



HEIDL NEWS SERVICE

Radio — Television — FM — Communications

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September 3, 1947

MUSHROOM STATIONS WORRY BROADCASTERS; CASUALTIES INEVITABLE

Although it is confidently predicted that the sale of radio time this Fall and Winter will exceed that of a year ago, broadcasters are apprehensive at the way stations are springing up all over the country both AM (Standard) and FM (Frequency Modulation), particularly the latter. They are all competing for the same advertising dollar and the belief is that sooner or later many of the smaller stations will have to throw up the sponge.

Perhaps as good a cross-section as any is the way the broadcasting stations in Washington, D. C. have multiplied. Before the war the city was thought to be well covered by the four standard wave network stations WMAL-ABC, 5,000 watts; WRC-NBC, 5000 watts; WOL-MBS-Cowles, 5000 watts, and WTOP-CBS, 50,000 watts. FM at that time had hardly been heard of.

Then consider the amazing expansion in Washington today. Three more AM stations have been added in downtown Washington, all independents - WINX, 250 watts, operated by The Washington Post modeled along the lines of WQXR the station of the Times in New York City, news every hour on the hour, classical music, etc.; WQQW, 500 watts, daylight time only, and WWDC, 250 watts. Then add to that six comparatively new standard wave stations in the greater Washington area - WPIK, Alexandria, Va., 1000 watts, daylight; WARL, Arlington, Va., 1000 watts, daylight; WGAY, Silver Spring, Md., 1000 watts, daylight; WBCC, Bethesda, 250 watts daylight; WEAM, Arlington, Va., 1000 watts daylight, and WOOK, Silver Spring, Md., 250 watts.

Then add to that the six FM stations in the Washington area WINX-FM, WRC-FM, WWDC-FM, WPIK-FM and WGAY-FM. Incidentally, it is possible to pick up WINC-FM at Winchester, Va., ninety miles away from Washington just as many Baltimore stations forty miles distant as both AM and FM are clearly heard. However, just counting the broadcasting stations in greater Washington, their number has grown from four before the war to nineteen as of today (13 AM and 6 FM outlets). And this doesn't take into consideration that the number of Washington FM stations may be doubled or even tripled in the near future.

Indicative of what may happen to these stations is the fate of WQQW, a daytime proposition in Washington. No station ever started out with a bigger fanfare than this one. Its General Manager was Edward M. Brecher, onetime assistant to J. L. Fly, former Chairman of the Federal Communications Commission and one of the "Blue Book" framers. It was to be the "Blue-Book" station of the nation and as such received national publicity. It issued a "listeners' bill of rights" promising no more than four commercials an hour, no two in a row and no more than one a minute. Also the station was to feature classical music the same as WQXR in New York City but WINX beat WQQW to it on this so the latter never had a corner on the so-called "good music". WQQW stated that it was par-

ticularly anxious "to foster better relations among the racial, religious and social groups".

So far so good, but apparently the thing didn't jell for though listeners' letters of commendation piled up and an American University survey showed it to have an audience of 49,000, probably the largest of any of the daytimers, word got around that after seven months of operation the station was losing heavily. One estimate was that it was as high as \$181,000 in the red; another that the deficit was \$150,000. There was a stockholders' meeting August 18th which adjourned for a further session early this month. The object of the meeting was said to have been to sell the station immediately but according to a current report there were no takers which if true was a thing which never happened before to a radio station in this part of the country.

Another significant thing which might indicate to the FCC which deals out the licenses so freely that the saturation point has almost been reached was last week when WEIX, a 1 KW daytime outlet in Rome, Ga., requested the FCC to cancel its permit. This was the first postwar license turned in. WEIX, one of four stations in Rome, quit after six months on the air.

It was learned that about 20 construction permits have been forfeited recently. Yet the applications are still coming in at the FCC at a rate of 45 to 50 a month, which is about the same as last year at this time. Leaving out FM applications, 150 daytime applications are held up at present awaiting the outcome of the clear channel hearings. There is a possibility of the FCC letting down the bars and permitting some daytime stations within 750 miles of the clear channel operators. No decision will be reached on this at least until after October 1st or whenever the clear channel hearings will be held.

Many of the pending applications are believed to be flash-in-the-pan propositions, therefore, as someone put it, the "gold rush" for radio station licenses seems to be about over.

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RCA INDIANAPOLIS PLANT BEGINS MAKING TELEVISION SETS

The manufacture of television receivers at the RCA Victor plant in Indianapolis began last week. Television set production at the Indianapolis plant will supplement existing set manufacturing at the RCA Victor Camden, N.J. plant.

Installation of the television manufacturing operation followed the recent completion of the Home Instrument's factory modernization program at Indianapolis, the result of which is said to be the largest, single plant employing modern manufacturing methods devoted solely to producing console radio-phonographs. About \$750,000 was spent in setting up the new section and on television production facilities.

First to go into operation was the chassis assembly line. Additional chassis lines and final assembly lines will be added this week. The first television console instruments are expected to be completed by mid-September.

The Indianapolis plant is one of three RCA Victor Home Instrument plants in Indiana. Others are located in Bloomington, where table model radios and Victrola radio-phonographs are manufactured, and in Monticello, a cabinet factory.

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TAYLOR, CBS V-P; BURKLAND, MGR. WTOP, LAUNCH RADIO WORKSHOP

Davidson Taylor, Vice-President of the Columbia Broadcasting System, addressed more than 200 school teachers, students, and club leaders yesterday (Tuesday, Sept. 2) as the third annual WTOP-CBS Radio Workshop got under way at Wilson Teachers College in Washington, D. C.

Other speakers were Carl J. Burkland, General Manager of WTOP-CBS; Dr. Hobart M. Corning, Superintendent of Washington Public Schools; Dr. Clyde M. Huber, Chairman of the Radio Committee of the D. C. Schools; and Mrs. Hazel Kenyon Markel, WTOP-CBS Director of Education and Director of the Radio Workshop.

Sponsored by the D. C. Public Schools, WTOP, and CBS, the Workshop offers college credit for the two-week session. Courses include script writing, production, classroom use of radio, lectures by authorities in government, education, and radio, and observation of actual rehearsals and airing of shows.

Extra-curricular sessions are scheduled at the WTOP-CBS studios for voice recording and analysis, and observation of live network and local shows.

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INTERNATIONAL DETROLA MORE THAN DOUBLES ITS SALES

Consolidated sales of \$53,028,515.81 for the nine months ended July 31 by International Detrola Corporation of Detroit and subsidiaries were reported last week by C. Russell Feldmann, President and Board Chairman.

"These sales, which are more than double the 1946 figure of \$25,790,435.91 for the same period, reflect principally the addition of our steel and coal operations and also the completed acquisition of Universal Cooler Company of Canada, formerly a partly owned subsidiary", Mr. Feldmann said. Most of the gain is in steelmaking, he indicated.

"Steel sales now represent about 32 per cent of Detrola's entire business, which embraces manufacturing divisions in refrigeration and air conditioning, home and automobile radios, phonographs,

special machinery, aircraft power plants and sub-assemblies and other products, Mr. Feldmann disclosed.

The corporation had total sales of \$40,810,028.22 for all of fiscal 1946, and net profit of \$1,012,123.92.

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OVERSEAS RADIO, CABLE RATE INCREASE INADEQUATE, SAYS MACKAY

Mackay Radio & Telegraph Company, All America Cables and Radio and Commercial Cables Company have requested the Federal Communications Commission to revise upwards its recent order of an increase in overseas radio and cable rates. A petition presented by James A. Kennedy, General Attorney, states the rates authorized by the Commission's report "will not provide adequate revenue to maintain either the individual carriers or the United States international telegraph industry collectively on a sound and stable financial basis. The Report shows that of the nine major carriers in the field, four (which, in the first six months of 1946, handled more than 26% of the international telegraph words) will be operating with substantial deficits under the new rates.

"The Report recognizes a total investment in the industry approximating \$72,000,000, yet permits outbound rate increases which allow an estimated net revenue for the industry as a whole of only \$1,560,000 or approximately 2.2% return on investment before Federal income taxes. Even in the event the highly nebulous inbound rate increases suggested by the Report can be fully effected, the return on investment would still be only 3.6% before taxes. At the hearing in this matter, the carriers generally supported the soundness of a 10% rate of return after taxes in view of the inherent risks to which the industry is subject, and the Commission witness on this point indicated that, in his opinion, a return of 6% would not be unreasonably high."

"Since the record in this proceeding was closed, the petitioners have been faced with increased labor costs, of which the Commission has been informed and to which reference is made in the Concurring Opinion. The wage increases payable by The Commercial Cable Company will approximate \$130,000 and will increase its estimated loss under the new outbound rates from \$665,000 to \$795,000. The wage increases payable by Mackay Radio and Telegraph Company will approximate \$330,000 and will increase its estimated net loss under the new outbound rates from \$307,000 to \$637,000. The wage increases payable by All America Cables and Radio, Inc. (in the United States) will approximate \$140,000 and will reduce its estimated net revenue under the new outbound rates from \$978,000 to \$838,000. In addition, we wish now to advise the Commission that wage increases which have been negotiated at Latin American points since the hearing will result in increased operating costs to All America in an amount in excess of \$100,000 without considering those negotiations still in progress involving substantial amounts. Thus, the estimated net operating revenue to that carrier will be reduced further to an amount less than \$738,000."

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DURR EXIT RUMOR AGAIN BOBS UP; COLLEGE POST MENTIONED

The reported resignation of Commissioner Clifford J. Durr of the Federal Communications Commission has again come to the fore. It tends to confirm a previous report that Mr. Durr, fearing he may not be reappointed when his term expires next June, and if reappointed may not be confirmed, has his eye on a college faculty position. Mentioned as possibilities are the presidency of the University of Alabama, of which Mr. Durr is a graduate, and a law professorship at Yale.

There have been rumors that Chairmen Charles R. Denny and Commissioner E. K. Jett would resign - reason given high cost of living. Chairman Denny has been spoken of as successor to Judge A. L. Ashby, Chief Counsel of the National Broadcasting Company, and Mr. Jett as a member of the proposed new International Frequency Commission.

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DEMOCRATS FIRST RADIO RALLY IS A SUCCESS; REPUBLICANS NEXT

The first broadcast political rally of the Democratic party through the facilities of the American Broadcasting Company last Tuesday night was acclaimed by party leaders as a big success. Mark Woods, President of ABC, said that equal opportunity to be heard would be given to the Republicans at an early date.

Gael Sullivan, Executive Director of the Democratic National Committee, conducted the unusual political meeting from Washington, picking up Democratic speakers from six States.

Jumping the gun on the 1948 election, still a full year away, Sullivan appealed for "doorbell ringing" and hard work in the precinct to turn out the 60 million voters who stayed home last election day.

Speaker after speaker blamed the Republican-controlled Eightieth Congress for inaction on vital domestic issues and predicted return of President Truman and a Democratic Congress in 1948. Speeches by Sullivan, Mayor William O'Dwyer of New York, Representative Helen Gahagan Dougless of California, Mayor Hubert Humphrey of Minneapolis, President Marshall Hanley of the Young Democratic Clubs of Indiana, Senator Francis J. Myers of Pennsylvania and Senator Brian McMahon of Connecticut were piped into local Democratic rallies from coast to coast.

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EX-REP. JONES OF OHIO TO TAKE OVER AT FCC SEPT. 5

Former Representative Robert F. Jones (R), of Ohio, will assume his new office next Friday, September 5th, as Federal Communications Commission to succeed Ray C. Wakefield of California, whose renomination for a seven year term was withdrawn by President Truman. Supreme Court Justice Harold Burton, of Ohio, will administer the oath to Mr. Jones and the ceremonies will take place in the FCC, Room 6121 at 10 A.M. Mr. Jones, who is 40 years old, will be the youngest member the Commission has, with the exception of Chairman Denny, who is only 35. He was endorsed by both Senators Taft and Ericker of Ohio.

In the meantime tributes from Mr. Jones' former colleagues in Congress continue to come in. Said Rep. Walt Horan of Ohio:

"That fellow, Bob Jones - I sure wish he was on our team!"

"That statement came from Mr. Charles E. Cone, of Ephrata, Wash., and the official Columbia Basin Commission of the State of Washington. It came after the first passage through the House of the Interior Appropriations bill.

"It was an outright compliment from one who believes in sound western development. It was a compliment from a man who did not agree with the cuts which had been made in the President's budget for western development in general and the Columbia Basin project in particular. It was a compliment to the legislative craftsmanship of the Honorable Robert Jones of Ohio."

This tribute came from Representative Robert A. Grant of Indiana:

"I would not let this opportunity pass without adding my words of affection, admiration, and respect for our colleague, Bob Jones. There is now much new that can be added save to say that Congress is losing one of its most able Members, and in the well-chosen words of our minority leader, the Federal Communications Commission will receive amost valued member.

"I, too, came to Congress along with Bob Jones, and during these 9 years that we have served together I have learned so well to know those sterling qualities of Bob Jones that have endeared him to all of us who have served here."

