you're a pretty human fellow."

"Petrillo: 'You ought to hear me tell stories in a bar! Have you fellows heard the one about the fleas?'

(Laughter)

"At another point -

"Petrillo: 'While we're talking about it (a proposal to sit down with music educators and U. S. military chiefs to work out bandplaying agreements) why not do the same with President Truman? He plays the piano."

"Rep. Carroll Kearns (R, Pa.): 'We'll employ him as a standby!'"

(Laughter)

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RCA HIGH COMMAND CHANGES; SARNOFF, CHAIRMAN, DUNLAP, V-P

With the retirement of Lieut. Gen. J. G. Harbord last week as Chairman of the Board of the Radio Corporation of America, Brig. Gen. David Sarnoff was elected Chairman. He will serve as RCA Chairman as well as its President.

At the same meeting Orrin E. Dunlap was elected Vice-President in charge of Advertising and Publicity and Maj. Gen. Harry C. Ingles, USA retired, formerly Chief Signal Officer of the Army, now President of RCA Institutes, was elected a Director of RCA.

General Harbord joined RCA on January 1, 1923 and served as President until his election as Chairman in 1930. While he is relieved from active duty, he has been named Honorary Chairman of the Board and will continue as a member of it. A native of Bloomington, Ill., he joined the Army as an enlisted man in 1889, receiving promotions steadily and played an active part in World War I with General Pershing and President Wilson. He received the rank of Lieutenant General on July 9, 1942.

General Sarnoff, born in Russia in 1891, was brought to America when 9 years old and his first employment was as a messenger boy with the Commercial Cable Company. He later became an office boy for the Marconi Wireless Company and lived to become an intimate friend of Marconi himself.

Young Sarnoff, later a ship's wireless operator, came into national fame as wireless operator at Wanamaker's in New York at the time of the sinking of the Titanic, working for several days without sleep receiving names of those lost and saved.

In World War II, General Sarnoff became a Brigadier General in the Army. Along with Secretary of State Marshall and General Eisenhower, General Sarnoff was largely credited with saving the "Voice of America" having first been consulted on this by President Roosevelt.

Mr. Dunlap became Director of Advertising and Publicity of RCA on January 1, 1944, after serving for four years as Manager of the RCA Department of Information.

Before joining RCA in 1940, Mr. Dunlap was Radio Editor of The New York Times for eighteen years, the Times' first Radio Editor. His association with radio dates to 1912, when he built an amateur wireless station at his home at Niagara Falls, N.Y. He was among the first to become a member of the American Radio Relay League and is a life member of the Veteran Wireless Operators' Association and a senior member of the Institute of Radio Engineers.

Mr. Dunlap, who was chief operator of the Marconi Wireless Telegraph Company of America aboard the S. S. Octorora in 1917, served during World War I as a radio operator in the U. S. Navy,

graduating from the U. S. Naval Radio School at Harvard as one of the three honor men of the class. He was assigned to duty at the Naval radio station NBD, Otter Cliffs, Me., the Navy's principal receiving station during the war and where only the best operators were sent.

After graduation from Colgate University in 1920, Mr. Dunlap attended Harvard Graduate School of Business.

Mr. Dunlap is the author of ten books on radio, including two on advertising, "Advertising by Radio" and "Radio in Advertising". His other volumes are: "Dunlap's Radio Manual", "The Story of Radio", "Talking on the Radio", "The Outlook for Television", "Marconi: His Life and His Wireless", "The Future of Television" (1942 and 1947 editions), "Radio's 100 Men of Science", and "Radar: What Radar Is and How It Works."

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FEDERAL TRADE COMMISSION CITES RADIO KITS CONCERN

False and misleading advertising of "radio kits" is charged in a complaint issued by the Federal Trade Commission against Radio Kits, Inc., 120 Cedar Street, New York. The correspondents are engaged in the interstate sale of radio parts assembled in kits.

According to the complaint, the respondents have represented that the kits were designed by one of the leading instructors of the national defense program and by graduate professional engineers; that any individual can build a complete radio from the parts contained in the kits without any assistance provided he follows the diagrams and instructions supplied with them; that the kits contain all the necessary parts for the building of a radio; that the radio sets assembled from the parts will receive the broadcasts of all radios operating on wave length frequencies of from 550 to 1500 kilocycles or 550 to 1600 kilocycles; and that they own, operate or directly and absolutely control a plant where the radio parts sold by them are made.

None of these representations is true, the complaint charges.

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ELECTRONICS WENT AHEAD 50 YEARS DURING LAST FIVE

Senator Reed (R), of Kansas, called attention to a remark made by FCC Chairman Denny arguing the need of adequate appropriations that in the science of electronics, 50 years' progress had been made in the last four or five years.

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KWFT, WICHITA, TEX., SOLD FOR \$700,000; JOE CARRIGAN RETIRING

Joe B. Carrigan of Wichita Falls, Texas, who began back in 1912 as an amateur operator and founded KWFT in that city in 1936, last week sold the station, subject to approval of the Federal Communications Commission, for \$700,000. Purchasers of KWFT, now a CBS outlet on 620 kc., with 5000 watts full time, were Edward H. Rowley and H. J. Griffith, well known motion picture people in that area and Kenyon Brown, Director of Operations of KWFT.

In announcing the sale, Mr. Carrigan said his retirement from radio is upon advice of his physicians. He has been in ill health for several months and proposes to devote his full time to his legal practice in Wichita Falls and Colorado Springs, as well as to his other business interests after his recuperation.

Messrs. Rowley and Griffith would acquire, between them, control of KWFT, holding a majority of the stock of a new corporation, KWFT Incorporated, now in process of formation. Mr. Brown, who became Director of Operations of KWFT last May 1, would hold a substantial minority interest and would become the station's Managing Director. Mr. Brown resigned in March as Vice President and General Manager of KOMA, Oklahoma City, after five years in that post.

Both Messrs. Rowley and Griffith have other recently acquired radio interests and will hold equal amounts in the new KWFT company. Mr. Rowley operates a chain of theaters in Texas and Oklahoma, and Mr. Griffith has theaters in those states as well as in California. Both are interested in KXSA, San Angelo, while Mr. Griffith owns the new KXEP, El Paso. Mr. Griffith also is an applicant for stations in Parsons, Kansas, and Norman, Okla. He, along with Mr. Rowley and others, is interested in pending AM applications for Corpus Christi and Houston.

The \$700,000 figure does not include acquisition of other assets of Wichita Broadcasters, a partnership, which would be retained by Mr. Carrigan and his family. Those include stocks and bonds, oil interests, and quick assets totaling roughly \$225,000. Wichita Broadcasters is owned 25% by Mr. Carrigan, 25% by his wife, 43% by their daughter, Laura Lou, 5% by Dr. P. K. Smith, Wichita Falls physician and Mr. Carrigan's brother-in-law, and 2% by Mr. Carrigan's sister, Mrs. Elizabeth Carrigan Simpson of Boston, Mass.

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Orson Welles, the original man from Mars broadcaster, was quoted as saying he didn't have a thing to do with the flying discs. "Once was enough", he finished.

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REGULAR SERVICE FOR FACSIMILE BROADCASTING EXPECTED SOON

Cooperative activity by manufacturers, broadcasters, newspaper publishers and others to the Federal Communications Commission and the Commission's attitude towards it indicates that transmission of printed matter and pictures may soon become a regular broadcast service.

At the present time, facsimile broadcasting is on an experimental basis pending the formulation of rules and standards. Several FM stations have from time to time been authorized to experiment with facsimile during hours not devoted to regular broadcasting, and these demonstrations have attracted considerable attention.

Since facsimile transmitters and receivers have a "lock-and-key" relationship, as in television, transmission standards are required so that any facsimile receiver will operate from any facsimile station in its area.

The Radio Technical Planning Board recently submitted proposed transmission standards to the Commission for consideration under Section 3.266 of the Commission's rules which rule provides for facsimile operation by FM broadcast stations. Since there has been a difference of opinion in the development of the proposed standards, however, as to whether both 8.2" and 4.1" scanning lines should be provided at the same line rate of 105 lines per inch, and since there has been a limited amount of experimental operation and demonstrations to indicate public preference, the Commission has requested that further operation and comparisons be conducted. Upon the completion of such tests, it is believed that standards may be adopted promptly.

Other facsimile activity includes a facsimile news service for airplane passengers which has been tested in flight. Radioed press dispatches were printed on an airliner in four columns at the rate of 500 words a minute. Operations by a New York bank were aided through rapid transmission of reproductions of checks and other documents from the bank's downtown central signature file to its uptown headquarters in 57 seconds. By using microwave transmission, facsimile has been relayed from Boston to New York. The Army Air Forces is installing a facsimile system to transmit weather maps over the nation for the information of pilots.

Other possibilities of facsimile invite interesting speculation. For example, there is talk that facsimile may some day be used as an adjunct to the telephone, so that, failing to get an answer, the caller may leave a message which will be found at the phone when the person returns.

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WARNER BROS. AND RCA LAUNCH JOINT LARGE-SCREEN TELE PROGRAM

The RCA Victor Division of the Radio Corporation of America and Warner Bros. Pictures, Inc., have signed a contract for a joint program of research on large-screen television.

Harry M. Warner, President of Warner Bros.; Jack L. Warner, Vice-President in charge of production; and Frank M. Folsom, Executive Vice President of RCA in charge of the RCA Victor Division, made the joint announcement, calling the cooperative arrangement an historic step toward the development of large-screen television in the motion picture industry. The research and experimental program, it is predicted, will be as important as the first tentative efforts to put sound on film more than 20 years ago, they believe.

New types of black-and-white large-screen television equipment have been developed by the RCA Engineering Products Department in its Camden, New Jersey, plant and the first elements of this television equipment will be shipped immediately to the Warner Brothers Burbank Studio. Other components will be supplied later. In addition, RCA will provide technical and research information and the assistance of engineering personnel and field engineers.

Col. Nathan Levinson, head of the Studios' Engineering and Technical Research Staff, will direct the experimental program for Warner's.

Commenting on the joint program, Frank M. Folsom, drew a parallel between Warner Bros. foresight in undertaking this pioneering work and its early achievements with sound film.

"Last year", Mr. Folsom declared, "Warner's celebrated the twentieth anniversary of the birth of sound pictures. I am confident that in 1967 this company will be observing the 20th anniversary of large-screen television in the motion picture industry."

RCA first demonstrated large-screen television at the New Yorker Theatre early in 1941. At that time scenes televised from Madison Square Garden, Ebbett's Field and Camp Upton were projected on a 15 x 20 foot theatre screen.

Intensive laboratory research and development carried on since then by RCA scientists, working on applications of large-screen television for military purposes, has contributed to vast improvements in tubes, electronic circuits, and components, resulting in pictures of excellent quality by comparison with any previously demonstrated.

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NEW BRITISH TELEVISION STATION

Orders have been placed with Electric and Musical Industries, Ltd., for the supply of the television transmitter and with Marconi's Wireless Telegraph Co., Ltd., for the supply of the sound transmitter for the BBC's second television station, which will be at Birmingham, England, in a great manufacturing centre.

Orders have also been placed with the Marconi Company for the supply of television and sound transmitters for a subsequent station, the location of which remains to be decided in conjunction with the Television Advisory Committee.

The Birmingham Station will relay the London television program and is expected to serve an area round Birmingham of about forty miles radius.

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WHITE HOUSE IS SILENT REGARDING TELEVISION SET

No comment was forthcoming at the Executive Offices upon a United Press dispatch from Passaic that President Truman is having a television set installed at the White House. In the dispatch a spokesman for the Allan E. Dumont Laboratories, Inc., was quoted as saying that a set, which the President ordered, but which the company said it plans to present as a gift, is to be delivered at the White House by truck immediately.

The company spokesman described the set as having television, an automatic record changer and FM reception, valued at \$1,795.

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SOUTH AMERICA, EUROPE SEEK 600 LINES PER TELEVISION PICTURE

Television is broadcast from Alexandra Palace in Great Britain on the basis of 405 lines per picture, but orders for television equipment from South America and Europe received by a British firm call for transmitters and receivers which will broadcast on the basis of 600 lines per picture.