Representative John C. Kunkel of Pennsylvania spoke in the same vein:

"Bob Jones came to the Seventy-sixth Congress as a new Member at the same time I did. Since then he has been one of my closest and best friends. I liked and admired him from the first. Through the years that feeling has steadily grown. I have always respected his sincerity, his integrity, and particularly his

ability. I have never seen or heard anyone handle an appropriation bill on the floor of the House of Representatives with more judgment, clarity, finesse, and ability than that exercised by Robert F. Jones, of Ohio. His departure from our midst is a real loss to the Congress and the people. I am glad his services will be continued in Government. Bob, here's wishing you happiness and success in your new career."

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MANUFACTURERS COMBAT FOREIGN BANS ON RADIO SETS

Industry action to oppose recent restrictions by several Latin American countries on importation of receiving sets is being taken by the Radio Manufacturers' Association Export Committee. Nine countries, headed by Mexico, Argentina, and Chile, have restricted American set imports, largely because of U. S. dollar shortages.

"Bootlegging" of radio sets across the border into Mexico is a probable result of the Mexican prohibition, according to the RMA Export Committee. No saving in dollar exchange, higher radio costs to the Latin American public, loss of foreign governments' revenue from duties and no local labor increase are other probabilities, according to the RMA Export Committee.

Aroused by the Latin American restrictions, a special meeting of the RMA Export Committee was held in Chicago, with Chairman James E. Burke presiding. Steps were taken to combat the Latin American bans against American radio. Action with the several Latin American governments through local distributors and other representatives of American manufacturers is planned, together with assistance from the State and Commerce Departments.

Procedure in defense of the American industry's export interests in Latin America will be further considered at another meeting of the RMA Export Committee on September 15th in New York City.

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BRIG. GEN. CHARLES E. SALTZMAN NEW ASST. SEC. OF STATE

Charles E. Saltzman, son of former Federal Radio Commission Chairman Gen. Charles McK. Saltzman, was sworn in Tuesday as Assistant Secretary of State in charge of occupation policies.

Mr. Saltzman, 43 years old, a former Vice President and Secretary of the New York Stock Exchange, served with the Army from 1925 to 1930 and rejoined in 1942, when he went overseas on the staff of Gen. Mark Clark. He was appointed Brigadier General in 1945, and accompanied General Clark to Vienna to direct public administration in the American zone of Austria.

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RADIO AND RADAR LEAD IN WEEK'S LIST OF NEW PATENTS

Patents were granted last week for new radio and radar devices for aircraft landing systems, armed services and other uses.

To guide the landing of aircraft under conditions in which normal vision is inadequate, John W. Downie of Schenectady, N.Y., patented (No. 2,426,440) and assigned to the General Electric Company, a radio apparatus, substantially unaffected by signal strength, for producing on the pilot's cathode ray receiving screen a perspective representation of the runway in which the proper approach and glide angle are indicated by luminous spots beamed from speed beacons along the landing strip.

These indications, by a combination of control means, correspond exactly, it is said, with the view of the landing strip which the pilot would have were it possible for him to view it through a window when approaching the runway.

Having in mind the preference of pilots for personal look-out observations; their tendency, even under conditions of zero visibility, to look away momentarily from the instrument panel, and the added strain upon them of such dual watchfulness, Edmond M. Deloraine and Gerard J. Lahmann of New York City, developed and patented a radio guiding system in which the simulated pattern produced coincides with direct visual observation.

Their invention (No. 2,426,184) assigned to the Federal Telephone and Radio Corporation of New York City, includes in combination a semi-transparent viewing screen, substantially within the normal field of vision of the pilot when watching the terrain, and means for reproducing upon it the simulated indications of the landing lights and pattern of the airport so the craft may be guided to a safe landing.

A reflected wave direction finder, designed for the detection of aircraft by electromagnetic waves, combined with apparatus for controlling gunfire, was patented (No. 2,426,183) by Mr. Deloraine and Emile Labin of New York City and Henri G. Busignies of Forest Hills, N.Y., who assigned their rights to the International Standard Electric Corporation of New York City.

To Oscar E. De Lange of East Orange, N.J., assignor to the Bell Telephone Laboratories of New York City, was issued No. 2,426,182, for an improved time division radar ranging system, for use in target location and gun direction, by means of which shall splashes and shell bursts may be located with observations of the target's range and direction.

A radio detection system (No. 2,426,201), a drop channel pulse multiplex system (No. 2,426,202), a radio beam controlled indicating instrument (No. 2,426,203) and a translator circuit (No. 2,426,204) for producing an indication in accordance with

variations in time displacement of successive pulses of a pulse train were patented by Donald D. Grieg of Forest Hills, N.Y. All were assigned to the Federal Telephone and Radio Corporation. Mr. Grieg and Arnold M. Levine of Forest Hills got Patent 2,426,205 on a pulse selecting circuit for multiplex systems and assigned it to the Federal Telecommunication Laboratories of New York City.

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U.S. STANDARDS INVENTS THE BABY OF THEM ALL - THE MICROTUBE

The Control Radio Laboratory of the National Bureau of Standards of which Dr. J. H. Dellinger is the head, has developed a radio tube about the size of an eraser on a lead pencil. The Laboratory believes the tube is the smallest ever made and they have called the invention the microtube.

But while the Bureau of Standards is happy to report the invention, they are very reticent about uses for the microtube. They explained that it has various military applications, however. It is believed the tube was developed as the result of work in connection with research on proximity fuses, a military development of World War II.

A proximity fuse, Laboratory officials explained, is in effect a radio set small enough to go in the nose of a shell. It has the effect of radar control of the missile. When the shell is near a metal object, such as an airplane, it will explode even though it has not made direct contact.

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EXPERIMENTAL SHIP RADAR LICENSES GOOD UNTIL MAY 1948

The Federal Communications Commission has extended to May 1, 1948 the license term of all experimental Class 2 radar stations installed aboard ship which normally would expire November 1, 1947.

There is now pending a proposal by the Commission for the adoption of rules governing the licensing of ship-board radar stations on a regular basis. If such rules are adopted, it will be necessary for eligible experimental licensees to apply for authority to operate in such a service, and the extension which has just been granted by the Commission will serve to avoid a duplication of work involved in the submission and processing of applications for renewals as well as new licenses.

In the event a licensee does not intend to operate his station beyond November 1, 1947, the license should be submitted to the Commission for cancellation at the time the operation is discontinued.

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FM BROADCASTERS SOUNDED OUT REGARDING AM MUSIC DUPLICATION

Opinions of more than 1,000 FM broadcasters on the duplication of network musical programs on FM stations are being sought by the FM Association.

In a letter to FM operators, those holding Federal Communications Commission grants, and to applicants, J. N. Bailey, Executive Director, said:

"Many opinions have been expressed on the question of duplicating network programs on FM and on the simultaneous broadcast of certain programs over FM and AM, but have you - the broadcaster - expressed your views?" Results of the survey will be used by the FMA in an overall study and analysis of the FM-AM music situation, Mr. Bailey said.

"I have discussed the situation with scores of our members", said the FMA executive, "and I find the independent operators as well as network affiliates eager to see popular network musical programs carried on FM. We are going beyond our membership and asking all FM broadcasters to give us their views.

Everett L. Dillard, Vice-President of the FMA and President of Commercial Radio Equipment Co., operator of independent FM stations WASH, Washington, D. C., and KOZY, Kansas City, Mo., expressed the view that FM will largely be developed as a commercial service by FM networks and independent stations without AM network affiliations.

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U.S. STATE DEPARTMENT PROGRAMS ON BRAZILIAN STATIONS

Two special radio series on the United States are now being broadcast over networks of Brazilian stations, the State Department reports. Information and cultural officers attached to the United States Embassy at Rio de Janeiro, Brazil, are writing the scripts for the two programs.

The first is a 10-minute series, broadcast five days a week, and deals with scientific, cultural and educational developments in the United States. It is being used by Rio stations and 14 others in Southern Brazil. The second is a thrice-weekly "U. S. Commentary" series, reporting views expressed on current affairs by editors, columnists, radio commentators and others in this country. Rio stations and five others in Southern Brazil are using it.

Scripts in both series are based on materials sent regularly by wireless, cable and the mails to the Embassy - and to many other points abroad - by the Office of International Information and Cultural Affairs of the State Department in Washington. These materials include official speech and press release texts;

excerpts from editorials and columns in U. S. newspapers and from radio commentator scripts; special articles and "round-ups" on developments in the U.S. in science, medicine, literature, art, economics, etc.; magazine article reprints, and related background and documentary informational matter.

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WORLD GATHERING HERE TO USE NUREMBERG RADIO TRANSLATORS

Much has been said and written about the radio translators used at the Nuremberg trials whereby the proceedings can be heard simultaneously in different languages without everyone having to wait while translations were being made. This will add interest to the first tryout of the system in the United States when it will be used at the International Statistical Conferences which will begin in Washington next Saturday (September 6th).

Delegates will be equipped with miniature radio receiving sets and by turning a button on the headphones will be able to select English, French or Spanish translations of the proceedings.

Interpreters working on thirty-minute shifts will broadcast from booths. The use of radio eliminates the necessity for wires or cables between the translation booths and receiving phones.

The method cuts the normal time for translation by 50 per cent and gives a full translation of every word that is spoken instead of merely a summary.

While only three languages will be used at the conferences here, the United Nations now has facilities for simultaneous translation in Russian, Chinese and German as well.

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SENATOR TOBEY'S WIFE DIES AT NEW HAMPSHIRE RESIDENCE

Mrs. Francelia Lovett Tobey, wife of United States Senator Charles W. Tobey (R), of New Hampshire, died this week at their home in Temple, N. H., and their four children were at her bedside.

In addition to her husband, Mrs. Tobey leaves two sons, Russell W. Tobey, State recreation director, and Attorney Charles W. Tobey, Jr., both of Concord, and two daughters, Mrs. Louise Dean of Temple and Mrs. Francelia Munson of Rochester, N. H.

Senator and Mrs. Tobey were married June 4, 1902.

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SURVEY TO DETERMINE NUMBER OF TELEVISION SETS IN CAPITAL

Many guesses have been made as to the actual number of television sets now in use in Washington, D. C. Definite knowledge is expected to be obtained from a survey now being made by WNEW, NBC's television station in the Capital which has sent out the following card which reads as follows:

"It will be very helpful to us if we can have additional information about the number and location of television sets in the area served by WNEW. Would you please fill out this card and drop it in the mailbox at your convenience?

"Is there a television set in working condition now in your home or place of business? Yes _____ No _____

"If there is, what is the make and model of the set(s)? _____"

In addition to asking for the name and address of the television owner, the telephone number is requested. The recipient is also asked to watch for the announcement soon of the inauguration of WNEW's television film projection equipment.

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BRITISH NOW EXCHANGING TELEVISION FILMS WITH U.S.

The British Broadcasting Corporation has been exchanging topical films with the National Broadcasting Company. Further exchanges with television companies in other countries may follow and lead ultimately to the production of an international television news-reel.

The BBC has decided to expand its Television Film Unit in order to provide viewers with regular programs of topical events already covered by television "Outside Broadcasts". It is hoped to start a regular weekly program before the end of the year, increasing this to two programs weekly and finally to a change of program every day. Equipment and staff are now being obtained.

Since before the BBC Television Service reopened in 1946 after its wartime close-down, the BBC has been trying to make arrangements with the film industry to televise the ordinary film newsreels, as was done before the war. So far there has been no sign of any such cooperation from the film industry and no newsreels have been televised.

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The Stalemate In FM
(Jack Gould in "New York Times")

FM pioneers have had an extraordinarily hard road to travel thus far and the way ahead undoubtedly will be difficult for many. Many manufacturers are only beginning to pay appropriate attention to the production of FM receivers, having been preoccupied up to now in skimming the cream of the post-war demand with old-fashioned and out-of-date conventional sets.

The attitude of the networks, at least locally, may be judged by the fact that they are expending an absolute minimum of promotional and program effort on their FM outlets. The three chains with FM affiliates in New York, in fact, do not even bother to send the newspapers daily program schedules for their frequency modulation outlets, though they do find time for an almost hourly deluge of publicity ballyhoo for standard and television programs. In the case of FM the conclusion is inescapable that the networks are not interested in retaining the initiative which they so jealously guard and exploit in standard radio and video.

Mr. Petrillo, who knows the real facts of the FM situation as well as any man, ironically enough also has taken a seat out on the end of the limb with the same people he has been fighting for years.

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Believes Television Competition Will Be Battered To Death
(Rudy Vallee in "Variety")

I would like to make the following prediction: that television, unless it kills itself off by either bad technical faults or, and most important, continues slipshod, stiff and amateurish live production, as it is now doing, will create a change in our lives such as we never believed would be possible, and will keep the family home four nights a week.

I say four, because I believe that mother will demand that she get away from the hot stove and the kitchen at least three nights a week, but the tired laborer, and even the tired businessman in the average home is going to put on a comfortable pair of slippers and a bathrobe, and four nights a week, between the hours of 7 and 10, it is my humble opinion that he is going to ensconce himself in a comfortable chair, with a glass of refreshing liquid at his elbow, cigar or pipe in his mouth, and enjoy the fine 15-minute, half hour and one-hour film productions which are going to be offered him.

He is certainly not going to shave, climb into a fresh shirt and suit, get the car out of the garage, drive down a slippery, icy street hunting for a parking place or parking lot, plunk down a parking charge and then purchase tickets to go into a dark theatre, not knowing who is seated around him, when he can have in his own home pictures which may not be quite as outstanding in production

as those he could see in a theatre, but films which will bring him new stars who will in time become stars of television as we have created stars in radio.

* * * * *

Perhaps I am being over-practical and perhaps the present habit of going out is too deeply rooted in the American home, but the challenge to the makers of film production for television is one that will not be lightly ignored by those who are going to make productions for television. As I see it, it will be a battle to the death, and even if at the end of a year the curiosity on the part of the family at home becomes satiated with the excellent television in the home, the damage to the neighborhood house may have been done.

As for radio, I agree with Arch Oboler that the medium that has done so much for me will be deader than a dodo bird.

New Fans For Sally
("Variety")

Fan dancer Sally Rand, without her fans, helped Jon Hackett broadcast a local baseball game on KRNT, Des Moines, last week, on eve of her arrival in town for an Iowa State Fair booking.

Along the way, Miss Rand acquired some new fans - some ardent listeners, that is. The station said the response was that good.

Women At The BBC
("London Calling")

There is still a percentage of women holding responsible positions in British broadcasting - a development which was greatly accelerated by the war.

In wartime, the BBC was regarded as one of the national organizations which must be maintained as vital to the war effort, but that did not exempt it from releasing for active service every man, however valuable, who could possibly be spared. This meant that more and more jobs were taken over by women.

The admission of women to the Engineering Division - one of the greatest of the wartime changes - proved extremely successful, and some 800 women were employed on studio and transmitter work at BBC stations throughout the country. An average figure for London during the war period was between 300 and 400. It included engineers and junior program engineers, recording technical assistants, transcription recording assistants, and recording maintenance assistants. The first woman P.E. (program engineer) was Miss Maureen Hanna, from County Down.

Then there are the women who became announcers in Home, Overseas, and European Services; "commeres" in the overseas programs for H.M. Forces; talks producers and producers of many of the special industrial and Service feature programs; news editors in the European and Overseas Services; presentation assistants and script writers.

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::: TRADE NOTES :::
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Edwin M. Martin, Vice-President of the Farnsworth Television and Radio Corporation, was elected a Director of the American Bosch Corporation last week. Prior to joining the Farnsworth management in 1939, Mr. Martin, who has served as Assistant to the Attorney General, was a patent counsel for the Hazeltine Corporation and the American Locomotive Company.

He directed Farnsworth's legal action when the company last February became the first in the nation to win dismissal of a portal-to-portal pay suit with prejudice against the plaintiff.

Majestic Radio and Television Corporation - Year to May 31: Consolidated loss, \$264,372, compared with a loss of \$464,987 in the year to May 31, 1946.

R. J. E. Silvey, BBC's Listener Research Director arrived in New York last Sunday to attend the Second International Conference to be held at Williams College, Williamstown, Massachusetts, sponsored by the NORC (National Opinion Research Center).

During his stay, Mr. Silvey hopes to get a full picture of Radio Audience Research as it is conducted in the U.S. and to familiarize the American experts with BBC's research techniques.

A group in Hollywood composed of Dana Andrews, Joan Fontaine, John Garfield, Myrna Loy and Ray Milland and radio producer Arthur Kurlan, has formed Radio Repertory Theatre, Inc., a closed California corporation in which all have an equal ownership.

Also among the activities planned are manufacture of transcriptions and recordings, purchase and development of story properties for regular radio production, and possible purchase and operation of radio stations.

There will be a nation-wide tour of the "Golden Throat" demonstration, illustrating the post-war tonal advances featured in RCA Victor radio-phonographs.

The two-piano team of Carlile and Wayne, frequently heard on the NBC network, will travel with the show. One of the pianists will play directly before the audience. The second pianist will broadcast from an adjacent room, via a low-powered transmitter, and be heard via a Crestwood radio-phonograph placed beside the "live" piano. Members of the audience will be selected at random to try to tell, without looking, which of the pianists is playing. Participants in Chicago and New York, trying to distinguish between the "live" and broadcast piano music, were unable to correctly indicate the source of the music.

The installation and service charge for United States Television's home console model has been reduced to \$39. The previous installation and service charge was \$100 for the television set which includes 10-inch direct view television, AM and FM radio as well as short wave, and automatic record-changing phonograph.

Executives of the American Broadcasting Company attending the forthcoming convention of the National Association of Broadcasters will fly to Atlantic City in the network's recently purchased airplane -- a twin-engine Beechcraft D-18-S, piloted by Frederick G. McNally of ABC's station relations department, who was in the U. S. Army Air Force in World War II.

The plane which will be used regularly for network and station business by ABC will be operated in a shuttle service between New York and Atlantic City starting Friday afternoon, Sept. 12 and concluding Sunday afternoon, Sept. 14, when Edward J. Noble, ABC's Chairman of the Board, Mark Woods, President, and Robert E. Kirtner, Executive Vice-President of the network arrive.

Major changes in the program schedule for the 18th consecutive year of Columbia network's "School of the Air", heading up the five-a-week series with an exciting new dramatic series titled "Liberty Road", are revealed in the calendar manual, half a million copies of which are to be distributed to listeners from coast-to-coast. The manual covers broadcasts for the 1947-48 season beginning on Monday, October 6 (CBS, 5:00-5:30 P.M., EST. Mon.-thru-Fri.).

The thirteenth anniversary of the Morris E. Sachs Amateur Hour will be celebrated over Stations WENR and WCFL in Chicago Sunday, September 7th, at 12:30 CDT. This is the oldest program of its kind on the air. The anniversary broadcast will mark the 676th consecutive weekly broadcast.

During the years of its existence, more than 8,000 contestants, ranging in age from four to 110, have performed on the program. Studio audiences during the period have totaled more than half-a-million persons.

Edward Leo Delaney, 61-year old American citizen, who was arrested on August 3th by agents of the Federal Bureau of Investigation on a complaint charging that he had made treasonable broadcasts for the Nazi Government, was released in New York last week.

Mr. Delaney, who had been unable to raise \$10,000 bail, had been under confinement at the Federal House of Detention since his arrival in New York on the Army transport George W. Goethals.

Thomas de Wolf, a Special Assistant Attorney General, said that the grand jury voted against an indictment after having heard testimony from eight former Nazi radio officials and other evidence for four years. Mr. de Wolf said that while he could not discuss what transpired in the grand jury room, that the Government had evidence that Delaney had ceased his Nazi news commentaries shortly after Pearl Harbor. He said he understood that Delaney shortly thereafter quit all broadcasting and was permitted to go to Czechoslovakia to write a book against communism. Mr. de Wolf said that the prosecution of treason cases had been made more difficult by a Supreme Court ruling that two eye witnesses must be produced for each alleged overt act.

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HEINL NEWS SERVICE

Radio — Television — FM — Communications

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Robert D. Heinel, Editor

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September 10, 1947

SENATORS QUIETLY PREPARE TO BLAST PRESS-RADIO LIQUOR ADS

A group of determined Senators are all set for a drastic move when Congress convenes next January which will stir up the biggest fight between wets and dries since the old prohibition days. It will be the launching of another attack on newspaper, magazine, and radio liquor advertising - but from an entirely new angle.

The leaders in this will be two fresh recruits - Senators Clyde M. Reed (R), of Kansas, and Edwin M. Johnson (D), of Colorado, who will be entirely unhampered in his efforts since he is not up for re-election. These Senators entered the fray through being members of an Interstate Commerce subcommittee to revise a bill by veteran Senator Arthur Capper (R), of Kansas under which all liquor advertising would be banned from interstate commerce. Senator Capper who hails from one of the most famous dry states in the Union, has been introducing this bill into every Congress in the past 20 years but it has never gotten anywhere.

However, Senators Reed and Johnson, after the hectic hearings which were held on the Capper Bill last Spring taking note of the growing in the subject came to the conclusion that the Capper bill was too drastic and too direct. They therefore recommended that instead of drafting a new law such as that, better results might be achieved through an amendment to the old Federal Trade Commission Act.

This would make it illegal, they said, for liquor advertisers to "imply that young folks have to absorb a lot of booze if they are going to amount to anything."

The amendment would forbid the publication or broadcast of advertisements which "by word, device or sound" imply that the use of liquor is beneficial to health, would 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 Act".

The new version was drafted by Senator Reed. Senator 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 Senators in their recommendation said they found magazine color ads to be the principal offenders. They were particularly concerned that such copy was "persuading young people that it is socially smart to drink".

It is certain the cudgel will be promptly taken up on this measure by the Licensed Beverage Industries. A new champion will be Frank Mason, wartime Assistant to Secretary of Navy Knox, and

ex-president of the International News Association, who recently took over as head of the U. S. Brewer's Foundation. Mr. Mason will give special attention to the radio angle since he is also an outstanding authority in this subject having for years been Vice-President of the National Broadcasting Company. Mr. Mason's argument is that as long as beer is legal, it is advertisable.

Editor and Publisher takes a dim view of the proposed Reed-Johnson amendment to the Federal Trade Act, saying:

"The Senate subcommittee interested in the campaign against liquor advertising has been deluded into believing this is the best method of combatting juvenile drinking. Previously, they wanted to ban all liquor advertising. Now, under an amendment to the FTC law, this group would bar alcoholic beverage advertisements containing representations 'by statement, word, design, device, sound, or any combination thereof, that the use of such alcoholic beverage (a) is beneficial to health or contributes to physical up-building, (b) will increase social prestige or business standing or prestige, or (c) is traditional in American family life or is or should be a part of the atmosphere of the American home."

"The sale and consumption of liquor is legal in most parts of the country. Local or State laws are controlling in setting age limits for citizens below which they may not purchase liquor. If Congress is interested in stopping illegal drinking it should attack it at the source, where it is sold and consumed. Attempting to censor advertising for the influence it allegedly has in driving youths or anyone else, to drink is like prohibiting the advertisements for new automobiles because it provides an unconquerable impulse for kids and adults to swipe their old man's or someone else's car and go for a joyride."

It is believed that the Reed-Johnson amendment will be taken up early in the next session of Congress and if approved by the Senate Interstate Commerce Committee will be introduced in the Senate where its proponents will press for immediate action.

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20TH CENTURY-FOX, RCA TO BEGIN N.Y. THEATRE TV EXPERIMENTS

The establishment of New York as the developmental center in the East for uses of television in the motion picture industry was assured with the announcement this week by RCA Victor Division of the Radio Corporation of America and the 20th Century-Fox Film Corporation of the signing of a contract for a joint program of research on large-screen television.

The cooperative project will be centered in the film company's Movietone Newsreel studios in mid-Manhattan. The program of joint research follows closely the conclusion of an identical contract between RCA and Warner Brothers Pictures, Inc. The Warner project is being conducted on the West Coast at the Warner's Burbank studios.

Delivery of the first elements of the large-screen equipment developed by RCA will begin in the early Fall.

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BROADCASTERS WELCOME THRESHING OUT RADIO EDITORIAL QUESTION

Justin Miller, President of the National Association of Broadcasters, lost no time endorsing a showdown as to whether or not there should be radio editorials. He said:

"I am delighted to learn that the Federal Communications Commission has set January 12, 1943, for hearings on the Mayflower Decision. This decision, which proscribes editorializing on the air, long has stood as one of the most serious abridgments of free speech, and certainly represents a philosophy that is contrary to the principles of the Constitution."

The issues as stated by the Commission are:

(1) "To determine whether the expression of editorial opinions by broadcast station licensees on matters of public interest and controversy is consistent with their obligations to operate their stations in the public interest", and (2) "To determine the relationship between any such editorial expression and the affirmative obligation of the licensees to insure that a fair and equal presentation of all sides of controversial issues is made over their facilities."

The Commission said it ordered the inquiry because of widespread discussion in the industry over "the exact meaning" of the so-called "Mayflower Decision" 1941 FCC ruling which said in part:

"The broadcaster cannot be an advocate."

It said some radio interests have expressed belief broadcasting stations should have wider freedom of expression than that allowed in the 1941 ruling.

That ruling was made in connection with an application by radio station WAAE, operated by the Yankee Network at Boston for a renewal of license.

The Commission questioned the station's practice of broadcasting "so-called editorials from time to time urging the election of various candidates for political office or supporting one side or another of various questions in public controversy."

A Commission statement at that time added:

"In these editorials, which were delivered by the editor in chief of the station's news service, no pretense was made at objective, impartial reporting. It is clear - indeed the station seems to have taken pride in the fact - that the purpose of these editorials was to win public support for some person or view favored by those in control of the station."

The WAAE license was renewed only after the editorial broadcasts were discontinued.

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RCA ASKS FCC TO RECONSIDER OVERSEAS RATE INCREASE

The Radio Corporation has filed with the Federal Communications Commission a petition requesting reconsideration of its recent order increasing rates, on the ground that the increases ordered are inadequate. Tropical Radio and the American Cable and Radio companies, as mentioned last week, have filed similar petitions. Thus all of the large carriers involved, except Western Union, have appealed the decision. A table in the Commission's decision shows that the Western Union cables would receive the largest amount of additional revenue and they have apparently decided to accept the new rates without appeal.

RCA's petition, submitted by its attorneys Glen McDaniel and Howard Hawkins, points out that the FCC's own estimate of the increased revenue to RCA would be less than half of the \$3,500,000 which RCA testified at the hearing would be necessary for it to earn the rate of return on its invested capital to which it believes it is entitled.