"The additional lines can provide a greater degree of definition than is obtainable in Great Britain", the Commerce Department reports. "American companies have offered to supply apparatus in the standard American system of 525 lines per picture.

"The 600-line transmissions, although better than the 405-line, will not equal the definition of the cinema theater, for which it is claimed a 1,000-line picture will be necessary."

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TWO NEW TELEVISION COLOR PATENTS ARE ASSIGNED TO RCA

Two new color television systems have been patented by Dr. Alfred N. Goldsmith of New York, which he has assigned to the Radio Corporation of America.

The first (No. 2,423,769) comprises the steps of producing an independent series of signals representative of each of a plurality of predetermined primary colors of the object whose image is to be reproduced, producing a further independent series of signals representative only of the visual brightness of the colors of the object and sequentially transmitting all of the produced series of signals.

The other system (No. 2,243,770) is so devised as to produce an independent series of signals representative of each of a predetermined plurality of primary colors of the object whose image is to be reproduced, a further independent series of signals to represent the combined intrinsic brightness of the several colors of the object, simultaneously transmitting the independent series as color signal indicia, transmitting also the combined intrinsic brilliance signals and alternating the two transmissions according to a selected time cycle.

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SCIENTIFIC RADIO CONFERENCES LARGELY ATTENDED

Maximum attendance marked conferences of radio scientific bodies in Washington. In fact, the joint meeting of the American Section of the International Scientific Radio Union and the Institute of Radio Engineers proved to be the largest such gathering in the history of these meetings, both as to the number of papers and attendance. The variety of subject matter and the scope of the ninety-odd papers presented at the sessions provided further evidence of the expanding horizon of the radio art in the postwar world. For the first time at these meetings, it was necessary to schedule simultaneous sessions. Of 600 registered at the meeting, approximately 150 came from outside the Washington area. The program included papers from Sweden and Canada, as well as the United States.

A Conference on Radio Propagation called by the National Bureau of Standards' Central Radio Propagation Laboratory was attended by about 75 specialists in the various phases of radio propagation. During the conference, sessions were held on the following topics: Ionospheric measurement technics and problems (J. H. Dellinger, Chairman); ionospheric propagation analysis and prediction; physics of the ionosphere; effects of the sun on the ionosphere; cosmic radio noise; and propagation at VHF and higher frequencies.

The status of work in these fields since the war was surveyed and ideas were interchanged on the most desirable lines that should be followed in the future. A number of government, university, and industrial laboratories are occupied in this work. The Conference was conducted by informal discussions and exchange of views, rather than by the presentation of formal papers.

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RADIO MANUFACTURERS' LEADERS SEE RETURN TO FULL PRODUCTION

Apparently the radio set makers are getting back to normal. Paul V. Galvin, of Chicago, Chairman of the Set Division of the Radio Manufacturers' Association, said:

"The past year has seen a complete change in radio set production as the industry has moved out of a reconversion period, beset by material and component shortages, into a more normal state of free competition in which the industry's output has been at record levels."

Receiving tubes, which were often hard to get in 1946, were in good supply by the end of the first quarter of 1947, retiring Chairman Max F. Falcom of the Tube Division, of Emporium, Pa., and new President of the Radio Manufacturers' Association, reported. A total of 205,000,000 tubes were either produced or sold out of Government surplus during 1946 as compared with 139,000,000 in 1945, and 135,000,000 in 1941, the last prewar year, he said.

Meanwhile, the huge surplus of radio and electronic equipment left over from the war has been screened of the better items and by the withdrawal of other items by the military agencies, Mr. Falcom reported as Chairman of the Surplus Disposal Committee.

While admitting that the movement of surplus had often been slow, Mr. Falcom expressed the opinion that the manufacturer-agent contract system had returned to the government a "substantial portion of its investment". At the same time he pointed out that "many electronic items produced for the war are not usable in commercial markets and should either be salvaged or totally scrapped by the Government."

Former RMA President R. C. Cosgrove, of Cincinnati, in his report concluding three years' service as RMA head, emphasized the return to normalcy of the radio industry and the high rate of production in 1947.

"All of the elements of normality in the radio business are here - very much so", he said, and cited overproduction, unbalanced inventories, and cut prices as indicative of the recent industry trend.

RMA points out that about 15,000,000 radio receivers were produced in 1946 and that the monthly output during the first part of 1947 was higher than in the previous year.

The return of the radio industry to normal competition was not without its casualties, the RMA Credit Committee reported. Twenty-four manufacturers failed during the past fiscal year with liabilities of \$7,844,043 as compared with eight with liabilities of \$4,232,000 in 1945-46, Chairman E. G. Carlson, of Chicago, reported. These included 9 set, 7 amplifier and record player, 6 component, and 2 electric clock manufacturers.

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FCC ISSUES FIRST POST-WAR FM AND TELEVISION LICENSES

The first FM and television licenses issued by the Federal Communications Commission since the war have been issued to four FM stations and one television station.

The new FM licensees are: WFEL-FM, Onondaga Radio Broadcasting Corp., Syracuse, N.Y.; WIBW-FM, Topeka Broadcasting Association, Inc., Topeka, Kans.; WINC-FM, Richard Field Lewis, Jr., Winchester, Va.; WOPI-FM, Radiophone Broadcasting Station WOPI, Inc., Bristol, Tenn.

These, together with the 48 FM stations which functioned during the war, make a total of 52 FM broadcast stations now licensed. However, 245 FM broadcast stations are actually on the air. The latter include some of the 821 FM stations currently authorized - 636 of which hold construction permits and 195 others with conditional grants. In addition, there are 151 applications for FM broadcast facilities.

The first commercial television station license issued since the war goes to WNET of the National Broadcasting Co., Inc., at New York. This license, however, covers changed facilities for this station which was one of the six commercial television broadcast stations which functioned during the war.

At the present time, there are six licensed television stations, 59 under construction, and 10 pending applications.

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MRS. DAVID SARNOFF TO MAKE FIRST BROADCAST

Mrs. David Sarnoff, wife of Brig. Gen. David Sarnoff, President and Chairman of the Board of the Radio Corporation of America, will make her first radio appearance on the "Betty Crocker Magazine Of The Air" over ABC on Monday, July 21, at 10:25 A.M., EDT.

Mrs. Sarnoff will answer Life Magazine's recent article on the "American Woman's Dilemma". She will point out many interesting and constructive careers which she considers tailor-made for women over 40 - activities and pursuits which are, in her opinion, within the reach of any intelligent woman, regardless of financial status or whether she lives in an urban or rural area.

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A wide-ranging sales promotion and advertising campaign on RCA Victor portable radios has been launched which is expected to call the attention of about 100 million people to these portable sets this Summer.

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RADIO EXPORTS TO BOOM IN 1947

During 1946, Radio Receivers came into volume production in the United States for the first time since 1942 and were exported in substantial quantities to most foreign countries, according to George R. Donnelly, Office of International Trade, Department of Commerce.

During the past year, exports of radio receivers, radio receiving tubes, components and accessories reached the second largest volume since this group was separately classified in foreign trade statistics in 1922. Exports of this group totaled \$39,637,427 in 1946 - one-third greater than in the prewar peak year 1937 and almost double the 1939 trade. However, exports were about \$5,000,000 below the all-time record radio export year 1944, when the total was \$44,781,289, including \$32,941,637 of lend-lease exports.

Exports of radio receiving equipment in 1947 will undoubtedly greatly exceed those of 1946. During the first 4 months of 1947 alone, exports totaled \$31,175,055 - more than five times as much as in the corresponding period of 1946 and equaling 85 percent of the total for the entire year 1946. If exports should continue at the same rate for the remaining 8 months, the year's sales abroad would reach the amazing total of \$93,566,000. Although this figure is not expected to be achieved, a record volume of more than \$80,000,000 is practically certain to be attained.

The most important obstacle to the maintenance of the current rate of our exports is the foreign-exchange situation. In 1946, United States goods were purchased by many foreign countries at a much greater rate than was anticipated by their governments, so their dollar reserves are now becoming depleted.

Mr. Donnelly writes at length upon the radio export situation in the Foreign Commerce Weekly published by the Commerce Department in Washington (July 5 issue).

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FORMER SECRETARY EYRNES BECOMES RADIO STATION STOCKHOLDER

The Federal Communications Commission last week approved a plan by which former Secretary of State James F. Eyrnes will become part owner of a radio station in his home town of Spartanburg, S. C. The plan involves a rearrangement of holdings in Spartanburg stations WORD and WORD-FM, and WSPA and WSPA-FM. Mr. Eyrnes, now practising law at Spartanburg, will become a 5 per cent stockholder in WORD and WORD-FM in association with Walter J. Brown, his long-time special assistant during Mr. Eyrnes' Government service.

Brown, former Washington correspondent, had been connected with WSPA but will leave this station to join Mr. Eyrnes.

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::: SCISSORS AND PASTE :::  
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Calls "Pay As You See" Ruml Plan For Television  
("Indianapolis Star")

Several possibilities and problems come to mind with E. F. McDonald's proposal of pay-as-you-see home entertainment, which is a sort of a Ruml plan for television. Mr. McDonald, President of Zenith Radio, would connect your receiver to the telephone and charge up your entertainment on the telephone bill. This, of course, would do away with sponsored television. You'd pay for your television show as you do for any public entertainment, except that you'd pay for it the first of the month.

\* \* \* \* \*

First the idea must get FCC and probably ICC approval. Up to now, radio and television have been licensed according to the quaint notion that the air is free. That doesn't hold with Mr. McDonald's Ruml plan. You get a blurred image free with your television set. But you have to call the telephone operator and get some key frequencies piped in before you can see what's going on. The key frequencies are what you pay for. There is also a ruling in some States that you can't attach "foreign devices" to Mr. Bell's invention

\* \* \* \* \*

Those are some of the unsolved problems. But we don't say they can't be solved or that the result would be disastrous. The player piano was supposed to end private study and performance. The movies were supposed to kill the theatre. Radio in turn was going to kill both of these, and such things as phonograph records and baseball to boot. But they all seem to be going strong. So there's probably room for television.

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Nine New TV Stations In Sight  
(Codel's "Television Digest and FM Reports")

"Television Digest and FM Reports", made a survey among construction permit holders for television stations to determine how soon they expect to begin operation. Here are the results:

Washington Star's WTVW - October; WWET, Baltimore - October; WMAR, Baltimore - December; WGNA, Chicago - October; WEWS, Cleveland - November; WTMJ-TV, Milwaukee - December.

The following indicated they expect to get on the air "sometime this Fall": WFIL-TV, Philadelphia; WSZ-TV, Boston; KCPN, Fort Worth; WTVR, Richmond, Va.

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Render Unto Caesar  
(Fred Othman in "Washington Daily News")

The way the movie lights were searing the small black eyes of James Caesar Petrillo you'd have thought he was undergoing the third degree.

He was. The House Labor subcommittee used everything on him but a rubber hose. It wouldn't even let him cuss.

"I'll be da--", began the exasperated Little Caesar of the union musicians.

"Ah, ah, Mr. Petrillo", cautioned Rep. Carroll D. Kearns (R., Pa.), the Chairman. "Remember, you're on the air."

The portly Petrillo in sounding the sour note sat down in the beam of three photographic spotlights, planted his two-tone shoes on the carpet and testified he was boss of every professional musician in the United States and Canada. When he says "frog" they jump. So do the recording companies, the radio networks, the movies, the frequency modulation broadcasters and the television people.

Petrillo said the curse of the professional musician is the phonograph record. Juke boxes are bad enough in saloons and in hotels to provide the music for weddings, he said. "But now they bury people to juke boxes", he cried. "Yes, sir", insisted Little Caesar, "Right under the casket they got the juke box."

The Congressmen mentioned complaints from radio stations, mostly about his union insisting on them hiring musicians they don't need.

"By G--", replied Petrillo, checking himself with another glance at the microphones. "The radio don't like our contracts. It makes complaints. So we're contemplating to allow no station to hire musicians and feed any other station."

"You mean to eliminate all chain broadcasting of music?" demanded Rep. Kearns.

"Yes", snapped Caesar. "They're unsatisfied now. So let 'em be satisfied."