Furthermore, RCA points out that the actual results from its operations for the first seven months of 1947 are less favorable than estimated at the time of the hearing, so that, together with further increased labor costs effective November 1, 1947, the actual increase will be less than half that estimated in the Commission's decision.

RCA reminds the FCC that in place of the 23 cent rate requested for Europe and South America, the Commission granted only 25 cents to Europe and 22 cents to South America; to Far Eastern points where RCA requested a 42 cent rate, only 30 cents was approved. The Bermuda Conference, RCA states, at which the British agreed to a ceiling of 30 cents per word, had as its basic principle the fact that the rates in both directions would be identical but due to the fact that the inbound rates are substantially in excess of the new outbound rates, RCA is required to pay out to foreign administrations amounts in excess of the gross tolls collected from the American public.

The petition concludes with an affidavit from RCA's Controller Lon A. Cearley including three tables of figures leading up to the fact that the new rates, instead of bringing RCA over a million in net income will in fact produce less than half a million dollars before income taxes.

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The fourth RMA Industrial Relations Seminar in Chicago November 13th will deal chiefly with the application of the Taft-Hartley Act to the radio industry.

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TRAMMELL REMINDS BROADCASTERS WHITE BILL STILL IN MILL

A gentle reminder to the broadcasting industry that the Bill of Senator Wallace White (R), of Maine, to amend the Communications Act still awaits action on Capitol Hill is an 80-page booklet just issued by the National Broadcasting Company, "A Free Radio and the Law." It contains the statement made by President Niles Trammell which attracted so much attent when he appeared before the Senate subcommittee:

"A free press today is one of the basic guarantees of a free society. Recognition of the same freedom for radio will place a powerful ally at the side of the press", Mr. Trammell said. "Together they will be able to withstand any assault upon democracy."

Mr. Trammell declared in addition to allowing freedom of expression, it is of the utmost importance that such new legislation as may be enacted shall allow for the great technical advances in the electronic art and provide encouragement for the industry that must find new capital to finance a vast program of expansion.

"Many radio broadcasters of today will become the electronic publishers of tomorrow", Mr. Trammell continued. "They will be engaged in the distribution of newsreels and motion pictures to the home by electronic means. Radio newspapers will become commonplace. Practically every form of artistic expression will become available to the people direct from studio to home through these modern methods of mass communication."

Mr. Trammell when appearing before the Senators revealed for the first time that RCA Laboratories had developed a revolutionary system of high-speed communications tentatively referred to as "Ultrafax", which incidentally is expected to be demonstrated in Washington perhaps within the next month.

Explaining that "Ultrafax" is an outgrowth of television, Mr. Trammell said:

"In effect, it is a radio-mail system, which will surpass radiotelegraphy, wire telegraphy, cables, and air mail in speed of operation. Here television is used for communications.

"Preliminary tests through the air have revealed that this new system, which utilizes microwave radio relays, is practical, and that it has a potential for handling more than a million words a minute.

"In other words, this system could transmit twenty 50,000-word novels from New York to San Francisco in only 60 seconds. Each printed page is treated as a frame of a television picture, and each page is flashed in rapid succession. At the receiving end, the pages are reproduced by new high-speed photographic processes for quick delivery.

"Letters, business documents, checks, photographs, newspapers and magazines can be handled in the same way. In addition, these microwave circuits can simultaneously carry ordinary telephone speech and telegrams, and also provide inter-city network for television as well as standard and FM broadcast programs.

"World-wide radio and domestic telegraphic communications as we know them today will, in the light of this development, make present-day communications appear as slow as the ox cart compared with a Stratoliner."

Mr. Trammell concluded his appeal to the Senate with:

"In the United States the free radio we have enjoyed is threatened by the continued encroachment on the rights of the public to receive a broadcasting service free from federal regulation. In the legislation which we hope that Congress will enact, we ask for equality with the press under all the laws that govern our society. We reaffirm our previous requests for legislative safeguards to protect the freedom of this great medium of mass communication. We urge that Congress strengthen one of this nation's greatest assets for the preservation of the American way of life."

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GEN. HARBORD'S WAR MEMENTOES WILLED TO DAWES COLLECTION

The will of Lieut. Gen. James G. Harbord, who was Chief of Staff to General Pershing in World War I and later, and Honorary Chairman of the Board of the Radio Corporation of America, was filed for probate in White Plains, N.Y. last week in the Westchester County Surrogate's office. It gave his collection of war mementoes to the Dawes Arboretum, a foundation in Newark, Ohio. The collection includes maps, letters, decorations and pictures of World War I.

General Harbord, who died on August 20th at his home in Rye, directed in the will that his widow, Mrs. Anne Lee Harbord, receive the home, jewelry, personal effects and life income from the residuary estate. His entire property was valued at "more than \$40,000".

Six persons who had worked for the General in his office and home received \$1,000 each and a provision was made for souvenirs for four former military aides. The will stipulated that on Mrs. Harbord's death the residuary estate is to be distributed among nephews and nieces, George H. De Baun of Washington, William G. De Baun of Wakarusa, Kan., James R. De Baun of Greenvale, L.I., Mrs. Katherine D. Davidson of Nevada, Mo., and Mrs. Faith D. Healey of New York.

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MAGAZINE GETS RISE OUT OF NAB FOR JUMPING THE GUN ON CODE

Taking exception to a report of the proposed code published prior to the meeting of the Directors Board of the National Association of Broadcasters' convention at Atlantic City next Monday (September 15), Justin Miller, President of the Association sent the following telegram to the NAB Directors:

"The September 8 issue of Broadcasting Magazine contains what is purported to be test of the 'NAB Proposed Code'. This is to reassure you that the proposed NAB Standards of Practice have not been released by this office and will not be released before Board members have had an opportunity to review them. The material contained in the Broadcasting Magazine report is substantially incorrect particularly with reference to the important limitations on commercial copy."

With the addition of Robert R. Wason, Chairman of the Board of the National Association of Manufacturers, Paul Whiteman, and James F. O'Neil, newly elected Commander of the American Legion, as speakers, arrangements for the Atlantic City Convention are complete.

Prior to the Atlantic City gathering the FM Association will hold its first annual meeting in New York City Friday and Saturday, September 12th and 13th. The principal speaker will be FCC Chairman Charles R. Denny, who will also address the NAB the following Wednesday. FM Association meeting attenders are likewise expected to go to the Atlantic City convention.

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REINSCH TO WRITE BOOK ON RADIO STATION MANAGEMENT

J. Leonard Reinsch, radio advisor to President Truman and manager of radio stations in Atlanta, Dayton and Miami owned by former Governor Cox of Ohio, has just returned to Atlanta from New York where he signed an author's contract for his new book which will appear early in 1948. The title will probably be "Radio Station Management" and will cover all phases of radio station operation.

Regarding reports which appeared in the Chicago Sun, PM, Time, and Variety that a coolness had sprung up recently between President Truman and Mr. Reinsch, the latter had no comment. The story was that Charles R. Denny, Chairman of the Federal Communications Commission might resign by the end of the year, and that the President was displeased at the report that Mr. Reinsch was to succeed Mr. Denny.

"It has been my observation in Washington", Mr. Reinsch said, "when such stories appear, it is best to have no comment. Subsequent developments are a much better answer."

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PETRILLO FM MUSIC DUPLICATION AWAITED

Despite reports that James C. Petrillo, President of the American Federation of Musicians would stand pat on banning the duplication of music on FM (frequency modulation) and AM (standard) stations, no statement as yet has been issued following a meeting of network leaders with Mr. Petrillo in Chicago last Monday.

Representing the broadcasters were Robert Swezey, Vice-President and General Manager of the Mutual Broadcasting System, and Frank P. Schreiber, Manager of WGN, for Mutual; Mark Woods, President, American Broadcasting Company; Frank Mullen, Executive Vice-President of the National Broadcasting Company, and Frank White, Treasurer of the Columbia Broadcasting System.

Referring to the Chicago meeting, the New York Times said editorially:

"Mr. Petrillo has an opportunity to further the interests of his membership by announcing an affirmative reply.

"FM radio holds two great promises of particular interest to the musician. The first and more publicized is its reproduction of music with a fidelity and freedom from noise. The second, and probably more important from Mr. Petrillo's standpoint, is that it will mean the injection of vitally needed new competition in the field of programming through new FM stations taking to the air. That this will redound to the advantage of Mr. Petrillo's members would seem evidenced by the fact that on Friday there will be broadcast the first commercially sponsored orchestral program ever carried by an FM network.

"But manifestly the FM industry will not be able to enjoy a sound financial start if it cannot have the popular national favorites represented by the network offerings. Duplication is the essential prerequisite to the sale of sets and adapters in sufficient proportions to make possible the new mass FM medium which has elicited the enthusiasm of such diverse groups as labor unions, cooperatives, newspapers, department stores, returning GIs and the more progressive of the present broadcasters.

"In radio circles Mr. Petrillo always has been known as a thoroughgoing realist and, when the chips were down, not lacking in a sense of the practical. Surely, he and his colleagues on the Federation's Executive Board will recognize that before they can strike a bargain with a new industry the new industry should have a chance to come into being."

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GEN. INGLES RCA COMMUNICATIONS PRES.; JOLLIFFE RCA DIRECTOR

Maj. Gen. Harry C. Ingles (ret.) last week was elected President of RCA Communications, Inc. At the same time Dr. C. B. Jolliffe, Executive Vice-President in Charge of RCA Laboratories, was advanced to membership on the RCA Board of Directors.

General Ingles is also a Director of Radio Corporation of America and of the RCA Communications. David Sarnoff will continue as Chairman of the RCA Communications Board. Thompson H. Mitchell continues in the position of Executive Vice President of RCA Communications, Inc., the position which he has held since December 1945.

Dr. Jolliffe joined the Radio Corporation of America in 1935 as engineer-in-charge of the RCA Frequency Bureau. Later he became Vice President and Chief Engineer of the RCA Victor Division. In March, 1945, he was elected Vice President of Radio Corporation of America in charge of RCA Laboratories, and in December, 1945, he became Executive Vice President in charge of the same division.

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TUBE PRODUCTION REFLECTS SEASONAL SLUMP

A seasonal slump, including plant shutdowns for vacations, resulted in a more than three-million decrease in the number of radio receiving tubes produced in July as compared with June, the Radio Manufacturers' Association has announced.

RMA member-companies manufactured 11,244,202 receiving tubes in July as against 15,057,109 in June. Total tubes produced during the seven months of this year amounted to 114,606,634.

Of the July total, 7,020,316 were for new set equipment; 2,291,735 for replacements; 1,310,944 for export, and 121,207 for government agencies.

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INDIA'S UNREST CAUSES BOMBAY RADIO EXHIBITION POSTPONEMENT

The American Consulate General at Bombay, India, reports that the All-India Radio Merchants Association is organizing a Conference and Exhibition of radio and allied goods of both foreign and national make. The Conference and Exhibition were originally scheduled to be held in August 1947, but a subsequent communication received from the Association states that (in view of the momentous political developments taking place at the present time in India) they have been postponed to the last week of December 1947. Interested American firms should communicate directly with the All-India Radio Merchants' Association, Fateh Manzil, First Floor, Opera House, Bombay.

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EXPERIMENTAL TELEVISION RELAY DEMONSTRATED IN BRITAIN

A demonstration was given in Great Britain recently of an experimental television relay link by Marconi's Wireless Telegraph Co. The Alexandra Palace transmission was received at Danbury, near Chelmsford, and retransmitted to a receiving site at Great Bromley, close to Colchester, the distance of the relay being about 24 miles.

The vision channel was 510 Mc/s (60 cm) and employed a carrier power of some 5 watts. Frequency modulation was used, largely because of the constancy of the receiver output obtained through the use of limiters. The transmitting aerial took the form of a horn radiator mounted on a mast 40 feet above ground and energized by a probe.

At the receiving end a paraboloid reflector was used and carried at the 200-foot level on a mast. For the sound channel the transmitting aerial was a Yagi with a cylindrical reflector and eight directors. Frequency modulation was used here also and a power of 100 milliwatts.

"The program for the demonstration originated in Ascot, so that, as seen at Bromley, it traveled by the BBC outside-broadcast link to Alexandra Palace, from there to Danbury by the normal television transmission, and from Danbury to Bromley by the Marconi link", the U. S. Commerce Department was advised. "Despite its many transformations the received picture was extremely good and appeared to have suffered little, if at all, in the last stage of its journey.

"In order to judge the precise effect of the link on picture quality it would be necessary to compare relayed and unrelayed pictures side by side. It is understood that the Marconi Co. hopes to carry out such a trial by erecting a further link back from Bromley to Danbury. It will then be possible to have cathode-ray tubes side by side, one showing the picture received directly from Alexandra Palace and the other a picture relayed to Bromley and then back to Danbury. By comparing the two pictures the effect of a two-step relay will be immediately obvious."

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UNESCO VETOES WORLD RADIO NET BUT STILL PLAYS WITH IDEA

Radio experts from 16 nations, during a six-day conference at Unesco House, recommended "most extensive collaboration" with existing national radio organizations but proposed no immediate establishment of a world-wide radio network by the United Nations Educational, Scientific and Cultural Organization.

The Committee urged the creation of a permanent Unesco Commission of program experts from 18 nations to meet annually in Paris. The Commission would examine the general nature of Unesco

radio programs, would review activities in this field and propose action for the removal of obstacles to international exchange of programs.

On the proposal for setting up a world radio network, to be operated and sponsored by Unesco, there was considerable disagreement by European delegates. The suggestion was forwarded by the American representative Lloyd A. Free, State Department consultant. The group finally voted against such a network with the provision, however, that if the United Nations network were not established the question of a Unesco network should be re-examined.

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GREAT INCREASE IN RADIO EXPORTS SHOWN

By way of backing up the prediction that United States radio exports would exceed \$60,000,000 in 1947, George R. Donnelly of the Office of International Trade in the Department of Commerce offers the following comparison between the regional distribution of U. S. Exports of Radio Apparatus in 1939 and 1946:

<u>Region</u>	<u>1939 Value</u>	<u>1946 Value</u>
Canada	\$2,368,021	\$ 6,016,654
Latin America	7,790,902	23,615,930
Europe	4,826,106	2,841,048
Asia	1,689,037	4,149,153
Africa	1,790,410	2,144,528

United States exports of radio receivers alone during 1946 totaled 832,377 units, valued at \$23,232,973, compared with 551,846, valued at \$10,448,017, in 1939.

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WASHINGTON TEACHERS ATTEND FIRST LECTURE BY TELEVISION

Kids who fire paperwads at teacher will find themselves frustrated if schools make use of a precedent set in Washington yesterday (September 9). And 200 D.C. teachers saw how it was done.

For the first time in District of Columbia schools, a man was in full view of a class while he lectured to them from two miles away. It was done with television. Edward Scoville, WTOP-CBS Director of Television, lectured from the DuMont station WTTG downtown. Two miles away, at Wilson Teachers College, teachers attending the third annual WTOP-CBS Radio Workshop heard the talk on television screens.

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PARTITION OF INDIA MAY END "ALL-INDIA RADIO"

With the partition of India, the title "All-India Radio" will presumably no longer be used by the broadcasting organization of either India or Pakistan, advices to the Commerce Department indicate.

Broadcasting is one of the many "assets" being considered by special committees for division between the two States.

In 1927 the Indian Broadcasting Company opened its first station - a 1.5-kw. medium-wave transmitter in Bombay. In 1930 broadcasting was placed under the direct control of the Government of India and was called the Indian State Broadcasting Service. The service, which by 1936 was provided by three transmitters, was re-organized and renamed All-India Radio. At the end of 1939, 14 transmitters - 9 medium-wave and 5 short-wave - were in use in Dacca, Delhi, Bombay, Calcutta, Lahore, Lucknow, Madras, Peshawar, and Trichinopoly. During the war additional short-wave transmitters were installed at Delhi for the oversea service.

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"DAYLIGHT SAVING - IT'S WONDERFUL"

Taking pen in hand, F. P. Guthrie, Assistant Vice-President of RCA Communications, Inc., in the Capital, wrote as follows to the Editor of the Washington Post:

"On August 18, under the heading 'Daylight Saving', you printed a very peculiar letter from a correspondent who asks how the advocates of daylight saving feel about it now, as if the passage of time had anything to do with it.

"I am very glad to answer the question: Daylight saving is one of the finest things ever invented. That is the way I felt about it yesterday, today and how I will feel about it tomorrow.

"Tonight, for example, there was not only time enough after dinner to clean the spark plugs of the car, but also to fix a window in the house. Last week I cut the grass before dark. Over the week-end there was time to get back from a trip to the beach before dark.

"It's wonderful."

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::: SCISSORS AND PASTE :::
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Repair-It-Yourself Radio
 ("Life", Sept. 8)

The radio (a picture of which "Life" shows being crushed under the foot of an 180 pound man) is, temporarily, a total loss. But not for long. Ten minutes after it was thus ruthlessly stamped on, it was again playing perfectly. Had it been a conventional radio, several days' work costing two or three times the instrument's original purchase price would have been required to restore it to operation. This radio was quickly repaired because it has almost no wire connections and all its parts are replaceable simply by plugging new ones into the plastic chassis after faulty parts have been removed.

Called the Cosmo Compo, the set is based on a new construction principle. All of the many small and intricate parts which clutter the undersides of ordinary radios have been built into six sub-assemblies, or "components", which are sealed in metal cylinders. These components, the speaker and tuning condenser plug into the chassis like standard vacuum tubes, which the set, of course, also uses. There are no soldered wire connections between them and the tube sockets, condensers and other parts because the current is carried by metal tapes stamped on the plastic chassis.

The new radio's debut on the market this month will be watched with interest by the manufacturers of other low-priced radios. It will also be watched with dismay by those radio repairmen who have relied on the customer's ignorance of electronics to foist huge repair bills on him. With this new radio the customer can become his own repairman. He can take his disabled set to a store, interchange its components with new ones until he locates the trouble source himself, then pay a modest \$1.35 for a new component, tube or speaker.

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FM Program Listings Bother Newspapers
 ("Editor and Publisher")

Most daily newspapers in this country have been carrying daily radio program listings gratis for many years. In this way they have contributed millions of dollars of free publicity to a competitive medium. But few publishers have objected in the belief this was a public service.

The advent of FM broadcasting which promises to at least double if not triple the number of radio stations in every community raises the problem anew for the serious consideration of every publisher. If the old procedure is followed, newspapers will be contributing more than twice the space formerly given to program listings. This is valuable space in any newspaper. Space that is under constant demand from both advertising and editorial departments. To continue gratis listings is going to cost publishers

considerable money. The cost must be weighed again against the public service involved.

A few newspapers have charged local stations for listings in the past. But the new situation caused by FM has been met squarely for the first time, we believe, by two Miami newspapers. They have successfully sold local radio stations, including those whose programs were formerly carried free, on paying a new low rate for this space.

All publishers will study this development closely. Many radio stations will strongly oppose institution of such charge for their listing. But the justification for establishing this new rate for program listings is apparent. Station owners will have to admit that the cost of carrying more and more listings free for the new stations being started is an unjust burden of expense for newspapers that should be shared by the medium getting the direct benefit from it.

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Toothsome Detail Of FDR Broadcast
(From the book "Reilly of the White House" published by Simon and Schuster, New York)

As the broadcast time approached the President would dig into his pockets, search around, and then grin helplessly at one of us. Whichever of us he grinned at would nod, walk quietly out of the Oval Room, then run like blazes up to the President's bedroom, where we'd search out the little silver box in which he carried a pivot tooth. We'd bring the little box to him as unobtrusively as possible and often, even as radioman Carlton Smith or John Daly was making his brief introductory remarks preceding a speech, the Boss would be sitting before his mike, grimly screwing the tooth into his lower jaw.

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NEW 300-SQUARE-INCH PICTURE TELE SET ANNOUNCED BY RCA VICTOR

First of RCA Victor's new large-screen television receivers, providing pictures almost as large as a newspaper page and 50 foot lamberts in brightness or about five times as bright as the average motion picture, was announced this week by Henry G. Baker, General Sales Manager of the company's Home Instrument Department. Most movies have a brightness of 10 foot-lamberts or less.

The set, presenting a 15 x 20 inch television picture (300 square inches in area), also includes standard broadcast, FM, and shortwave radio. Suggested retail price for the unit is \$1195, plus \$11.05 Federal Excise Tax and \$95 for the RCA Victor Television Owner's Policy, which covers the antenna, installation of antenna and receiver, and a year's service and maintenance of the complete instrument, including any necessary replacement of parts.

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TRADE NOTES

Stromberg-Carlson Company this week introduced its 1948 line of FM-AM radio receivers at the conclusion of a two-day Middle Atlantic and Eastern States regional distributors meeting in New York City. Feature of the presentation were the first two post-war television units produced by the company. Both are consoles with direct-view ten-inch tubes. The first unit is a straight video model, while the second has AM-FM radio and an automatic record changer.

When Major Edwin H. Armstrong, the inventor of FM, decided to give the 75 delegates to the recent International Telecommunications Conference in Atlantic City FM/AM table receivers, he put Zenith Radio Corporation on the spot.

Hurried calls went out to Zenith's distributors and to dealers' stores throughout the country, but only 22 of the desired model could be found. When Zenith employees returned from vacations, the first 53 FM receivers off the assembly lines went direct to Major Armstrong in Atlantic City.

Samuel H. Northcross has been appointed Vice President of Audience Research, Inc. in charge of radio research, Dr. George H. Gallup, President announced Tuesday.

Ten persons who had attended "You're The Top" quiz program at WTOP studios on the upper floors of the Earle Building in Washington, got stuck on the bottom floor when the elevator jammed last week.

After juggling the controls for a few minutes, the operator of the elevator called for help. The operator of the adjoining car heard her and summoned the building engineers.

An adjoining elevator was parked parallel with the stalled car between the lobby and the first floor. Emergency escape panels were removed from the sides of each elevator and passengers were able to board the other car.

Radio coverage has been extended to 15 additional pieces of fire apparatus by the Washington Fire Department which is now operating its own station WAKY.

The American Broadcasting Company added another 50,000 watt station to its roster as KCMO increased its power and improved its frequency on September 9th.

Tom Mason has been appointed Regional Manager, Central District, for the Crosley Division of the Avco Manufacturing Corp. He has had extensive experience in the radio field; was Manager, Cincinnati Branch, Ohio Appliances, Inc., RCA distributors in Cincinnati, following his release from the Army.

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Radio — Television — FM — Communications

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Robert D. Heintz, Editor

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September 17, 1947

BROADCASTERS' CONVENTION IN FULL SWING; RECORD ATTENDANCE

The radio industry now assembled at Atlantic City for the 25th annual meeting of the National Association of Broadcasters has kept itself on the front page as never before. Early reports are that the attendance is the largest in the history of the organization and that all records have been broken.

The first work of the convention was consideration of a new code of standards proposed for the broadcasting industry which was presented Monday by Robert D. Swezey, Vice-President of the Mutual Broadcasting System, Chairman of the Code Committee. Proposing, as it does to cut advertising on the air from 15 to 20 percent, this clause of the code is expected to prove one of the most controversial topics of the Atlantic City assembly. The main reduction in the amount of time devoted to commercials, however, would be in the programs before 6 P.M.

The proposed new code which in agate type requires about 5 newspaper columns would seriously cramp the style of disk jockeys and restrict audience participation and "give away" programs.

One of the facts brought to the attention of the convention was that the National Association of Broadcasters had no power to enforce a code under its present rules and regulations. According to Jack Gould of the New York Times, power of enforcement might come later in the form of the code's use by the Federal Communications Commission as a minimum standard of performance for stations seeking renewal of their licenses from the Government.

Highlights in the proposed new broadcasters' code are:

A blanket stipulation that no fifteen-minute program contain more than three minutes of commercials, a provision that would strike in particular at many disk jockeys, the so-called "give-away" programs and many audience-participation shows.

The placement of only one commercial "spot" announcement between regularly scheduled programs. (Many stations now use two or even three "spots" between programs.)

A ban on any commercial announcement in the middle of a news broadcast that is less than fifteen minutes in length.

A surprise clause was the prohibition of the dramatization of political or other controversial issues. This was construed as being aimed at the Democratic National Committee and in earlier years Senator Vandenberg, of Michigan, a Republican, dubbing in the voice of President Franklin D. Roosevelt into political speeches. Senator Vandenberg, who thought up the idea in one of the earlier Roosevelt campaigns, was cut off by the network but WGN of the Chicago Tribune and several other stations used it in full nevertheless. The

Michigan Senator first would let the listener hear Roosevelt's campaign promises in the latter's own words and then would tell how in his, the Senator's, opinion they were not carried out.

The need for prompt action by the broadcasters to meet public criticism of radio by the adoption of a new code was voiced by Sigurd S. Larmon, Chairman of the Board of Young & Rubicam, one of the largest advertising agencies, and by Charles G. Mortimer, Jr., Vice-President of the General Foods Corporation and Chairman of the Advertising Council.

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PROPOSAL TO HOBBLE CRIME PROGRAMS SPARKS NAB CONVENTION

An exciting curtain raiser for the convention was when under the guiding hand of Niles Trammell, President of the National Broadcasting Company, stations affiliated with NBC voted to ban the broadcasting of crime and mystery programs before 9:30 P.M. New York time.

This apparently came as a complete surprise to the competing networks who, however, pulled no punches in expressing themselves.

Frank Stanton, President of the Columbia Broadcasting System, said that the problem of mystery shows on the air was related more to the manner in which they were presented than to the hour of day at which they were heard.

"It's not the mystery show per se", he contended. "It's the way it's handled, the treatment and care with which it is produced."

Mr. Stanton held that there "was no magic to the hour of 9:30" and that it was not consistent with programming balance to group all programs of one type within a given period.

"It's a little unrealistic", Mr. Stanton added, noting that the NBC ban in the Central Time zone was fixed at 8:30 P.M. when, he said, children might still be up."

Edgar Kobak, President of the Mutual Broadcasting System, declared:

"That's a lot of hooey. It's just as though we were going to tell you that we won't carry any soap operas simply because we don't have any.

"Would Trammell (Niles Trammell, NBC president) have done it if they had ten mystery shows on before 9:30? Are they going to take off their serials, too? I have heard some criticism - much of it unjustified, because if the serial is handled properly, it is all right - of them."

Mark Woods, President of the American Broadcasting Company, said that it was so much "hokum" to assume that children of all ages could be protected from mystery programs merely by selection of a time limitation.