"Yes, we'll satisfy 'em", the boss musician continued. "If they want music, let 'em hire musicians to play it and no more of this wire stuff. If they want to hear Mr. Toscanini down in Chattanooga, say, let 'em hire Mr. Toscanini to go down there and play."

He won't allow Hollywood to sell musical films to television, he said, nor will he let the radio folks pipe in music from Europe. One Congressman called him a monopoly in restraint of trade.

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The Night McGuinness Talked To The Whole United States  
(Richard H. Rovere in the "New Yorker")

Peter J. McGuinness, Democratic leader of the section of Brooklyn called Greenpoint, likes making speeches, marching in parades, attending weddings and funerals, and running Kiddies' Day outings. He says that the greatest thrill he ever had came during the 1936 Democratic National Convention in Philadelphia, when Jim Farley asked him to read, over a national hookup, the convention resolution thanking the radio companies for their coverage of the convention. "Jesus", he says, "I stood up there on the platform with the Vice-President of the United States behind me, and senators, and governors from States that are Democratic, and I talked to the whole United States. I'm telling you, you could just see the sweat run down me back. Right then me whole life passed before me eyes."

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::: TRADE NOTES :::  
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Production of television receivers this year will exceed 250,000 and for 1948 will reach 1,500,000, Dorman Israel, Vice-President of Engineering and Production, Emerson Radio & Phonograph Corporation, predicted addressing a distributors' meeting in New York. Mr. Israel ruled out immediate price reductions for television receivers but said that production techniques are being developed so that the instrument will "inevitably" follow a course similar to that of radio.

Mr. Israel revealed that the company now is experimenting with a projection view model utilizing a three-inch tube with an image 1.8 inches by 2.4 inches. The picture, when projected on a screen should produce a maximum image of 18 x 24 inches. He said that the receiver may be ready to market in six to eight months.

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KPC-FM, NBC outlet in San Francisco, construction permit calls for an antenna height above the terrain 1,220 feet which calls for one of the loftiest towers in the United States. Power will be 45 KW.

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Federal Judge Gunnar Nordbye, of Minneapolis, last week denied the motion of summary judgment made last December by Benny Berger, operator of a chain of theatres in Minnesota and Wisconsin, in the action which had been brought by ASCAP members for infringement of their copyrights.

Berger had alleged that the method by which ASCAP licensed the theatres was a violation of the Sherman Act in restraint of trade. The Court threw the claim out, and upheld ASCAP in all of its contentions.

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Radio stations allocate one-third of their selling expenses to advertising, promotion and publicity, a study made by the National Association of Broadcasters shows.

The study reveals the station's total selling expense is 10.6% of net revenue. Salaries, wages and commissions account for 5.8%; advertising, promotion and publicity 3.6%; and other selling expenses, 1.2%.

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Stating that he had heard many people say "Television isn't radio, it isn't movies, it isn't theatres, it calls for a new technique. It needs instantaneity, spontaneity and a lot of other "eities", Ralph B. Austrian, President, RKO Television Corporation, commented. "I don't believe it. What it needs is a new selling technique coupled with high grade professional showmanship. Movies today offer the lowest cost per hour visual entertainment in the world. You may give your entertainment to the public free, but if it isn't top grade, professional polished and competitive, you will find your public saying, "Let's turn this thing off and go to the movies."

A new electronic timer, particularly adapted for use with a falling-ball viscosimeter in the study of the rapidly changing viscosity of an opaque fluid, has been designed by P. J. Franklin of the National Bureau of Standards. The device consists of pulse-sharpening and trigger circuits, and the passage of the ball through two coils around the viscosimeter tube is used to trigger a radio-frequency oscillator, starting and stopping a timing device.

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Daylight saving time for Washington, D. C. was recommended last week by the Senate District Committee. The Committee approved and forwarded to the Senate the bill of Senator J. Howard McGrath (D., R.I.) to make daylight saving time an annual event in Washington.

McGrath led the fight to get daylight saving time for Washington this Summer. the present law, however, is good for this year only.

The Senate District group endorsed the plan by a unanimous voice vote.

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A new parts-packaging program affecting some 33,000 radio phonograph, television and miscellaneous parts and products comprising the entire line of the Renewal Sales Section of the RCA Tube Department has just been completed.

In addition to aiding customer identification, the bright, familiar colors of the new packages are attractive saleswide, in contrast to the old concept that plain "utility" cartons are good enough for the spare parts shelves.

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Made recently by telephoning over 500 known set owners in the New York City area, while a WCBS-TV was televising the ball game between the Brooklyn Dodgers and the Chicago Cubs, a CBS-Hooper survey found that:

1. More than six persons per home set watch sports television on WCBS-TV.
2. Of those watching the telecast, three out of four could identify the sponsor - Ford Motor Company.
3. Sets tuned for the game that night had an average audience of 6.26 persons, including 3.74 men, 1.52 women and 1.0 children. This compares with 2.5 persons per set who listen to radio.
4. Television sets-in-use were 54.5 per cent, more than double the Hooper-June evening average of 23.0 per cent for radio sets-in-use.

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An excited caller reported that a flying disc had become "tangled in the television tower" of Station WNEW in Washington at the Wardman Park Hotel. A quick check with NBC's television staff turned up the information that there is a large black disk at the 210 foot level of the tower, but it didn't fly there. It is simply a "radio microwave receiving dish" a black saucer-shaped disc, six feet across, used to pick up high frequency television signals.

The dish was mounted on the tower this week-end, and a similar appearing one is atop the National Gallery of Art in downtown Washington. The disc on the Art Gallery is a transmitting antenna to be used in sending a special television program from the National Gallery to the Wardman Park Tower where it was broadcast last Saturday night.



# HEINL NEWS SERVICE

Radio — Television — FM — Communications

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Robert D. Heinel, Editor

Founded in 1924

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No. 1784

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July 23, 1947

"VOICE OF AMERICA" IS ADJOURNMENT ISSUE; BENTON OUT SOON?

Those fighting to put the "Voice of America" on a permanent basis through the eleventh hour passage of the Mundt bill were heartened when Senator Arthur Vandenberg (R), of Michigan, Chairman of the Senate Foreign Relations Committee said he would try to push the amended bill through before Congress adjourns.

Decision to press for action in the few remaining days of this session increased the belief that Assistant Secretary of State Benton, in charge of the Office of Information and Cultural Affairs, would resign early in the Fall. From the start, Secretary Benton has apparently been regarded as a sort of a "bull in a china shop" on Capitol Hill.

When Secretary of State Marshall made a final plea to the Senate Appropriations Committee for an additional 3 million dollars for the program, he was told that Benton was the real stumbling block.

The members of the Appropriations group bluntly said to the Secretary that Benton would have to go if the department hoped to persuade Congress to be more generous.

The Senate Foreign Relations Committee last week approved an amended version of the House-passed Mundt bill giving the Office of Information and Cultural Affairs permanent legislative standing.

The Committee recommended that \$100,000 be appropriated for a joint Congressional investigation of the entire program. Under the terms of the amendment a joint committee of five Senators and five Representatives would be created to study "Government information programs", with a directive to report to Congress by February 1.

The comparatively large sum suggested for the investigation, \$100,000, would be needed for travel expenses in first-hand on-the-spot inquiries into America's information centers in Europe, Asia and the Middle East.

An accusing finger was pointed at Senator Taft (R), of Ohio, as trying to prevent the bill's passage. Says the Washington Post:

"Senator Taft is conducting a one-man blockade to thwart the Mundt bill which would give legislative sanction to the State Department foreign information program. Surely this doesn't make much sense. He cannot prevent the Voice of America from continuing. That is already assured, at least on a limited scale, by a rider on the State Department appropriation bill. What he can do, however, is to doom the program to the status of a bastard child. The situation now is exactly the same as it was last year at this time - except that there is far greater need for the program and less money to meet the need.

"We hope that Senator Taft will be persuaded to relax his stubbornness. Whatever his own views, he ought to have enough respect for the opinions of his colleagues to allow the Mundt bill to come to a vote. Anything less is a pernicious abuse of democratic procedure. Furthermore, it is just plain bad business not to take this small precaution to protect our tremendous investment in public opinion throughout the world."

Earlier the Senate's Republican leadership had determined to rest this session on the \$12,400,000 Congress voted in the State Department appropriation bill for the information and "Voice of America" program continuance for one year.

The Congressional cut of funds for the State Department information service and "Voice of America" from the budget estimate of 31 million dollars to \$12,400,000 meant that nearly half of this country's information officers had to come home.

Gen. David Sarnoff, Chairman of the Radio Corporation of America in an address at Princeton in 1946, estimated that the broadcasting job alone would require almost twice as much money as the \$12,400,000 ear-marked for the entire program. Said he:

"The cost of doing this job effectively is quite likely to be \$20,000,000 a year. This figure is less than the amount spent yearly and individually by the British and the Russians. Indeed, as time goes on, the United States may find it necessary to raise this figure substantially, if we are to match their world coverage."

There is now available in printed form "Problems of International Broadcasting" and "Proposals made for their solution", telling of General Sarnoff's efforts to strengthen the "Voice of America" which began in 1938 with a conference he had with President Roosevelt in the White House.

If Congress acts favorably now on the Mundt Bill, the way will be open to seek a deficiency appropriation later if the world situation remains such that the State Department has to expand its services.

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NEW BBC HEAD IS HOUSING AUTHORITY

Lord Simon of Wythenshawe new Chairman and Governor of the British Broadcasting Corporation is well known as an authority on housing, and has written numerous works on housing and slum-clearance. He was Lord Mayor of Manchester in 1921, and entered Parliament two years later as Liberal Member for the Withington Division. He joined the Labour Party last year. He is Chairman of the Council of Manchester University.

Nothing is said about Lord Simon's past experience, if any, in the broadcasting field. Lord Simon (formerly Sir Ernest Simon) succeeds Lord Inman, who resigned the BBC chairmanship to accept the Cabinet post of Lord Privy Seal in H.M. Government.

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## MACKAY RADIO HITS FCC OFFERING RCA 6 OF 8 OVERSEAS ROUTES

Mackay Radio isn't happy over the proposal of the Federal Communications Commission to award RCA Communications six of eight overseas radio telegraph circuits arranged for under the Anglo-American Bermuda Agreement. Furthermore, in launching a vigorous attack against the proposal Mackay calls attention to the fact that though hearings in the case were concluded in August 1946, it wasn't until ten months later, June 1947, one day after receipt at the FCC of a petition from Mackay to reopen the proceedings to receive new evidence that the Communications Commission issued its proposed report. At the same time oral arguments on the report were scheduled to be held before the Commission Friday, August 8th.

The report proposed to grant RCA Communications authority to operate circuits on a regular basis with Australia, New Zealand, India, Greece, Palestine and the Union of South Africa. Mackay would be authorized to serve Saudi Arabia, and Tropical Radio to take care of Jamaica.

Chairman Denny and Commissioner E. K. Jett dissented from the conclusions saying there should be more of a distribution of the circuits between RCA Communications and Mackay.

In a 50-page statement of exceptions submitted by Mackay's Vice-President and General Attorney James A. Kennedy, and Assistant General Attorneys John F. Gibbons and John A. Hartman, Jr., they strongly objected "to the lack of basic findings in the Proposed Report and to the attempt, by comparing the relative progress in the execution of its modernization plans with those of RCAC, to draw implications unfavorable to Mackay."

Excepting to the statement in the Proposed Report, as a consideration in determining the comparative qualifications of the carriers, that between April 15, 1946, when hearings in the proceeding were commenced, and August 26, 1946, when hearings were concluded, RCAC made more extensive progress than did Mackay in the realization of their respective plans, Mackay representatives took the position that "the Proposed Report assumes, without so finding, that it was both technically and economically sound for RCAC to plunge headlong into and pursue with accelerated speed the program upon which it had launched, and further assumes, without so finding, that it would be technically and economically sound for Mackay to have done likewise."