"The younger children should be protected from the pure thriller, of course, but the older children will listen to them regardless", he said.

For the central time zone the limitation on NBC crime shows is fixed at 8:30 P.M., the earlier hour being due to technical considerations which it was said could not be altered immediately. In the mountain and Pacific time zones the limitation is put at 9 P.M., local time.

The proposal regarding mystery broadcasts said:

"While mystery and crime stories are as old as literature itself, the vivid, living portrayal of such dramas on the air have an impact on the juvenile, adolescent or impressionable mentality that cannot be underestimated."

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"5,000,000 TV VIEWERS IN '48", SARNOFF; HITS McDONALD PROPOSAL

Television had its inning at the Atlantic City broadcasters' convention first by addresses of Gen. David Sarnoff, President of the Radio Corporation of America and Frank E. Mullen, Executive Vice-President of the National Broadcasting Company, at the first annual NBC convention; second, by General Sarnoff characterizing as impractical a proposal by E. F. McDonald, Jr., of Chicago, President of the Zenith Radio Corporation to offer television over telephone lines; third, a spirited reply from Commander McDonald; and fourth, a demonstration of television pictures 6 by 8 feet in size sent from New York to Atlantic City via Philadelphia over the longest chain of micro-wave relays ever used for this purpose - a distance of 200 miles.

Asserting that there would be 5,000,000 viewers for television by the end of 1948, General Sarnoff said that the new art is "no longer around the corner, but right on the door step." He predicted that by the end of next year there will be installed and in use a total of 750,000 television receivers throughout the country.

Both General Sarnoff and Mr. Mullen predicted that sound and sight broadcasting will combine in due course. "The fusion of sound broadcasting with television is destined to come in radio ultimately just as the combination of sight and sound came in motion pictures", General Sarnoff said.

"The National Broadcasting Company is now committed to the launching of television on a national scale, and all of the network's television resources are at the disposal of its affiliates",

said Mr. Mullen further. "The NBC is gearing in every direction to bring national television to this country. Television is now launched, and we are going forward with it."

Referring to McDonald-Zenith proposal of receiving television programs over the telephone paying for such programs as you may desire to hear, General Sarnoff said:

"A system of so-called wired 'phone-vision' would introduce a monopoly feature into television by limiting its service to telephone subscribers", he said. ". . . the political implications, the legal and regulatory aspects, as well as the technical difficulties of preventing non-payers from receiving the same programs, dooms such an impractical system at the start.

"Such a system, which would limit its service only to those who would agree to pay for the programs as well as for the receivers, is an idle dream", he asserted.

In reply to this, Commander McDonald sent the following telegram to the New York Times:

"Statement of David Sarnoff, quoted by you in your September 14 story, attacking phone vision system of providing pay-as-you-see television service reveals either serious distortion or complete misunderstanding of facts on the part of General Sarnoff.

"Phone vision receivers do not, as he alleges, limit their service only to those who would agree to pay for programs. They provide for full, free reception of all sponsored or sustaining programs with commercials that are broadcast free to owners of ordinary television sets. In addition, they will enable set owners to see in their own homes, for a modest fee, new movie's, theatrical spectacles, championship sports events, and other costly features that can otherwise be seen only after paying admission at the box office.

"First run movies, Broadway plays, and similar features never have, and never will, be available to the public free of charge. Their production cost, which sometimes exceeds one million dollars per hour, is so great that advertising sponsors can never pay the bill.

"In 1925 General Sarnoff predicted that commercial television would be here within five years, but television has languished for more than twenty years because of inadequate programming. Prominent national advertisers are dropping television today because the high cost of producing successful programs is beyond their budget. Phone vision, by moving the theater into the home along with other television, provides the two great services needed to make the video art a commercial success and a service of incalculable value to the public. The phone vision set of the future, which will provide free and pay-as-you-see television, will cost no more than ordinary, one-service television sets do today."

The large 6 by 8 feet television pictures originating in New York and beamed to Atlantic City by way of Philadelphia, provided the first public demonstration of television transmission over such a great distance by means of super-frequency microwave television relays, according to T. A. Smith of RCA.

"It demonstrates", he said, "that microwave equipment can be employed for transmission of television programs over long distances, and points the way toward expansion of television program service to reach a greater number of people."

The demonstrations were presented cooperatively by the American Broadcasting Company, the National Broadcasting Company, their affiliates WFIL-TV and WPTZ, and the RCA Victor Division of the Radio Corporation of America.

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FCC AID SOUGHT IN FM DUPLICATION; DILLARD NEW FM PRESIDENT

The main result of the first annual convention of the FM Association in New York last week was to put up a proposal to the Federal Communications Commission that the Commission prohibit network agreements with radio stations that prevent the simultaneous broadcasts on both standard and FM stations. A preamble to the resolution was "that the advancement of FM at this time will best be accomplished by the duplication of regular network programs over FM facilities."

In another resolution the convention asked the manufacturers to turn out more low-priced FM sets and in still another urged FM station operators to give better programs, to use more live talent and not depend so much on recordings.

Everett L. Dillard, General Manager of WASH-FM, Washington, D. C., was elected President of the FM Association for 1947-48; William E. Ware, KSWI, Omaha, Neb., Vice-President; E. J. Hodel, WCFC, Beckley, W. Va., Secretary, and Thomas F. McNulty, WMCP, Baltimore, Treasurer. J. N. Bailey was re-elected Executive Director.

A lifetime membership scroll was presented to Maj. Edwin H. Armstrong, inventor of FM. Also scrolls for outstanding contributions to FM to Jack Gould, Radio Editor of the New York Times and others.

Evidently speaking from personal experience, Representative Carroll D. Kearns, (R), of Pennsylvania, who so recently had James C. Petrillo, President of the American Federation of Musicians on the green carpet in Washington, advised the convention that they had better try to come to some kind of an agreement with the tough little music leader rather than to endeavor to settle it by an Act of Congress.

Representative Kearns, who is Chairman of a House Labor sub-committee, went so far as to say he believed Mr. Petrillo wanted to do the right thing for FM. "Arbitration and negotiation are the only solution of the controversy", the Pennsylvania solon concluded. "You'll never be able to legislate this situation away."

Acting upon the suggestion of Mr. Kearns the FMA Directors later appointed the following committee which it is expected will meet in the Congressman's office at an early date:

Everett Dillard, Chairman; Raymond F. Kohn, WFMZ, Allentown, Pa.; Morris S. Novik, of the Unity Broadcasting System; Marion Claire, WGNE, Chicago, and J. N. Bailey of FMA.

Paul A. Walker, Vice-Chairman of the Federal Communications Commission was of the opinion that FM network program duplication was not essential and likewise suggested that the FM stations originate their own programs.

"Duplication of programs will be a substantial aid to FM", Commissioner Walker said. "However, I do not agree that the whole future of FM turns on duplication. I think that FM broadcasters should proceed to develop programs specifically for FM. There is plenty of room for new types of programs and especially for programs peculiarly suited to high fidelity transmission."

"Already, sixty million Americans live within the range of one or more FM stations. Note that I say 'live within the range'. I do not say that they are all hearing FM. Because of the lack of FM sets, very few of them are able to hear the new FM stations. All in all, comparatively few people know what those mysterious initials 'FM' signify. For too many folks, FM is still in the category of the sea serpent and the flying saucer.* * * *

"I am glad to have the opportunity afforded by this convention to re-affirm the enthusiasm of the Commission for this new type of broadcasting and to call attention again to its merits.

"The main advantages of FM are as follows:

"First: FM is easier on the ears. It is virtually free from static and other electrical noise, from interference and fading.

"Second: FM has high fidelity. Its range brings all the tones and over-tones of every instrument in the orchestra.

"Third: FM means more service. Most communities will be able to have more FM stations than they now have AM stations. Generally, the stations in a given community will be similar in the coverage they provide. That means that a station cannot rely on superior power, as at present, to compete for an audience. It will have to compete on the basis of excellence of programs. Here we have true equality of opportunity.

"The opportunity for more stations also means that new people with new ideas can come into the field. It means a greater possibility of catering to minority tastes and of expanding discussion of controversial issues."

Declaring that radio manufacturers already have invested millions of dollars in FM and have incurred heavy losses in developing FM receivers, Mr. Max F. Balcom, President of the Radio Manufacturers' Association, said:

"The manufacturers who comprise RMA are just as much interested as the broadcasters in FMA in making FM broadcasting a going, paying business."

Set manufacturers have produced more than 700,000 AM-FM receivers since the war, Mr. Balcom said, and the rate of production is expected to increase sharply during the remaining months of 1947 due to the development of reasonably priced FM table models by an increasing number of manufacturers.

Mr. Balcom said that, although all production has declined during the Summer vacation period, there is no reason to believe that the RMA estimate of approximately two million FM receivers in 1947 will not be reached.

Mr. Balcom warned FM broadcasters, however, that it will take several years to build up an FM audience comparable to that now in the AM field.

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WIND, CHICAGO, PLANS EXPANDING BASEBALL TO FIVE STATES

WIND, Chicago, of which Ralph Atlass is President, plans to expand its Midwest Baseball Network for the 1948 season. Mr. Atlass has invited 50 stations in Illinois, Michigan, Wisconsin, Indiana and Iowa to attend a meeting at the Ritz hotel, Atlantic City this week to discuss coop participation in the network, whose prime concern is the broadcasting of the Chicago Cubs games.

The MEN heretofore was managed on the outside. Next season it will be operated directly by WIND, which locally broadcasts the games for Old Gold and Walgreen.

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An adaptation of the walkie-talkie made its appearance this week at the opening of the United Nations General Assembly in New York. Some 1800 earphones and receiving sets, about twice the size of a cigarette pack, were placed in the U. N. Hall for delegates, press and public.

The innovation made it possible to move about freely about the building without missing a word of the proceedings.

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BLUE BOOK IS STILL BLUE, FCC CHAIRMAN ADMONISHES BROADCASTERS

In what was considered one of the most important speeches at the Broadcasters' convention at Atlantic City - that of Charles R. Denny, Chairman of the Federal Communications Commission at Atlantic City today (Wednesday, September 17) - Mr. Denny, referring to the first year's operation of the highly controversial "Blue Book" rules declared:

"Let's take a look at the Blue Book. Its cover is still solid blue. It has not been bleached. The Blue Book stands as fundamental FCC policy.

"Those who have suggested that the color of the Blue Book is fading point to the fact that the Commission after hearings has renewed the licenses of six stations that received prominent mention in the Blue Book. Two things, however, are overlooked.

"First, they fail to take into account the real improvement made by the stations in question and their recognition, which we are convinced is sincere, of their public service responsibility.

"Second, they misconstrue the purpose of the Blue Book. The Blue Book was issued to make known to the public and the industry some of the basic questions which we feel should be taken into account in developing program service in the public interest. It was issued to aid broadcasters in developing a consciousness of public service responsibility. In addition, we wanted to indicate the general outline of our licensing policy. The Blue Book was never intended to lay down by rigid rule the precise conditions under which licenses would be revoked. For improvements in the broadcast field must come in the first instance from the broadcasters themselves, from their appreciation of their own responsibilities to meet public requirements. Only when there is continued and flagrant disregard of these responsibilities does the licensing authority come into play.

"In the final analysis the success of this industry and the success of the governmental licensing authority are not to be measured by the number of licenses issued or by the number of licenses revoked.

"The important thing in broadcasting is what comes out of the loudspeaker. The renewal applications and other reports received since the publication of the Blue Book give evidence that you are becoming increasingly aware of your responsibilities to the public. Here in Atlantic City you are considering a detailed code by which you hope to raise the standards of your industry. In this objective we wish you every success. There is still much to be done. American radio is still too commercial."

With regard to television, Chairman Denny said:

"Where do we go from here? Are only 41 American cities to have a monopoly on television? Pictures of television sets are appearing in magazines that circulate throughout the land. Soon the good people of Memphis, Birmingham, Kansas City, Denver, Atlantic City, and a hundred other cities are going to start asking - 'When do we get television?'

"It is our clear duty -- yours and mine -- to do everything within our power to see that this new service reaches the maximum number of American communities. * * * *

"Suppose it could be arranged for you to enter television simply by installing a transmitter and an antenna. Suppose instead of building studios and buying cameras and a film pickup for the origination of programs of your own, you could, initially at least, rely upon a network for program service? In those areas which today are not traversed by coaxial cables and where no network television service is available, suppose one station in a large community could do the programming and distribute it to transmitters that you would build in smaller adjacent communities and link to the key transmitter by radio relay? Several stations in different communities might share a common central studio or a mobile pickup unit and move it from place to place for the origination of programs.

"Thus, little clusters of television stations might be spawned in various parts of the country. Then as the coaxials and microwave relays reach across the nation these little networks might be joined together and a nationwide television service would emerge. In this way television might be nursed through the tender period of its infancy."

Turning to FM the speaker said:

"Here may be a clew to what the FM service of the future will look like. We may in the not too distant future have FM sets with, say, 10 push buttons which could be marked as follows: the first four would bring you on FM the programs of the established nationwide networks. (I know that this depends on Mr. Petrillo and the four networks getting together, but I hope this can be done in the near future.) The next two buttons might bring you via FM the programs of established independents.

"But the last four buttons could bring you something entirely new to the aural radio art. For example, Button 7 might be labelled 'classical music' and bring you an FM network joined together by direct radio pickup. Any hour of the day or night when you want good music you would only have to push this button to get it.

"Button 8 might be labelled 'dance music' and would bring you popular tunes at any hour of the day or night by means of a parallel FM network.

"Button 9 might be labelled 'Features' and could bring women's programs, children's programs and other special attractions.

"The last button might be simply marked 'news' and by pushing it you would get a 15-minute news summary at any hour of the day."

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OVERSEAS BROADCAST SUBSIDIES URGED, ALSO "FREEDOM TO LOOK"

Justin Miller, President of the National Association of Broadcasters, addressing the Association's Convention at Atlantic City Tuesday, said that private industry could not be expected to finance international broadcasting operations that are not on a paying basis.

"The only alternative, therefore, to Government broadcasting", he said, "is a Government subsidy which would put us on an equal footing with the Government-owned and subsidized systems of other countries."

Mr. Miller recalled the proposal of Brig. Gen. David Sarnoff, head of the Radio Corporation of America, that the United Nations Economic and Social Committee set up a network of United Nations radio transmitter at strategic points around the globe.

This referred to an address made last Friday in Chicago to the United Nations Educational Scientific and Cultural Organization by General Sarnoff proposing the establishment of a United Nations network of radio and television stations throughout the world. He said with the advent of television "Freedom to Look" had become as important as "Freedom to listen".

"If the principle is right, and if the job needs to be done, it is clear, it seems to me, that the cost is relatively unimportant", the speaker, who was introduced by Assistant Secretary of State William Benton, said. "Even if the cost of operating such a world-wide system should prove to be as much as \$50,000,000 a year, that figure is far less than the cost of one modern battleship; it is a mere fraction of what a single nation spends yearly for its armament. It is less than one-fifth the amount that was spent on fighting in a single day during the last World War."

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TAFT-HARTLEY LAW MAY STOP PETRILLO MUSICIANS FROM MAKING DISKS

The American Federation of Musicians, American Federation of Labor, may prohibit its members from making new phonograph recordings after December as a result of the Taft-Hartley Law's restrictions on the use of royalties and welfare funds paid to unions, a dispatch from Chicago states.

The AFM executive board, headed by James C. Petrillo, was disposed to take such action at its meeting in Chicago last week. At the last minute, it was learned, it was agreed to defer the decision until a meeting in Chicago on October 13. The sixty-day notice of the termination of the contract in December required by the Taft-Hartley Law can be given at that time. Union leaders agreed there was no advantage in making their decision earlier.

The union's income from the sale of recordings is reported to be about \$1,000,000 a year. The rate ranges from one-quarter of a cent per record upwards, depending on the price of the record.

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NEW 47-STORY DALLAS HOTEL TO HAVE TV IN EVERY ROOM

The Lacy-Potter Television Broadcasting Co., of Dallas, Texas, has been granted a construction permit by the Federal Communications Commission for a new commercial television station; Channel No. 3, 180-186 Mc; power (visual) 35 kw. (aural) 18.5 kw.

This carries with it a proposal to install a television set in every room of the new 47-story hotel now being built in Dallas. Also the new station will have a 489 foot antenna mast, less than 100 feet as tall as the Washington Monument.

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RESPONDENT DISAPPEARS IN LUXOR RADIO CASE

The Federal Trade Commission closed without prejudice the case growing out of its complaint charging Harold Kirschbaum, trading as Luxor Radio Manufacturing Co. and Consolidated Radio and Television Co., New York, with misrepresentation in the sale of radio and television sets and other electrical and mechanical devices.

The case was closed, with the concurrence of all the Commissioners, on motion of counsel supporting the complaint, in which it was set forth that the whereabouts of the respondent cannot be ascertained despite diligent search and inquiry. The Commission reserved the right to reopen the proceeding should future circumstances and the public interest so require.

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BRITISH PLAN BIG POST-WAR REOPENING OF "RADIOLYMPIA"

The 1947 "Radiolympia", Britain's fifteenth National Radio Exhibition, opens the week after next (September 29) in its pre-war home at Olympia, London. This big ten-day exhibition, described as a "pageant of British radio", will be the first to be held since the exhibition of 1939 was abruptly brought to a premature end by the outbreak of war, and, as is fitting, this will be the biggest of all "Radiolympias".

Trade buyers from all over the world are attending. There will be a large display of British short-wave receivers incorporating many war-time lessons and equally suitable for all climates. A booklet called "British Radio for the World" which has been issued by Britain's Radio Industry Council to mark the jubilee of the British radio industry, the silver jubilee of British broadcasting and the tenth anniversary of the first television transmissions to viewers in Great Britain, makes the point that the British radio industry has already increased its exports four-fold as compared with pre-war days.

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NAVY PLANS \$1,000,000 CALIFORNIA BOMB, QUAKE PROOF, STATION

A new million dollar high-power radio station is being built by the Navy at Dixon, Calif. The station will be built of reinforced concrete and be "blast and earthquake resistant", the Navy said.

The high frequency station will feature flexibility of equipment and expansion for future needs.

The Navy did not specify the extent of the blast the station is designed to withstand, but all naval installations now being constructed are checked by a board of experts on the effects of atomic bomb blasts.

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D.C. TEACHER WINS PRIZE FOR HISTORY "SOAP OPERA" IDEA

Today's daytime dramas - "soap operas" - can make American history fascinating and sharpen critical standards of High School students, according to a D.C. teacher whose plan for using radio in the classroom won her a \$25 prize in Washington, D. C.

She is Mrs. Elizabeth L. Chase, English teacher at Calvin Coolidge High School. Her winning idea was titled "Using Soap Opera to Kick-Off a Unit in American Literature". It was judged best of all plans submitted by 200 members (mostly teachers) of the two-week WTOP-CBS Radio Workshop sponsored by the District Public Schools, WTOP, and the Columbia Broadcasting System.

Dr. Hobart M. Corning, Superintendent of Washington schools, presented the check to Mrs. Chase.

Mrs. Chase's prize-winning outline for using radio in the classroom utilizes radio literature "as a hook between the past and the present which encourages students to make thoughtful and helpful criticism of radio literature today", she said.

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SCISSORS AND PASTE

Editorials On The Air
("Washington Post")

It was because the granting of a license to use a radio frequency was a special privilege that the Federal Communications Commission was justified in insisting that the licensee present conflicting points of view, especially in respect of political issues, impartially. "The broadcaster", the agency declared, "cannot be an advocate."

But new developments in electronics have vastly expanded the radio spectrum. In the two years since the end of the war, the FCC has issued as many licenses for new stations as it issued during the whole of the preceding decade. Frequency modulation is making many additional channels available. Television is beginning to add still more. It is not yet true that the supply of frequencies exceeds the demand - at least in some of the large communities where broadcasting is most profitable. But that time seems certain to come - no doubt soon. And it is in anticipation of it that the FCC has announced that it will hold hearings in January to determine whether its policy forbidding broadcasters to be advocates should be changed.

Of course, when every applicant for a radio license can be granted one, the role of the FCC will be greatly simplified. It will stand in relation to broadcasters in much the position of the Post Office Department in relation to newspaper publishers; licenses, like second-class mailing privileges, can be extended automatically to all who meet certain simple standards of decency. And in that happy time, broadcasters, we think, should be quite as free as publishers to advocate any cause or candidate they favor. Radio stations are already nearly as numerous as daily newspapers. Their numbers ought to assure that diversity which is the best possible protection of the public interest. We fancy, in any case, that the development of editorial opinion on the air ought to come gradually - that it has been coming gradually for a long time and is already far advanced. Broadcasters need not be too impatient for complete freedom. Their concern must be to use it well.

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Red (Ink) Menace
("Broadcasting")

Only a little over a half a year ago, in March, Llewellyn White, working under a \$100,000 grant from Publisher Henry Luce (Time, Life, Fortune) and the U. of Chicago to the Commission on Freedom of the Press, offered The American Radio to the public.* * *

Among Mr. White's acknowledgments was an interesting paragraph: "The Federal Communications Commissioners and their staff, particularly Edward Brecher, of the legal department, were especially helpful in making material available."

At the time Mr. White's book was published, Mr. Brecher had left the FCC to manage WQQW, Washington, a station largely financed by stockholders inspired by the ideas set forth in the Blue Book, by "Radio's Second Chance", a book by Charles A. Siepmann, ex-FCC employee, and Mr. White.

They were fine-sounding theories. But they lacked something. They just wouldn't work. Practical broadcasters recognized that lack. This magazine pointed it out repeatedly.

WQQW was the testing ground. Although it was managed by the man whose ideas were incorporated in the Blue Book and The American Radio, the station drips red ink. And Edward M. Brecher is no longer its general manager.

WQQW will be sold if a buyer can be found. Otherwise there is talk of operating on a public contribution basis. Whatever the final disposition, it appears certain the station will not be operated successfully on the pinkish theories of Mr. Brecher.

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Sen. Lodge's Complaint Cited in "Voice of America" Argument
("The Washington Post")

Every returning traveler from Europe will bear out Senator Lodge's observation of the "shocking" distortions of the truth about America that are current in Europe. The motives back of our aid are everywhere assailed. Even in high quarters the reason for the Marshall initiative is thought of in terms either of saving our export skins or of beginning a new American empire. As Senator Lodge says, "everything we do is twisted".

Nothing, in our opinion, testifies as convincingly to the success of Soviet propoganda as this stage of things. However, there are other circumstances which account for the misrepresentations of which the Senator speaks. There is a basic resentment among many Britons and Frenchmen over the hemorrhage in their national power which resulted from the conflict with Hitler. Added to this is the usual bitterness that comes from dependence. A creditor is never a hero to his debtor, as Britain found out when it was the world's greatest creditor. As the Emperor Francis Josef observed, when reminded of a debt to Russia for help in suppressing a Hungarian revolt, "We shall astonish our allies by our ingratitude."

It seems to us that Senator Lodge's finding constitutes a convincing argument for the strengthening of the Voice of America program.

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::: TRADE NOTES :::

Assistant Secretary of Labor Phil Hannah announced last week, according to an Associated Press dispatch from Cincinnati, that he had resigned, effective "when William Green (President of the American Federation of Labor and Labor Secretary Schwollenbach select a man from the ranks of labor to take my place."

Wouldn't it almost stop the show at Atlantic City if Chairman Denny of the Federal Communication Commission announced that he had resigned, effective "when President Truman and Justin Miller, President of the National Association of Broadcasting, select a man from the ranks of the broadcasters to take my place"?

Whether or not to broadcast the new song "Have a Heart - Taft-Hartley" is going to be a headache for station managers. After "Florence the Girl Disk Jockey" played it over WGAY, Washington, Tuesday for the first time, she said: "If you don't see me here tomorrow you'll know the reason why!"

Emerson Radio & Phonograph Corporation and Subsidiaries - Thirty-nine weeks to Aug. 2: Net profit, after \$500,000 inventory reserve and \$1,102,974 for taxes, was \$1,535,197, equal to \$3.96 a share, compared with net of \$767,192, or \$1.92 a share earned in thirty-nine weeks to Aug. 3, 1946, when \$577,168 was deducted for taxes.

Representative Carroll D. Kearns (R), of Pennsylvania, Chairman of the House Labor subcommittee, has advised broadcasters that James C. Petrillo, President of the American Federation of Labor, has agreed to meet Sept. 20 in Chicago with officials of the National Education Association School Administration Department to sign an agreement permitting young musicians in schools and colleges to broadcast. The agreement will go into effect immediately after the signing, Representative Kearns said.

International Detrola Corporation and Subsidiaries - Nine months to July 31: Net profit \$1,139,908, equal to 93 cents a share, compared with \$950,701 or 73 cents a share for similar period a year before, which included \$769,025 non-recurring profit on sale of California plant; sales, \$53,028,516, against \$25,790,436. Included for the first time are operations of Universal Cooler Company of Canada, Ltd., which on Feb. 3 became a wholly owned subsidiary.

A story tracing the progress of the American Broadcasting Company, since its purchase in 1943 by Edward J. Noble, appears in the "Business" section of the September 15 issue of Newsweek. A picture of Mr. Noble, Chairman of ABC, and Mark Woods, President, illustrates the Newsweek article.

Due to greater mass production and the absorption of development costs by heavy sales throughout the nation, price reductions up to \$430 have been made by the United States Television Mfg. Corp.

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HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W.

Washington 8, D. C.

Robert D. Heinl, Editor

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No. 1793

September 24, 1947

SMALL AUDIENCE GREET'S PETRILLO'S FREE WASHINGTON CONCERT

Attendance was very disappointing at the grand free concert given to the citizens of Washington, D. C. by James C. Petrillo and Local 161, the Washington Musicians Union. It took place at the Watergate in Washington on the banks of the Potomac River in a beautiful setting at the foot of the Lincoln Memorial. Preparations had been made for a capacity audience but the comparatively few who attended were almost lost in the gloom of empty seats.

Costs of the concert at the Watergate, which is operated by the Government, were met from the much talked of recording royalty relief fund of the American Federation of Musicians derived from the manufacture and sale of recordings and radio transcriptions, which are now being used by Mr. Petrillo to further the cause of music throughout the country and to give work to unemployed and disabled musicians.