Attorney Kennedy and his associates pointed out that whereas Mackay expressed ability and willingness to provide non-telegraphic services such as radiophoto and program transmission services, whenever and wherever the need therefor existed, the Proposed Report placed emphasis upon RCAC's readiness for services of this character. However, in the proposed grant of the Kingston, Jamaica circuit to Tropical Radio, the Proposed Report, while noting Tropical Radio's present lack of equipment for such services, point-

ed out further that program transmission service by the American Telephone and Telegraph Company was available. Yet, the Commission, in dealing with the possibility of program transmission requirements with Australia, New Zealand, India and South Africa, (as to which the Bermuda Agreement is silent), ignored the program transmission services furnished to those countries by the A. T. & T., although the fact that such services are available to Jamaica was weighed as a factor in the award of the Jamaica circuit to Tropical."

Final objections to the RCA proposed award were:

- a. The "findings" upon which this conclusion is based consists solely of reiteration of the claims, allegations and contentions of the parties, or the absence thereof, without Commission determination concerning the merits of such claims, allegations and contentions, and do not constitute proper findings upon which the conclusion reached can be based.
- b. This conclusion is based primarily upon engineering considerations for which the record does not contain adequate evidentiary support and concerning which the Commission has made no findings.
- c. This conclusion virtually prescribes standards of engineering practice and the institution of certain specialized services as conditions precedent to future grants of authorization to operate in the international radiotelegraph field, although the Commission has conducted no technical studies or investigations to determine whether such standards and services are in the public interest.
- d. The sole purpose of this proceeding was to give effect to the terms of the Bermuda Agreement for the establishment of radiotelegraph circuits to the points involved in such Agreement, and the Agreement sets forth no engineering, operating or service criteria as prerequisites to govern the operation of the several circuits.

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"HUCKSTERS" MOVIE "SCRUBBED UP AND POLISHED"

Apparently the moving picture version of the "Hucksters" deals more gently with the broadcasting industry than the book.

Bosley Crowther, screen critic of the New York Times, writes, in part, (July 18):

"Not to prolong your anxiety, let's get it said right off that the film versions of 'The Hucksters', which came to the Capitol yesterday, is a considerable re-write of the original, scrubbed and

polished with Beautee soap. Virtually all of the coarseness which was in Frederic Wakeman's dubious book has been neatly eliminated and replaced by a wholesome romance. Much of the sting in the satire of the radio business, which was the novel's singular charm, has been tempered into farce comedy. And the role of Victor Norman has been built up.

"That being clearly recorded and the implications absorbed, we can now go ahead and tell you that the film is amusing - but too long. And we can also carefully warn you that, unless you like Clark Gable very much, you are going to find him monotonous in this hour-and-fifty-five-minute film. "

Richard L. Coe wrote in the Washington Post, July 19:

"In 'The Hucksters' the Sleepy Giant of the Arts lectures the Chattering Magpie of Science on how to behave in public. When it sticks to this idea of the movies telling off radio, the Palace's new film is deliciously ironic.

"Expensively scrubbed for the movie public, Frederic Wakeman's widely-read yarn now has a surprising quality of childlike innocence. When it is spoofing radio commercials and that titan of eccentric sponsors, Evan Llewellyn Evans, or when it is solemnly telling radio to mend its airways else the public will snap it off, as it does in a boyishly sincere letter dictated by Clark Gable, it is extremely - and often unconsciously - funny. It has the aplomb of a child telling a story he doesn't quite understand, but which he suspects is pretty good.

"You feel this because the film insists on subordinating the satire, which was the essential of the book, to True Love and its purgative effect on our base natures. True, the book is no unalterable classic and it ran downhill after its broadsides against radio were spent, but in adapting it for the screen, Metro has loaded it down with the very thing which makes one most despair about movies in general, Romance."

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NEW ASSOCIATION TO EXPORT ELECTRICAL APPARATUS

Electrical Manufacturers' Export Association has filed papers under the Export Trade Act (Webb-Pomerene Law) with the Federal Trade Commission for exporting electrical apparatus. The Association will maintain offices at 70 Pine St., New York.

Officers of the Association are W. E. Goodman, Chairman; J. R. McFarlin, Vice Chairman; Merritt C. Berrell, Executive Secretary; and Duane E. Akins, Roger A. Black, Edward F. Callahan, Robert A. Currie, W. E. Goodman, E. F. Hartert and J. R. McFarlin, members of the Board of Governors.

Members of the Association are Electric Service Manufacturing Co., Philadelphia; Goodman Manufacturing Co., Chicago; International General Electric Co., Inc., New York; Westinghouse Electric International Co., New York; Jeffrey Manufacturing Co., Columbus, Ohio; Ohio Brass Co., Mansfield, Ohio; and Line Material Co., Milwaukee, Wis.

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HALF YEAR RADIO SET OUTPUT HIGH; FM, TV ABOVE 1946 TOTALS

A total of 8,610,644 radio and television receivers were produced by RMA member-companies during the first six months of 1947 despite a seasonal slack in June with FM-AM and television sets showing the greatest gains over 1946, the Radio Manufacturers' Association reported.

More television receivers were produced in June alone than in the entire year 1946, while the half year's output of FM-AM receivers was two and a half times that of the previous year.

June's record output of 11,484 television receivers brought the half year's total to 46,389 as compared with 6,476 in the whole of 1946.

A total of 445,563 FM-AM receivers were produced by RMA member-companies during the first six months of 1947 as compared with 181,485 in 1946. June's output, however, declined along with the entire set production below the two previous months. FM-AM receivers manufactured in June numbered 76,624 as compared with 84,507 in May.

However, total June set production dropped to 1,213,142 in an expected seasonal decline as compared with 1,316,373 in May.

The proportion of FM-AM receivers to the total set production rose from 1.4 to more than 5 percent during the first half of 1947. An RMA survey last Spring indicated that total FM-AM set production in 1947 would run between 1.8 and 2.1 million this year, rising sharply during the last half of the year.

Of the 46,389 television receivers produced in the past six months, 32,769 were table models, 9,229 were consoles, 3,517 were radio-phonograph combination models, and 874 were converters.

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FCC PROSECUTES ILLEGAL RADIO OPERATORS

Three men who resorted to radio transmission in an effort to beat the horseraces, only to be apprehended by Federal Communications Commission field agents, have been sentenced for violating the Communications Act which prohibits illegal radio operation.

In Florida, John A. Campbell was convicted by a Federal court jury of transmitting without a license and received a sentence of six months in jail and a fine of \$500, but appealed. He figured in the Hialeah racetrack case of last March in which transmitting apparatus relayed tips to distant bettors.

In California, Edgar M. Smith and Kenneth McCrea were each fined \$500 and placed on probation for a period of five years. They were taken into custody at the Santa Anita track, also in March, in connection with the operation of a transmitter concealed beneath clothing in a like effort to "beat the bookies". The Commission has taken steps to suspend the commercial radio operator licenses held by both of these men.

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NICHOLAS, FARNSWORTH, RAPS; BONFIG, ZENITH, DEFENDS, PHONE TV

There was a spirited exchange this week between E. A. Nicholas, President of the Farnsworth Television and Radio Corporation and H. C. Bonfig, Vice-President of Zenith over the latter company's proposed "pay-as-you-see" system of receiving television broadcasts over the telephone instead of by radio.

Addressing a national convention of Farnsworth distributors in Chicago, Mr. Nicholas said, "The American people are accustomed to the radio way. They expect to turn on their receivers as they choose, and to enjoy any program they choose.

"They do not pay a tax; they drop no nickels in slots; they receive no bills from anyone. They expect the same of television, and they are going to get the same of television."

Mr. Nicholas labeled proposers of the system which would require set owners to pay for part of their television entertainment "chronic doubters who have constantly sought to talk down television progress."

"If such a system were technically possible on a national scale - which few agree that it is - who would hold this dictatorial power over your reception?" Mr. Nicholas went on to say. "What manner of giant monopoly would this create?"

Mr. Nicholas saw a pay-for-your-program system as giving the set owner less for the price of his receiver.

"After paying for his receiver", Mr. Nicholas said, "the owner would have to pay again and again to use it. His cost would be a continuing cost, unless he were content to receive only those programs which the broadcasters felt obliged to give him free of charge." \* \* \* \*

"Advertisers are showing their confidence in the American way of television", he said. "Sixty-two advertisers, including many of the nation's largest companies, are now sponsoring television programs. Only a short month ago that number was 46. So we have had an increase of 16 in 30 days - or 33 per cent.

"And during the same time there was a seasonal decline in sponsorship of regular radio programs. Does this sound as if we need a new system whereby the set owner buys his program?"

"Scoffing at predictions that pay-as-you-see service would slow down development of television, Mr. Bonfig said Zenith development of a pay-as-you-see-system was the one thing needed to lift television from the doldrums in which it has languished for many years.\* \* \*

"Phone vision", Mr. Bonfig said, "instead of competing with ordinary television, is an added service of great value to

both the public and the television industry. Phone vision sets will receive all television programs broadcast in the conventional manner, just like any other receiver."

Mr. Bonfig stated that public response to the announcement of phone vision had been terrific. "We received thousands of telephone calls", he said, "from people who wanted this new service now. The Illinois Bell Telephone Company and Commonwealth Edison were likewise swamped with similar calls. The public has already demonstrated that it is willing and eager to pay for finer television programming than can be presented by advertisers."

Mr. Bonfig said that the only really popular television programs available today are sports events. New movies are unavailable for television he said because their production costs, in some cases exceeding one million dollars per hour, put them beyond reach of advertisers.

Phone vision, he said, by presenting these costly entertainment features in addition to ordinary television, will greatly stimulate the sale of sets, and in turn aid the development of ordinary television. He pointed out that Zenith stands ready to license any qualified manufacturer to produce phone vision receivers, and said that interest in the industry is keen.

"The public will insist on phone vision", he stated, "because it will bring them two great television services instead of just one."

An editorial in the New York Times (July 23) entitled, "Pay As You See" reads in part:

"There is no technical difficulty in carrying out the idea of receiving on the telephone set in the living room some frequencies which come directly through the ether from the transmitting station and others by wire at a price. The proposal is ingenious. You pay only for what you want to see and not for a 'commercial' that annoys because it is wedged in just when the heroine of a melodrama is about to face death. \* \* \* \*

"Commander McDonald rightly points out that television could be paid for just as we pay for telephoning. Hollywood's experience is here enlightening. Translated into terms of running time, a film play may cost from \$1,500 to \$40,000 a minute, with \$1,500 representing about the worst that the public will tolerate.

"If we are to have every day a new full length television comedy or tragedy lasting an hour and a half (British experience indicates that 'shorts' are not so popular) the studios will incur a staggering outlay. Whole acres must be given over to 'lots' on which half a dozen companies are rehearsing for coming productions. An army of artisans must be kept busy preparing sets. Even at the average rate of only \$15,000 a minute the director must reckon with an expenditure of about a million if each day only a single full-

length play is to be presented with the opulence to which we are accustomed. And if each of the twelve channels assigned by the Federal Communications Commission to television transmits plays for six hours a day the outlay is terrifying. Commander McDonald's estimated \$10,000,000 a year seems much too modest. But whether or not he has solved the biggest problem in television he has given the telephone and broadcasting companies something to think about."

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A.T.& T. WITHDRAWS COAXIAL TV RATE BID; REVISION DOWNWARD SEEN

As had been anticipated because of complaints from the industry that they were too high, the American Telephone & Telegraph Company last Monday, July 21, withdrew schedules for proposed rates for intercity coaxial cable television program transmission services which were to have become effective August 1st. The withdrawal notice to the Commission gave no reason for the action, but said the action was taken "without prejudice" to the filing of new schedules at a later date.

It seemed to be the opinion at the Federal Communications Commission that the forthcoming rate proposals would be considerably lower than those first proposed. Allen S. Dumont, the Television Broadcasters' Association, and others have filed objections to the rates originally proposed by A. T. & T.

A. T. & T.'s coaxial cable has been used for some time for relaying television broadcasts between New York and Washington, D.C. the service being provided by A. T. & T. without charge while the operation was on an experimental basis. The coaxial cable is an underground multiple cable capable of carrying numerous telephone conversations and television relays in two directions simultaneously.

In New York, a statement by the company said the action in withdrawing the proposed tariffs was taken to "permit further studies of the technical problems".

Present experimental television service over the New York-Washington coaxial cable "will be continued until final tariffs are filed", the company said.

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RALPH ATLASS CHI STATION BIZ UP 15%; TIME SALES 21%

Revenue of WIND, Chicago, independent station, which Ralph L. Atlass heads, has shown a marked increase of 15.2% for the first six months of 1947 over the same period in 1946, with time sales currently running at increased rate of 21.3%, it has been announced by John Carey, station sales manager.

Commenting on figures, Mr. Carey stated that trend in commercial copy is toward pre-war, hard merchandise selling and that advertisers are watching expenditures with increasing care.

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WTOP-CBS WASHINGTON, D.C. OUTLET JOINS FM PARADE

Station WTOP, Washington outlet for the Columbia Broadcasting System, was granted a permit for an FM station in the Capital, Carl Burkland, Station Manager, said this week. Mr. Burkland added that station engineers will soon begin engineering experiments with mobile equipment to determine the location of the transmitter.

The authorization brings the number granted in the District to 12 - the total set aside for Washington by the Federal Communications Commission. Five FM stations are now on the air.

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HOUSE VOTES TO DISCONTINUE RADIO INSTALLMENT BUYING CURBS

The House voted yesterday, the 22nd, to strip the Administration of all authority to control installment buying. The measure proposed to end immediately the restraints on credit purchases of such things as automobiles, refrigerators and radios.

The Senate had approved a bill to continue the controls in modified form to December 31st, but the House rejected this and sent its own measure to the Senate.

The controls require one-third down payments, with installments running no more than 15 months.

Since President Truman has advised Congress he will lift the controls imposed in wartime - unless Congress gives him peacetime authority - Tuesday's House action pointed directly toward an early end of all installment-buying regulations.

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C. & O. APPLIES FOR TRAIN RADIO TELEPHONES

The Chesapeake & Ohio Railway Co. on Tuesday filed the first application with the Federal Communications Commission for authority to set up public toll telephone service on its moving trains. The railroad said it plans to inaugurate the service on two trains between Washington and Cincinnati, Ohio. The plan involves construction by the railroad of its own telephone lines along the right of way.

The C. & O. proposes to set up these telephone lines parallel to its tracks. Conversations will involve a 30-foot radio span between the side of the car and the telephone wires. For outgoing calls, passengers will dial the operator, and the call signal, picked up by the telephone wires, will be received at the nearest regular telephone exchange. Incoming calls will be relayed through booster stations to be established along the right of way.

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FM ASSN. OBJECTS TO FCC CALLING AM STATIONS "STANDARD"

Objection to use by the Federal Communications Commission of the term "standard" when reference is made to AM radio stations was made in a letter from J. N. Bailey, Executive Director of the FM Association to the Federal Communications Commission.

"In view of the definite superiority from an engineering standpoint of FM broadcast service", Mr. Bailey wrote, "and based upon FM's present growth, it is apparent that the number of stations in operation in the FM band shortly will equal and soon will exceed the number licensed in the AM band."

"Thus it appears", he continued, "that FM will become the accepted system of broadcasting and AM will eventually become obsolete. Inasmuch as the term 'standard' is applied to that which is accepted generally by the public, and since the present trend indicates that within a comparatively short space of time FM will become the accepted method of broadcasting, the FM Association objects to the terminology in the proposed Commission forms insofar as these forms identify AM broadcasting as 'standard'. As an alternative, we respectfully submit that the forms should designate AM as 'AM (amplitude modulation)'."

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ZENITH REPORTS PROFIT; ERICKBAT FOR OPA

The Zenith Radio Corporation and its subsidiaries are operating in the black in the first three months of the fiscal year that began on May 1.

"A year ago we were running into substantial losses on production of automobile radios, resulting in a net loss of \$649,649 for the six months ended October 31, 1936", E. F. McDonald, President, declared. "At one time we were losing \$5 to \$6 on every car radio we delivered. As soon as OPA went out of business we were able to raise our prices 25 per cent with no complaints."

He explained that the company continued to produce automobile radios at a loss because Zenith was the only supplier for Ford, Lincoln, Nash, Hudson and Willys. He told shareholders to consider the good-will the company had been able to build up with these manufacturers and added: "The automobile business is one where saturation will never be reached. It insures us a good car radio market. We have had to refuse the car radio business offered by such other companies as Packard, Chrysler, Kaiser-Frazer and DiamondT and International Harvester trucks."

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CHICAGO TRIBUNE THANKS WORLD PRESS IN FIRST NET FACSIMILE

A message of thanks to the press of the world extended by the Chicago Tribune last week read:

"More than 10 million readers in 46 countries and territories outside the United States got a look at the front page of the Centennial issue of the Chicago Tribune at almost the same hour Chicagoans pored over this newspaper's 100th birthday number.

"This almost instantaneous dissemination was made possible by twin milestones in world journalistic history. First was the international cooperation of 80 leading newspapers in 52 capitals and principal cities of foreign nations and American territories, 56 of which already are known to have reproduced the Tribune's Page One.

"Second was the unique feat of news transmission created to commemorate the Tribune's 100th birthday - the first international news-facsimile network in history. By wirephoto and telephoto networks, and by radio facsimile from New York and San Francisco stations, the reproduction of the Tribune's front page was flashed across the country and throughout the world."

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PROTEST CANADIAN BAN ON NEWSPAPER RADIO LICENSES

Following a recent report by the Canadian Broadcasting Commission that no more licenses would be issued to newspapers, the Canadian Daily Newspapers Association presented a brief to the Radio Committee of the House of Commons which held that it was essential that this discrimination be removed because of the imminent introduction of facsimile which may make it necessary for newspapers to own radio stations to stay in business.

"This ruling is not by virtue of any provision in any statute or regulation dealing with broadcasting", said the brief. "It is an arbitrary decision of the governors which is unwarranted, unfair and contrary to the public interest."

The brief went on:

"If radio licenses are refused to newspapers on the grounds that monopolies must be avoided at all cost, the very possible, if not the probable, result will be a monopoly of news in the hands of people without the standards and the experience of newspaper publishers, and the disappearance of the press as we know it today, with all that may mean not only in injury to the public interest, but in the loss of millions of dollars of capital investment, millions of dollars of taxable revenue and thousands of jobs."

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::: SCISSORS AND PASTE :::  
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Press Must Act Quickly For Newsgathering Frequencies  
(Jeremiah Courtney, Washington Attorney, Formerly with  
FCC, writing in "Editor and Publisher")

Broadened use of radio now available for news gathering furnishes another proof of the old adage that it's an ill wind that blows no good. For 25 years progress in radio research was crowded into the war years, according to Commissioner E. K. Jett of the Federal Communications Commission, formerly the agency's Chief Engineer. And, as a result, there are radio frequencies available for non-broadcast use today that might not have been tapped for many years to come.

Not the least of the beneficiaries of this wartime research are the newspapers and press associations. For these organizations today have a supply of frequencies that may be used for two-way radio communications between the editor's desk and the reporter's car, four of these frequencies being located in the choice portion of the radio spectrum between 152-162 megacycles and ideally suited for communications of 15-20 miles coverage in metropolitan areas.

\* \* \* \* \*

Although the rapid growth in use of two-way radio by the newspaper industry is foreordained under the broadened scope of communication now permitted, nevertheless a word of warning may not be amiss. If newspapers and press associations are to keep the frequencies now available for their purposes, there is little time to be lost. Unless two-way radio is used for newspaper and press association work, the FCC cannot be expected to reserve frequencies in the crowded spectrum for a service that does not demonstrate its needs and the contributions made, through use to the public interest, which is the touchstone of all frequency allocations.

An ever increasing group of interests is discovering the efficiency and economy of two-way radio and the demand for frequencies is now far in excess of the supply for certain categories of users. Unless newspaper and press association begin to use radio on a much more extensive basis than formerly, they may in time find themselves precluded from such use in consequence of the rigorous competition for frequencies now prevailing.

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The Man Behind Television By Telephone  
(From an article "Two Fisted Dreamer" by Ted Leitzell in  
the "American Weekly" of July 13th)

Gene McDonald has won another fight. The two-fisted dreamer who gained a decision over a balky machine shop file at the cost of a pair of blistered hands, when he was 16 has just subdued television, problem child of radio and is ready to bring it into America's living room wearing its company manners. Which means first-run movies, Broadway plays and - no commercials.

McDonald, who has fought monopolies, bureaucracies, physical handicaps and the elements while climbing from machinist's

apprentice to the presidency of the Zenith Radio Corporation with a personal fortune of millions, never did feel pessimistic about television, or its future.

Years ago he summed up the situation:

"Televisionaries think we can pay for television the same way we paid for radio. They are wrong. The public will demand programs equal to the movies in entertainment value, and that will cost more money than advertisers can afford to pay. Until they get it, television will be a colossal flop."

But the televisionaries went ahead anyway, several times. Each time their boomlets flopped. After each collapse McDonald said:

"There's nothing wrong with television that money won't cure."

Well, then, he reasoned, why not let the consumer pay for it? Mr. and Mrs. Citizen pay to see movies at the theatre. Let them pay to see similar entertainment in their living room. \* \* \* \*

Cost of the service is added to his telephone bill at the end of the month. \* \* \*

Those who own phone vision sets but are unwilling to pay for the key signal service will still be able to see things on their screens, but the distorted masses on view won't be comprehensible. They will, however, be able to see all of the free television programs that are regularly broadcast.

With the consumer footing the bill, instead of the sponsor, commercials will be unnecessary.

- - - - -

Possibility Of Home TV Hurting Movie Theatres Seen  
( "Variety" )

Television might some day take acut out of the gate receipts of sports events and film theatres, if the type of crowds watching baseball games, fights and other events on tele screens in New York neighborhood bars is any indication.

Survey conducted this week by Variety reveals that the majority of lookers in the neighborhood cafes are regular customers who spend their evenings before the screens in their favorite bars. Fact that many of these are young couples who would almost certainly attend a nabe filmery otherwise shows how tele has caught on to the potential detriment of nabe box offices. And statements by inveterate sports addicts to the effect that they'd much rather watch a ball game in the cool comfort of a bar, where they can sip a few beers inexpensively, rather than buck the crowds to pay admission at the gate, indicates that sports promoters also feel tele's bite.

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During the recent eclipse of the sun, the Argentine Naval Communications Service conducted experiments with the cooperation of Argentine amateur radio operators to determine the effects of sunlight on radio waves in the ionosphere. The results of the experiments have not been announced. The experiments were to consist of transmitting radio waves both across and within the shadow of the eclipse in order to study the differences in reception caused by the absence of sunlight in the ionosphere.

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:::: TRADE NOTES ::::  
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The four networks will seek to arrange duplication of network AM musical programs on FM radio stations, network representatives reported to the Employee-Employer Relations Committee Monday. The latter Committee, holding sessions at NAB headquarters in Washington on labor legislation, endorsed the report of the networks by resolution and urged them to proceed with the plan "as quickly as possible".

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Cody Pfanstiehl, formerly of the publicity staff of Warner Brothers Theatres in Washington, D. C., becomes Director of Press Information for WTOP-CBS, succeeding Carl Gebhur who moves to the Sales Department under Maurice E. Mitchell.

A member of the Press Relations staff at the University of Chicago before the war, Mr. Pfanstiehl served four years in the Army Air Forces. For three months after his discharge, he was announcer and special events man for WFEC in Greenville, S. C.

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Farnsworth Television & Radio Corporation in its annual report to stockholders announced a net loss of \$435,742, after Federal tax credit carrybacks, for the year ended April 30, 1947, compared with net profits of \$401,189 for the previous year.

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Demanding an inquiry because the British Broadcasting Corporation broadcast a bullfight, George Bernard Shaw indignantly wrote to the editor of a London newspaper:

"In a bullfight an innocent animal is driven into an arena, where it is goaded, tormented and infuriated until it is exhausted, in which pitiable condition it is murdered by a swordsman splendidly attired, giving himself the airs of triumphing in a fair fight with a dangerous bull.

"In my early days England was proud of having abolished bear-baiting and all such savageries, and made bullfighting a national reproach to Spain. But now!"

Shaw demanded a public inquiry into the mental condition of BBC.

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To provide space for improved service to its radio dealers and for the expansion of its M-G-M record distribution, Zenith Radio Distributing Corporation recently purchased the two-story and basement building at 912-22 Washington Blvd., Chicago, Hugh Robertson, Executive Vice-President and Treasurer of Zenith Radio Corporation, announced Monday.

Mr. Robertson said that the continued demand for Zenith radios and the rapid growth of its recently acquired record business made the distributing corporation's facilities at 680 North Michigan Avenue inadequate. This building will be retained as a display salon for both Zenith radios and Zenith hearing aids, as well as a service and a sales outlet for hearing aid batteries and accessories.

Contents of the July issue of Radio Age published by the Information Division of RCA, include "Outlook for the Radio Industry", by Brig. Gen. David Sarnoff; "Uses of Television" by Noran E. Kersta, an illustrated description of RCA Exhibition Hall in Radio City, and "Plane-to-Shore Message Service Opened".

----- and former radio  
Powel Crosley, Jr., Cincinnati automobile manufacturer said Monday he was negotiating for the purchase of historic Bull Island in the Atlantic Ocean, about fifteen miles south of Savannah, Ga. The island is about seven miles long and four miles wide, Mr. Crosley said, with about 2,000 acres of land above high tide.

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Sam Norris, associated with Ampere Electronic Corporation, Brooklyn, N. Y., since 1929, has been elected Executive Vice-President.

The expanding Ampere line will include new tubes for FM broadcasting.

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Three specialists in television have joined Richard W. Hubbell and Associates, television consultants, the firm announces. Dr. Alfred Norton Goldsmith, former RCA Vice President, will concentrate on engineering and research, policy and management, continuing his regular consulting practice. Thomas H. Hutchinson, formerly with Ruthrauff and Ryan and RKO Television, will specialize in program production and station problems. Philip Booth, formerly with CBS Television, London Films and Westchester Playhouse, will concentrate on program structures and personnel training.

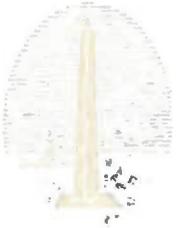
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The Stewart-Warner Corp. has appointed the National Radio and Television Service of Washington, D. C., and the Arlington Television Laboratories under the company's service and installation plan for its television receivers in the Capital.

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James L. Fly, former Chairman of the Federal Communications Commission, who has been arbitrating issues between the American Communications Association, CIO, and operators, awarded wage increases Tuesday to radio officers aboard East and Gulf Coast tankers, raising their monthly pay from \$230.75 to \$288.45. The award provided that \$25 of the increase should be retroactive to Sept. 26, 1946, and also increased the overtime rate from \$1.25 to \$1.60 an hour.

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Nineteen cabinet variations of the 12 model line were previewed by distributors of Westinghouse in Atlanta Tuesday in the first of a series of meetings to be held throughout the United States. The line includes five consoles, five table models, a consolette, and a new portable. Edgar G. Herrmann, Sales Manager, explained that while prices had not been firmly set, they will range from \$37 to \$600.

Mr. Herrmann said the special new Westinghouse FM circuit is incorporated in all consoles and one table model. He did not reveal technical details, since a patent is pending, but he pointed out that the new circuit results in improved tuning characteristics and reduces to a minimum noise and distortion of broadcast signal.

Although no television receivers were shown, Mr. Herrmann said the development of the first set is completed and Westinghouse will market a new television receiver.



# 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. 1785

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July 30, 1947

## JONES LEAVING CONGRESS FOR FCC TOUCHES OFF GREAT LOVEFEST

Old timers rubbed their eyes at the ovation participated in by Republicans and Democrats alike, which Representative Robert F. Jones (R), of Ohio, received in the House last Friday when Speaker Joe Martin presented the former's resignation. Representative Jones had just been appointed by President Truman to a term of seven years on the Federal Communications Commission to succeed Commissioner Ray C. Wakefield of California, whose re-nomination was subsequently withdrawn.

Representative Thomas A. Jenkins (R), dean of the Ohio delegation was the first to get to his feet when Speaker Martin read Mr. Jones' formal letter of resignation. Said he:

"It is with a deep sense of personal loss that I contemplate the resignation of my very good friend, Robert F. Jones. When he came to Congress he was one of the youngest Members, and although he has been in Congress now nearly 8½ years, he is still the youngest man in the Ohio delegation. (Editor's Note: Mr. Jones is 40 years old). I am sure the Ohio delegation, both Republicans and Democrats, wish him well in his new position. While his leaving will be a loss to the district which he has so ably represented and to the State of Ohio, it will be a much greater loss to the Nation. His outstanding work as a member of the Committee on Appropriations was distinctively Nation-wide in its scope. Anyone who saw him perform in his handling of the Interior Department Appropriation bill on this floor some few weeks ago surely realized that his work was distinctively Nation-wide. I have heard many Members say that by his masterful handling of that bill he proved that he is a master parliamentarian. His work on the Committee of Appropriations for the last few years has made him a national figure. And it has won for him the admiration of all the members of this great committee, whether Republicans or Democrats. \* \* \* \*

"Here he is today with nearly 9 years of service in the greatest legislative body in the world behind him, yet he has before him the best years of his life. I predict for him great success in the position to which the President of the United States has appointed him. He was appointed because he had a good record which could not be successfully assailed."

Former Democratic Speaker Sam Rayburn, of Texas, broke in:

"I do not want to let this opportunity pass without saying a word about the service of Bob Jones and the type and character of man I think he is.

"I do not think there have been better men to serve in the House of Representatives than Bob Jones. I shall miss him very much personally, and I know that the House will miss his splendid ability and his great efficiency. He is going to a place where he can, and

I think will, be of great service. He is going to a Commission which I think will not be hurt by the infusion of some Bob Jones blood."

Republican Floor Leader Charles A. Halleck, of Indiana, said:

"I consider him one of our outstanding Members - a man of unquestioned integrity and honesty. He has shown but one purpose, and that is to do the right as he sees the right in the interest of all the people of this great country.

"As Chairman of the Interior Department Subcommittee of the Committee on Appropriations, he had a most difficult assignment. In his handling of that bill he showed a detailed knowledge of every single item in it. He always supported his arguments with facts."

Representative Taber (R), of New York, Appropriations Committee Chairman, declared:

"Bob Jones came here as an able young lawyer. As a result of the most diligent effort in committee and on the floor, and tremendous study, day and night, he became one of the ablest parliamentarians we had on the floor, and one of the most effective committee members and one of those who was best able to handle a bill and put it across on the floor.

"I am sure that in the work he is tackling in the Federal Communications Commission, he will make a record which will stand out just as his record has stood out here."

One Representative after another arose to pay his tribute to Mr. Jones, namely Representatives Cliff Clevenger (R), of Ohio; W. F. Norrell (D), of Arkansas; Robert Sikes (D), of Florida; Robert F. Rich (R), of Pennsylvania; Walter E. Brehm (R), of Ohio; John M. Vorys (R), of Ohio; George H. Mahon (D), of Texas; Carl T. Curtis (R) of Nebraska; Karl Stefan (R), of Nebraska; Robert A. Grant (R), of Indiana; J. Percy Priest (D), of Tennessee; J. Harry McGregor (R), of Ohio; Karl M. LeCompte (R), of Iowa; Sam Hobbs (D), of Alabama; L. Mendel Rivers (D), of South Carolina; Homer A. Ramey (R), of Ohio; John Kunkel (R), of Ohio; Ivor D. Fenton (R), of Maine; Estes Kefauver (D), of Tennessee; H. Carl Anderson (R), of Minnesota, and Emanuel Celler (D) of New York.

Finally, Representative Jones responded, in part:

"Of course I am very grateful for the kind words that have been said about me here this afternoon. I choose, however, to consider them as impersonal and that they represent an ideal to which you Members of the House, with whom I have served, would like to see a colleague of yours adhere. \* \* \*

"I go to the position to which I have been appointed by the President of the United States with a background of the traditions of this House of Representatives. I go as a recent Member of a great legislative body, close to the people; a legislative body

that cherishes and defends freedom. We may differ at times over the way we arrive at the solution of our problem, but we discuss them, we debate, decide and when the majority speaks, we all abide by that decision. \* \* \* \*

"The nearly 10 years I have spent here I know will assist me greatly in the duties I shall take up on September 3. To have the point of view of men and women who are trying to preserve liberty and freedom is a distinguished background and will be of great assistance in serving on the Federal Communications Commission which has so much to do with freedom of speech and freedom of communications throughout the United States, in fact throughout the world.\* \* \*

"I shall miss you all, of course. Our relationship may never be the same again because, after all, I am leaving the House of Representatives to become a 'bureaucrat'. I do not expect any quarter from any one in this House in that capacity, because I gave no quarter as a member of the Appropriations Committee to any of the bureaucrats. I hope sincerely, though, that when I do come back you can give to me the same clean bill of health you have given me as I leave you today."

The tributes to the new Federal Communications Commissioner cover three and a half pages (beginning with No. 10311) in the Congressional Record of July 25 in addition to several members having been granted permission to extend their remarks in later issues.

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#### FCC INVESTIGATING LOCAL POWER LINES "WIRED-WIRELESS"

The Federal Communications Commission is investigating reports that some individuals and groups have begun, or plan, "wired-wireless" broadcast service over local power lines.

"Indications are that the necessary equipment is being supplied by firms or agents with the mistaken assurance that this type of operation does not come under Commission jurisdiction", says the FCC. "There is further indication that the operators, also, are not familiar with Commission requirements.

"This use is not covered specifically by the Communications Act or the Commission's rules and regulations. However, it is subject to regulations which govern the operation of low-power radio frequency devices intended for control rather than for broadcast purposes. These sections specify maximum power and range for such devices if they are to be excepted from the licensing procedure.

"There is no provision under the low-power rules which countenance the establishment of a station comparable to presently authorized broadcast stations. By no stretch of the imagination can it be interpreted that the Commission intended low-power devices to be converted into stations for communicating through space by radio, employing call letters selected at random, operating on

frequencies assigned to the standard broadcast band, and broadcasting commercial announcements.

"Instances where the potential purchaser has been assured by the distributor or manufacturer that a certain low-power device conforms with the established rules have been brought to the attention of the Commission. While this unconventional practice may exist, it does not relieve the owner or operator of the responsibility for determining that the Commission's requirements are fulfilled.

"Unlicensed radio operation, which normally results when low-power devices exceed the limitations provided, creates a definite menace to important communications and may subject the operator to serious penalties provided for in the Communications Act, including a maximum fine of \$10,000 or two years' imprisonment, or both.\*\*\*

"As originally conceived, the rules provided for the use of low-power radio frequency devices for control purposes. The control device employs a conventional house lighting circuit to provide a link between the transmitter device and the unit to be controlled. The apparatus generating the electro magnetic field must always be operated at a distance less than 157,000 feet divided by the frequency of operation in kilocycles from the unit to be controlled. For example: At 1000 kilocycles, in the middle of the standard broadcast band, the maximum distance of operation should not be greater than 157 feet. When the radiation from low power radio frequency devices exceeds the calculated maximum distance permissible, the equipment assumes the status of an unlicensed transmitter and the owner and operator are subject to the penalties provided in the Communications Act. \* \* \*

"While the so-called 'campus radio' of the Intercollegiate Broadcasting System, which is confined to the individual wired precincts of more than 50 schools and colleges, is not licensed, its operators see that it conforms to FCC low-power rules.

"Even though low power is employed, equipment of this type may be accidentally or intentionally coupled to radiating antennas or power supply lines so as to interfere with radio reception. In this respect the interference may well be caused by harmonics rather than on the fundamental frequency.

"Of course, if a control device is to be operated over distance or with greater power than those specified, it is necessary to first obtain a license from the Commission. Licenses are issued without cost, and application forms may be obtained from any Commission field office, or by writing to the 'Secretary, Federal Communications Commission, Washington 25, D. C.' Likewise, the Commission and its field offices will be glad to answer any inquiries concerning use of low-power devices.

"Licenses may be granted to operate radio control devices on certain frequencies within the band 27.430 to 27.480 megacycles shared with the Industrial, Scientific and Medical Service; and also within the Citizens Radio Service band 460-470 megacycles. At this

time, operation of these devices would be under the terms of experimental licenses.

"Amateur radio stations may also be used for transmitting signals to receiving apparatus in connection with the control of remote objects such as model aircraft. This is provided in Section 12.101 of the rules governing amateur operation. However, an amateur station used for this purpose must be operated by a licensed amateur radio operator on frequencies assigned for the use of amateur stations."

(Editor's Note: It was said at the FCC that the Commission investigating reports of "wired wireless" broadcast service over local power lines were not inspired by Zenith's phone vision plans. See "Power Lines People Also Inquire About 'Pay As You See TV'" immediately following.)

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POWER LINES PEOPLE ALSO INQUIRE ABOUT "PAY AS YOU SEE" TV

Commander E. F. McDonald, Jr., President of the Zenith Radio Corporation, at the annual stockholders meeting in Chicago last week, revealed further details of the company's plans for "phone vision", Zenith's new method of providing "pay-as-you-see" home television programs of current movies and other entertainment features.

Commander McDonald told stockholders that Zenith had been working since 1931 on a method of using telephone wires for television, but that it was only three months ago that he received permission from his patent attorneys to reveal development of phone vision.

He said that three months ago he had talked to two vice presidents of the American Telephone and Telegraph Co., who were and are interested in phone vision. He also said that since announcement of phone vision earlier this month, Zenith had been approached by three electric utility companies who were anxious to have power lines instead of telephone wires used with the system.

Mr. McDonald also described a conversation with the head of one of the largest motion picture companies, which also operates a chain of theaters in large cities. He declined to reveal the name of the film executive, but quoted him as saying, "Phone vision will give us twenty million new outlets, and we are looking for distribution."

Commander McDonald also said that the telephone company had been approached earlier by three different movie producers who wondered if there might not be some method of using telephone wires to create a box office for movies, but that phone vision was the first solution offered to the problem.

Mr. McDonald touched on the economics of phone vision by pointing out that although average cost of producing features is more than \$650,000, with many running into several millions, film producers receive an average of only about 4½ cents from each

theater viewer. Then, emphasizing that this was only surmising, he said that if the cost of seeing a new feature, such as the Yearling, in the home by phone vision were \$1, and it were seen by a family of five, the producer would need only 25¢ to average 5¢ per viewer. This would leave, he suggested, 75¢ to be divided between the telephone or utility company and the television transmitting station."

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WDAY FREE NON-PARTISAN SERVICE TO CONGRESSMEN MAKES HIT

Quite a bouquet was tossed at Station WDAY, National Broadcasting Company outlet, in Fargo, N.D., by Senator Milton R. Young, of North Dakota, for free facilities it afforded Senators and Representatives of that part of the country.

"All during this session radio station WDAY, one of North Dakota's outstanding broadcasting stations, has conducted a most commendable program which has permitted the Members of Congress from its coverage area to report, in a non-political way, the progress of legislation, allowing them freely to express themselves", Mr. Young reported in the Congressional Record.

"The Members of Congress have greatly appreciated this service and wish to commend Station WDAY for making the service possible.

"I ask unanimous consent that a telegram I have just received from Station WDAY be inserted in the Record as a part of my remarks."

The telegram read:

"As the first session of the Eightieth Congress of the United States draws close to its final hours, the newsroom of WDAY wishes to express its thanks to the Senators and Representatives from the Northwest for their cooperation during this session in the presentation of Washington news. Through their help we have been able to give this area one of the most complete reports of daily Washington news and of special topics of particular interest to the people of this area. Their response to queries for specific information has at all times enabled us to answer similar queries for information from WDAY's listeners. To these Senators and Representatives the WDAY newsroom extends thanks on this final broadcast of the weekly Washington report."

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SYLVANIA SALES INCREASE 69 PER CENT IN FIRST HALF OF 1947

Net sales of Sylvania Electric Products, Inc. for the six months ended June 30, 1947, were \$47,756,365, an increase of 69 per cent over sales of \$28,187,728 in the corresponding period of 1946. Net sales for the three months ended June 30, 1947, totaled \$24,219,586 compared with \$15,353,597 for the second quarter of 1946, an increase of 57.7 per cent.

Net income for the first half of the year was \$1,538,977 equal to \$1.35 per share on the 1,006,550 shares of common stock outstanding after deducting dividends on the \$4 cumulative preferred stock. This compares with \$558,468 or 36 cents per share on 1,005,000 shares of common stock in the first half of 1946. For the three months ended June 30, 1947, net income was \$735,635, equal to 63 cents per share on the common stock.

The report added that new and improved machinery, improved manufacturing efficiencies, higher sales prices on some of the company's products, and the passing along of an excise tax formerly absorbed by the company on certain of its products, are expected to offset a large part of the estimated increased labor costs.

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CBS CHAIRMAN MARRIES FORMER BARBARA CUSHING OF BOSTON

The marriage of Mrs. Barbara Cushing Mortimer and William S. Paley, Chairman of the Board of the Columbia Broadcasting System, took place at Manhasset, Long Island, last Monday afternoon at the home of the bride's mother, Mrs. Harvey W. Cushing. Only members of the two families were present at the ceremony, performed by Supreme Court Justice J. Edward Lumbard, Jr.

Mr. and Mrs. Paley plan to sail on Friday on the "Queen Elizabeth" for a wedding trip abroad.

The bride is a daughter also of the late Dr. Cushing, noted brain specialist of Boston. She is the sister of Mrs. Vincent Astor and Mrs. John Hay Whitney, and is the former wife of Stanley G. Mortimer, Jr., of New York and Tuxedo Park, N. Y.

Mr. Paley's first wife, the former Miss Dorothy Hart, was at one time married to John Randolph Hearst.

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United Air Lines announced in Chicago last Friday it had purchased 200 radar altimeters and would begin installation of the safety equipment on all its air-liners within a few months. The radar altimeter is an electronic device which warns the pilot by signal lights of the proximity of the ground as well as other obstacles in his path. It has an effective range of some 8000 feet below and ahead of the plane.

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STORER-RYAN PASS 20TH MILESTONE; LOOK FORWARD TO NEXT 20

Congratulations are being received by Commander George B. Storer and J. Harold Ryan, President and Vice-President respectively of the Fort Industry Company broadcasting stations celebrating their twentieth anniversary. In expressing appreciation for their success, Messrs. Storer and Ryan state:

"We look forward to another 20 years based upon our concept of radio and television operation - which is to develop facilities allotted us by the Federal Communications Commission to the utmost in the public interest."

Their stations are WJBK, Detroit, home of Commander Storer; WSPD, Toledo, home of Mr. Ryan (Storer and Ryan are brothers-in law); WLOK, Lima, Ohio; WWVA, Wheeling, W. Va.; WMMN, Fairmont, W. Va.; WAGA, Atlanta, and WGES (whose call letters are the initials of Mr. Storer and a famous Britisher who is also celebrating a birthday).

A new sales record was set when Fort Industry paid \$700,000 for WJBK, 250 watt station on 1490 kc in Detroit. Also a television license has been granted Fort Industry in Detroit, which is to have a 500 foot antenna tower, which is only 50 feet short of the height of the Washington Monument.

Messrs. Storer and Ryan are two of the most popular figures in radio. Commander Storer has been identified over the years with Detroit radio ownership, including WGHP (now WXYZ), which he sold to King-Trendle; CKOK (which became CKLW) and an interest in WJBK. In World War II, Commander Storer left active direction of The Fort Industry to accept a Naval commission and was assigned as Inspection Director of the Chicago Naval District. Later he was transferred to Navy Department headquarters in the Office of Procurement and Materiel.

Mr. Ryan in World War II served as radio censor for the United States. He was second in command to Byron Price, who also had under him the press. Mr. Ryan was so successful in what was perhaps one of the toughest war jobs that so far as known not a major complaint was received from the broadcasters. Following the war, Mr. Ryan was drafted as President of the National Association of Broadcasters.

Messrs. Storer and Ryan first became associated when they went into the gasoline business in 1928. In 1927 the Fort Industry Oil Company was formed in Cleveland and Toledo and to promote it, radio was used. Arrangements were made with the then local station WTAL in Toledo and the Storer-Ryan partnership soon owned the station and changed the call letters to WSPD. In 1931 the gasoline business was sold and the firm went into radio as its main activity.

In connection with its seven stations, The Fort Industry maintains a Washington office in charge of Commander John Koepf, who before entering the Navy was associated with Proctor & Gamble and Station WLW in Cincinnati.

STRONGER ANTI-LIQUOR ADVERTISING BILL CONSIDERED BY SENATE

Senators Clyde M. Reed (R), of Kansas), and Edwin C. Johnson (D), of Colorado, a two man Senate Interstate Commerce subcommittee, are studying a bill introduced by Senator Arthur Capper (R), of Kansas, under which all liquor advertising would be banned. They agreed at a meeting Tuesday that Capper's sweeping bill would not be "practical" in its present form and offered their own substitute.

It would forbid the publication or broadcast of advertisements which "by word, device or sound, imply that the use of liquor is beneficial to health, will increase social or business prestige, or is traditional in American family life." Ads which contained such "implications" would be classed as "misleading under the Federal Trade Commission Act".

The new version was drafted by Reed. Johnson endorsed it but said that it does not go quite far enough. He suggested an added clause to make it illegal for any liquor, wine or beer advertisement to include a picture of a woman, child or family scene.

The Reed bill and Johnson's added proposal will be submitted to the full Senate Commerce Committee next January. Reed "assumed" that public hearings would be held.

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VIGILANT PRESS PRAISED BY JESS WILLARD, NAB V-P

Commemorating "Freedom of Speech Night", and preceding the performance of "The Common Glory", at Williamsburg, Va., A. D. Willard, Jr., Executive Vice President of the National Association of Broadcasters, addressing the audience last night (Tuesday) cited government-imposed limitations as "the greatest danger to individual freedom". He stated, however, that "because we have a free press" and a "vigilant press, which has kept the people in day-to-day communion with the activities of their elected leaders", we have escaped such restrictions.

Mr. Willard, continuing, warned "that without a free radio, we will not have for long a free press."

Tuesday night's performance is the first of a series dedicated to "Four Freedoms" - freedom of speech, freedom of assembly, freedom of religion and freedom of the press.

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MORE "VOICE OF AMERICA" PROGRAMS TO RUSSIA; FEWER ELSEWHERE

The State Department has expanded its Voice of America broadcasting to Russia while curtailing other programs because of reduced appropriations allocated by Congress.

Officials said a new one-half hour program, including 15 minutes of news in the Russian language and 15 minutes of recorded music, would be beamed to Moscow at midnight, Russian time, starting tonight. This is in addition to a one-hour nightly broadcast of news, scientific and cultural features and music which is beamed to Russia from 9 to 10 P.M., Russian time. The 9 P.M. program was started several months ago.

Officials said the additional half-hour broadcast later in the evening would not involve any additional cost, since it will be prepared by the same staff.

Assistant Secretary of State Benton announced the Voice of America programs are being reduced as a whole by 40 per cent.

The program reduction, Mr. Benton said, is one of a series of major steps planned to bring the department's international information and cultural affairs activities within the limits of the \$12,400,000 appropriation voted by Congress. More than \$30,000,000 had been asked.

The new budget includes \$6,900,000 for the Voice of America during the current fiscal year, as compared to \$8,400,000 available for the 12 months ended last June. The present staff of 500 persons working on overseas broadcasts will be reduced to about 225.

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SURVEY SHOWS RADIO SETS CHEAPER THAN 10 YEARS AGO

Frank W. Mansfield, Director of Sales Research for Sylvania has come to the conclusion that, in spite of the present day trend toward higher prices, people paid less for a radio in 1946 than they did ten years ago!

Looking at the matter from one viewpoint, in 1936 it was necessary to work 2.56 weeks in order to have enough money to buy the average priced radio, that is, provided you saved all your pay for that purpose. Last year, the average worker could get a new radio after working only 1.25 weeks.

The average retail price of a radio in 1936 was \$55.70. Mr. Average Workingman was getting \$21.78 per week then. Last year, Mr. A. Workingman's earnings increased to \$43.71 while the average radio price declined to \$54.52. Mr. A.W. had to work less than half the time to get the equivalent radio of ten years ago, pricewise speaking.

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ETHRIDGE ENDS UN CHORE; RETURNS TO RADIO, NEWSPAPER DUTIES

After five and a half months' service as United States representative on the United Nations Balkan Investigation Commission, Mark F. Ethridge, former President of the National Association of Broadcasters, has resumed his duties as publisher of The Louisville Courier-Journal and President of WHAS, Louisville, Ky.

Mr. Ethridge said he regretted that he was not able to remain for the final decision of the Security Council on the Commission's report, but that he felt that he must resume his duties in Louisville.

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AMERICAN FORUM OF THE AIR PRAISED IN CONGRESS

Four pages of the Congressional Record (July 7) were devoted to Theodore Granik and the American Forum of the Air. Said Representative Emanuel Celler (D), of New York:

"This weekly radio discussion program is a unique institution in our Nation's Capital. The proceedings of the American Forum of the Air as they are broadcast every Tuesday night through the facilities of the Mutual Broadcasting System to every corner of our land stimulate our people to think clearly on the vital problems of the day.

"We Members of Congress who are forced by the press of our duties in Washington to remain away from our home districts for various periods of time realize only too well the value of informing the people back home about our work. \* \* \*

"This radio program, which is the oldest public service discussion program, recently celebrated its nineteenth anniversary. For 19 years it has presented discussions of vital issues with outstanding authorities. The name American Forum of the Air has been established in the minds of America's radio listeners as the program from which they can get both sides of an issue.\* \* \* \*

"The early program was called law for laymen and was broadcast over the facilities of radio station WOR in the city of New York. When Theodore Granik came to Washington as counsel for the United States Housing Authority, he brought his radio program with him which was broadcast through the facilities of WOL here in Washington as well as WOR, New York. The program grew and developed with the Mutual Broadcasting System into the present American Forum of the Air."

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FBI OBJECTS TO TITLE FOR NEW WOR SERIES

The Federal Bureau of Investigation in Washington made known Monday that it objected strongly to use of the title "Top Secrets of the FBI", for a proposed new program series on WOR. An official spokesman for the Bureau emphasized the agency was not revealing its "top secrets", and that, contrary to the station's announcement over the week-end, it had not lent official sanction or approval to the series.

The FBI spokesman, who was reached by Jack Gould of the New York Times by telephone in Washington, said that the bureau recognized that its activities were a matter of legitimate public interest, but that it could not approve of a venture which it believed might impair the agency's reputation or dignity.

The only radio program carrying the FBI's formal endorsement, the spokesman said, is "This Is Your FBI, produced by Jerry Devine and carried on the American network. For this program, the spokesman said, FBI officials on their own time check the scripts for accuracy and for educational values in explaining the problems of law enforcement.

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U.S. TELEVISION PASSES 1000TH BIG-SCREEN TELE PROJECTION SET

Having passed the one-thousand mark in big-screen projection television sets produced, the United States Television Mfg. Corp. is now steadily increasing its production of projection models, according to Hamilton Hoge, President of UST. Not counting all other television receivers made, United States Television made its 1000th projection set on July 24.

The count was kept on the projection receiver with the 475 square inch screen, which UST says is the largest on any television set being mass produced today. Because it is a great crowd-pleaser, this set has become the favorite with owners of taverns, hotels, and restaurants. United States Television also makes console television receivers for the home which were not included in the production total.

Production is being stepped up on the big-screen projection television receivers because of the demand for these public place sets throughout the country, Mr. Hoge reported. The demand has increased heavily in areas outside of New York City and routine shipments are now being made to all cities with television programs. Distribution is now made in thirteen states and Washington, D. C.

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::: SCISSORS AND PASTE :::  
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Would Allow FCC More Flexibility Than In New Radio Bill  
("Washington Post")

Senator Wallace White's bill contains extensive amendments to the existing Communications Act designed to assure fairness on the part of broadcasters in the allotment of time on their radio stations for the discussion of controversial issues and political campaigns. The existing law stipulates merely that broadcasters should "afford equal opportunities" to all political candidates, leaving to the Federal Communications Commission the task of making rules and regulations to carry this stipulation into effect. It seems to us that this vesting of discretion in the regulatory agency is a good deal more prudent than Senator White's attempt to write the regulations into the statute.

Under Senator White's bill, a station licensee would be forbidden during a political campaign to permit the use of his station for or against any candidate for public office excepting the candidate himself, his qualified opponents, persons authorized by them or authorized representatives of recognized political parties whose candidates' names appear on the ballot. As FCC Chairman Denny has pointed out, this would deny use of the radio to minority groups or parties seeking a chance to get on the ballot. It would also rule off the air during political campaigns nonpolitical organizations such as labor unions, bar associations or the League of Women Voters and would even seriously restrict regular news commentators in discussing campaign issues. We agree with Mr. Denny also that no useful purpose would be served by Senator White's proposal to close political debate 24 hours prior to an election.\* \* \* \*

Senator White would require broadcasters to identify all news items as to source and all editorial or interpretative comment as to source and responsibility, announcing to the audience the origin of each at the beginning and end of every broadcast. The aim is laudable; but the execution, we fear, is impossible. Mr. Denny was quite right in pointing out that "it will be a matter of opinion whether any particular report represents an objective reproduction of the event described or also includes subjective coloring reflecting the writer's own viewpoint". We believe, of course, that differentiation between news and interpretation is desirable and should be zealously sought by broadcasters, but we doubt the wisdom of setting an unattainable standard in substantive law.

Broadcasters as well as the public will fare best, in our estimation, if the FCC is granted a good deal of flexibility in fixing standards to assure the equality of opportunity that radio ideally ought to provide. A too rigid insistence on equality in the airing of controversial views, for instance, might result in the shunning by broadcasters of all controversy - a development that would gravely impair radio's usefulness as an instrument of the democratic process.

Radio Versus Newspapers In Dealing With Crime  
(Robert U. Brown in "Editor & Publisher")

This isn't a radio-versus-newspaper column. But one thing usually leads to another, and we got to thinking about newspaper crime stories the other night after listening to several radio detective and psychological dramas. In four half-hour programs, we heard 11 people get "knocked off" by various methods ranging from poisoning to shooting to "nail file in neck" technique. The killer was rarely brought to justice, but eventually came to a bad end himself. Maybe that's radio's way of portraying "crime don't pay". But it didn't seem like very healthy entertainment.

Anyway, it set us to thinking. There has been an unusually heavy budget of crime stories in the newspapers these last few weeks. \* \* \* But if the newspaper news budget had been as top heavy with crime stories as were the air waves the other night, there would be a howl from the critics that could be heard from here to there.

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Believes As Yet Televising Of Art Falls Short  
(Jane Watson Crane in Washington Post)

National

The Raphael painting singled out for the gallery's first television venture by NBC is very small, which made it possible to reproduce in full in the scale required. A beautifully integrated work, it has firm outlines, but also considerable detail. Unfortunately, it did not reproduce well in television, nor did the incidental works - a portrait of Catiglione, the Houdon bust of Voltaire, and the Holbein Edward VI. The details scarcely came through at all, and the forms lost a great deal in transmission. It is interesting that a small detail of the Raphael, a closeup to show the signature, which was taken from an enlarged photograph, came out much better than the painting taken directly with the television camera. Color television, of course, is out for the present, although studios officials say that that angle is being worked on. \* \* \* \* \*

The big advantage of television, so far at least, would seem to be its immediacy. If the openings of art exhibitions, for example, were televised, it would have great publicity value to the artists.

As an experiment, the National Gallery's venture was fascinating, but the results did not prove that the medium was up to it. A motion picture presentation would be more satisfactory, and have the added advantage that it could be preserved. When the half-hour telecast was over Saturday night, it had vanished for all time.

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Contents of the International Review of the International Telephone and Telegraph Corp. for July includes "Norway - Giants Land"; "All-Weather Landings with Radio Aids", and "Story of Standard Telephone and Radio System of Zurich."

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: : : TRADE NOTES : : :  
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Test bench power for all types of auto radio sets has become available to radio servicemen through the introduction by Federal Telephone and Radio Corporation, Clifton, N. J., of a heavy duty selenium rectifier power supply designed especially for work of this type.

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For the accommodation of personnel of the National Broadcasting Company and affiliated stations planning to attend their convention to be held at Atlantic City on Friday and Saturday, September 12th and 13th, through Pullman cars will leave Chicago, St. Louis, Detroit, Cincinnati and Cleveland on Thursday, September 11th, arriving Atlantic City on Friday morning September 12th.

For those attending the NAB Convention through cars will leave the same cities on Saturday, September 13th arriving Atlantic City Sunday morning September 14th.

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A survey made by Collier's revealed that over 1,341,000 families of the magazine's readers will buy about 1,530,000 radios next year at a cash outlay of \$193,000,000.

The survey showed that nearly half (48%) would buy a new set in 1947; 49.3% will buy a console type radio-phonograph, and 19% will buy table combinations.

About 1,078,000 families expressed interest in having a set with FM. 297,000 readers would include television receivers in their buying plans.

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Messages of RCA Communications, Inc., to and from overseas points now are processed by automatic machines through such gateway cities as New York, London, San Francisco and Manila, without delay.

"This advanced technique in international radiotelegraphy is the result of wartime research and development", says an RCAC statement. "It gives to private messages the same speed, accuracy and dependability which were attained through its world-wide use by the U. S. Army Communications Service during the war."

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Five stations, including a new 10,000 watt outlet now under construction in Albany, N.Y., soon will affiliate with the American Broadcasting Company as the network continues to expand and improve its coverage of the leading retail markets of the country.

Effective December 1, Station WRWR, a new station now under construction in Albany joins ABC replacing WOKO. In addition, two 5,000 watt stations also will join ABC before the close of the year, - KFDF now building in Wichita Falls, Tex., and Station WRUN of Utica, N. Y. Addition of these stations brings the total number of ABC affiliates to 260.

Westinghouse expects to have its first television sets in the hands of the dealers by November 1st.

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The Garod Radio Corporation has a new portable model which weighs only 3½ pounds. It is a four tube superhet to sell at \$29.95 less batteries.

Garod, which expects to spend \$500,000 in advertising this year exhibited its new television console in New York this week. The set complete with AM-FM and short wave radio reception facilities as well as an automatic phonograph, will sell at less than \$700 and will be ready for delivery to dealers late in September.

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A new technical reference folder, designed especially for the nearly 100,000 radio hams in this country and containing a roundup of tube information, has just been issued by the RCA Tube Department.

Titled "Headliners for Hams", the new folder is a combination technical bulletin, price list, catalogue, and sales brochure. It contains valuable design information, and covers a selected group of RCA's most popular amateur tubes.

Information in the colorful three-page folder includes new ratings on the RCA 807, 808, 810, 813 and 829-B; new operating conditions for frequency doublers, and new data on modulators.

The new folder is available free from RCA tube distributors or the Commercial Engineering Section of the RCA Tube Department, Harrison, N. J.

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Two cousins were reenacting a murder drama they had heard on the radio a few moments before, according to an Associated Press dispatch from Middletown, N. J. Assistant Monmouth County Prosecutor John M. Pillsbury reconstructed the re-enactment:

"Get 'em up, this is a stickup", ordered the younger boy, 13, to Ephametius Buffaloe, 17, in the dining room of their grandmother's home. He was standing behind his cousin, just like the gunman in the drama.

"Okay, you asked for it", the 13-year-old boy said, and he pulled the trigger of the .38-caliber revolver he had found in a drawer. Ephametius fell dead.

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Shortwave operators at the Bethany transmitters of the Crosley Broadcasting Corporation were working a ham operator aboard a ship some 150 miles west of Havana in the Gulf of Mexico the other day.

The ham told Crosley engineers that he had just heard WLWA, the corporation's FM outlet in Cincinnati. To document his statement, the amateur operator named the frequency and channel used by WLWA as well as the exact sign on time and title of the program he had heard!

And they say frequency modulation has "limited" coverage!

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