The Washington local musicians union's share was \$16,000. Some of it has been spent by sending dance orchestras to city playgrounds and smaller groups of musicians to the Veterans Administration hospitals. The Watergate concert was to be the big final splurge. A payroll of \$1,572 was distributed for the concert among the instrumentalists comprising a 64-piece band organized for the event. Each player received \$24 - \$12 for the concert at symphony rates and \$12 for going through the program twice at a rehearsal.

Seats were available for 5,550 persons with standing room for several thousand more but Edward Kelly, Assistant Superintendent of the National Capital Park and Planning Commission in charge of Watergate told this writer that only 1,200 attended Mr. Petrillo's concert.

Commenting upon the poor turnout, George Kennedy wrote in the Washington Evening Star:

"About \$1,500 worth of music was given away last night at the Water Gate with few takers. The donors were James C. Petrillo, of the American Federation of Musicians and the Washington Musicians' Union.

"The listeners, scattered among the seats for thousands on the banks of the Potomac, apparently included a large proportion of fellow union members and the families of the performers.

"Paul J. Schwartz, President of Local 161, explained after the concert that none of the money that came from the national union could be used for promotion of the concert, and that his local had no funds.

"'If people knew what we were giving away tonight', he said, 'there would be more here.'

"Leon Brusiloff, local theatre leader who conducted the improvised Water Gate orchestra said that, if the experiment ever is repeated, it would be well to let some organization sell tickets for charitable purposes.

"They could keep all the money and they would bring a bigger crowd here", Brusiloff said."

Music critic Paul Hume expressed this opinion in the Washington Post:

"We doubt seriously that the cause of music was furthered in any way by the concert, since the selections were of the genre heard regularly over the average radio program; popular in nature, and less than featherweight. But we do highly approve of the generous use made of the fund both here and in other cities."

"The audience was small, a circumstance traceable directly to inadequate publicity, there having been no admission fee", Glen Dillard Gunn wrote in the Washington Times-Herald. "Evidently the local union has much to learn about concert promotion."

Mr. Gunn was undoubtedly correct but inquiry into this angle brought the response that there was a clause in the Petrillo fund allowance that no money was to be spent for advertising or promotion.

"When we first planned this, we got together a committee of the leading people in music in the Capital", Mr. Schwartz was quoted as saying. "They suggested a program for a symphony orchestra. The national office had to pass on it. They asked, 'What's in this for the dance band boys?' So we decided to give a concert with the kind of music most people like.' It's too bad we didn't have the money to let them know about it."

Unquestionably the newspapers and broadcasting stations would have given advance notice of the event if they had been kept informed, but one of the local music critics remarked to the writer, "Union musicians don't do anything without being paid and wouldn't even take the trouble of trying to secure a little free publicity for themselves because no funds had been provided for that purpose.

"Also the local union musicians were not any too happy about the way the musicians and soloists to be paid were selected. The main committee composed of critics and other musical people met only twice in the beginning but after that the thing was run by a little clique who evidently favored their own people instead of the needy and disabled musicians for which the fund was supposedly intended. If the needy had secured the work, they could have at least paid their union back dues. Instead, prosperous musicians and soloists were chosen. This part of it was even more secret than the advance publicity."

The critic above mentioned expressed the opinion that it would have been better for Mr. Petrillo to have given the needy

and disabled union musicians the money outright.

The Petrillo broadcast recording relief fund now reported to be in the millions is administered exclusively by the AFM union. Some of the money is being distributed to the local unions and used for such purposes as subsidizing symphonic music and public concerts. The declared purpose is to develop the use of "live music" and provide employment for musicians. However, such welfare funds become subject to the new Taft-Hartley law when current contracts expire January 1st. The law stipulates that such payments must be held in trust for the purpose of paying only for medical or hospital care, pensions, compensation for injuries resulting from occupational activity, unemployment benefits, life insurance, etc.

Faced with this, Petrillo and his associates are reported to have almost decided to advise disk companies that their members will not make records after December 31st. Definite action will depend upon a musicians union meeting to be held in Chicago October 15th.

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COL. McCORMICK CALLS FCC "COMMISSARS'" THREAT TO FREE RADIO

One of the very few broadcasters who dares to say exactly what he thinks of the Federal Communications Commission is Col. Robert R. McCormick, publisher of the Chicago Tribune and operator of Station WGN. Describing threats to American freedoms at a luncheon of the Constitution Day Committee celebrating the 160th anniversary of the nation's basic law in Chicago, he declared the sources of danger were: An oversized, aristocratic army, the Federal Communications Commission, the Postmaster General, the Department of Justice, certain members of Congress and a group of crackpot professors.

In his reference to the Federal Communications Commission and broadcasting, Colonel McCormick said:

"No one has alleged that freedom of speech, as guaranteed in the 1st amendment, has been affected by speech over instruments. No one has questioned the right to speak freely over the telephone or into the phonograph.

"The interference with freedom of speech over the air is not based upon the large audience reached. Indeed at the time the 1st amendment was adopted, speaking trumpets were in use and halls were designed for their acoustical effects.

"No, the interference with freedom of speech over the air is based, as one might have expected, on the doctrine of communism, accepted in principle by Congress and administered, as is communism, for the benefit of the single party system.

"When broadcasting became known, far-seeing, speculative, or scientifically-minded men bought broadcasting instruments as

centuries ago men bought printing presses or, perhaps a better precedent, as men settled on the public domain. Some less far-sighted men bought out the first users. Others, oblivious of the rights of the owners, infringed upon their wave lengths. Confusion resulted.

"The matter should have been left to the courts to construe under the common law, but Congress chose communism on the theory that the people who did buy transmitting instruments and devoted their time and money to broadcasting had no rights to the airways, and that those who did not devote a cent or a minute to broadcasting had all the rights, and that a commission of commissars should administer them.

"It is as though commissars should take and distribute the farmers' grain which, by the way, is also in the wind.

"The communist form of government has not prevented the limitation of program production to four chains, as compared with thousands of newspapers and scores of magazines. As a matter of fact, time has shown that there are more wave lengths than there are organizations able to produce acceptable programs. That political influence is feared by chains and stations alike is attested by the fact that there is no excess to which administration supporters may not go and do go, while chains and stations refuse to accept the most parliamentary of anti-administration speakers, even when they are sponsored and the time paid for, and that free time on the air must be given for administration political speakers and withheld from anti-administration political speeches. This is the price we pay for putting communism into our form of government and denying freedom of speech to the radio."

Charging censorship in the movies, Colonel McCormick said:

"How viciously it can be administered", he said, "we recently have learned when the movies were forced to support Communism, in particular to put on that utterly false play, 'Mission to Moscow'.

"As you know, the well-censored New York stage is predominantly anti-American."

"Subversive influences", he said, "have called for paper allocation. Such allocation would put in the hands of the commissars powers similar to those exercised by radio commissars.

"Paper would be allocated to administration supporters and withheld from administration opponents."

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The Federal Communications Commission last week adopted an Order which reinstated and extended, or simply extended, as the case might be, all Temporary Limited Radiotelegraph Second Class Operator Licenses which have expired or would otherwise expire before July 1, 1948. The purpose of this Commission action is to enable holders of this class of license to help meet the existing shortage of licensed radiotelegraph operations.

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NAB TO BE UNDER NEW CODE FEB. 1; DENNY DEFENDS PRESS STORY

Although there may still be a stormy road ahead and plenty of hot discussions, everything now seems to be all set for the new code adopted by the National Association of Broadcasters' Convention at Atlantic City to be in operation February 1st. The final work of the NAB Board of Directors last week was to order the Code as adopted by the convention mailed to the entire membership asking for any further criticism or suggestions which must be in hand not later than November 1st.

Then the controversial features of the Code will be revised for final action to be taken by the Board. President Justin Miller will keep in touch with Chairman Charles R. Denny, Chairman of the Federal Communications Commission with regard to any new developments.

And the mention of Chairman Denny brings to mind one of the most unusual incidents from a newspaper standpoint that happened during the convention. It came about through a small-sized sensation being created by Jack Gould, Radio Editor of the New York Times quoting Chairman Denny as saying code compliance might be a proper subject for FCC inquiry in acting upon station license renewals. It was generally thought seeing what a storm this had kicked up that Mr. Denny, following the grand old Washington custom, might hedge and charge that he had been misquoted.

However, the FCC Chairman not only stood by his guns but in a way this writer has never seen in his long years of experience, Denny stood by the reporter. Furthermore, he accorded the additional consideration to Mr. Gould of having George O. Gillingham, FCC's star press-man, immediately send the explanation out as an addition to his set speech which had previously been sent to press and radio.

Addressing the great convention at Atlantic City and digressing from his prepared speech, Chairman Denny referred to the newspaper story as follows:

"The discussion seems to have gotten away from the point whether the proposed code is good or bad. Instead, there is a lot of speculation about what I did or didn't say in response to a question from Jack Gould of the New York Times. Let's read Jack's article:

"Jack asked me what I thought of the code. Now I quote from the article: 'Charles R. Denny, Jr., Chairman of the Federal Communications Commission, said he had not read the code, and, accordingly was not prepared to express an opinion on its contents.'

"Then Jack asked, 'Suppose they adopt a code and then a few stations don't live up to it?'

"Now I quote again from his article: 'At the same time he expressed the opinion that it would be an appropriate subject of

"inquiry" by the F.C.C. if a station sought a renewal of its license, yet had not adhered to the minimum standards adopted by the industry as a whole.' 'I think we ought to at least ask about it', Mr. Denny remarked.'

"The article is correct. Every word of it and every comma of it. Jack is a good reporter.

"The Commission is not going to tell you what kind of a code you should adopt. That is your problem. Personally, I believe that some corrective action is needed in your industry and a good sound code would be a forward step."

The new Code was endorsed not only by Niles Trammell, President of the National Broadcasting Company, who was first under the wire and made a real fight for it, but by the heads of all four networks.

Mr. Trammell said:

"It is my hope and feeling that this new code will rid our industry of many of the abuses for which broadcasters have been criticized and will enable us to further improve our service to both the listener and advertiser."

Dr. Frank Stanton, President of the Columbia Broadcasting System, said: "CBS fully endorses the standards of practice adopted by NAB and pledges its unqualified support of this forward step in the improvement of radio programs throughout the country. It is heartening to see this general industry-wide acceptance of the proposal outlined by William S. Paley, Chairman of the Board of CBS, at the NAB convention last October."

"We believe that the new code of standards will be a blueprint for the further improvement of American radio, he concluded.

Mark Woods, ABC president, said: "We have always been in favor of a code. We are studying in detail the ramifications of the present code, and we will consult with our affiliated stations and make a detailed report on our position at a later time."

Edgar Kobak, President of the Mutual Broadcasting System, said, "The industry is making progress."

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TAM CRAVEN RE-ELECTED N.A.B. DIRECTOR; HAS UNIQUE RECORD

Commander T.A.M. Craven, of Washington, who was re-elected a Director of the medium size station division of the National Association of Broadcasters at Atlantic City, has in addition to his personal popularity a record unique among broadcasters because (a) basically he is one of the best known radio engineers in the country; (b) he served with distinction first as Chief Engineer of the

Federal Communications Commission and later as a member of the Commission itself; (c) is now Vice-President of the Cowles Broadcasting Company and (d) is also General Manager of WOL, the Cowles station in Washington.

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WASHINGTON SOON TO HAVE AS MANY TELEVISION STATIONS AS NYC

Washington, itself destined to be one of the video capitals of the world, on or about October 1st will add its third television station and then will have the same number of television stations as are now operating in New York City. Furthermore, a fourth Washington station now under construction will begin telecasting next Spring.

The National Capital's newest station which will make its bow within the next few weeks will be WMAL-TV, owned and operated by the Washington Evening Star. The fourth Washington station, scheduled to start early in 1948, will be WOIC, owned and operated by the Bamberger Service, Inc., in New York City.

The two stations now operating in Washington ^{are} / WNBW, of the National Broadcasting Company and WTTG, operated by A. B. Dumont and managed by Leslie Arries. The three New York City stations are WCBW, Columbia Broadcasting System, WNBT, National Broadcasting Company and WABD, Dumont.

WMAL-TV's transmitter in Washington will be at the American University in the northwest section of the city about a mile above the Washington Cathedral. Studios will be downtown in the Commonwealth Building on K Street, a half a block west of the Statler. In the same building is RCA Communications, office of F. P. Guthrie, Assistant Vice-President, and next door Station WOL skippered by Commander T.A.M. Craven. This will bring together a group of old friends as Kenneth Berkeley, General Manager of WMAL and WMAL-TV, is also a veteran in the business and was associated with Mr. Guthrie for years in the development of WRC.

Mr. Berkeley has just announced that effective October 1st, Burke Crotty, for more than eight years Director of Special Events for NBC television in New York, will take over as Director of Television for WMAL-TV, in Washington. Mr. Crotty, who is 36 years old, has quite a record in radio and television, having produced the first Army and Navy game, first television coverage of Republican Convention and the Louis-Conn fight, etc.

WMAL TV will telecast on Channel 7 (174 to 180 megacucles) using a new 5-kilowatt RCA transmitter - the first unit to be built for the higher commercial frequencies.

Plans also call for the installation of a two-section RCA Pylon antenna for the Star's FM station, WMAL-FM. The Super Turnstile will be mounted atop the Pylon. By using RCA's recently

announced diplexing system, it will be possible to broadcast FM and television picture and sound simultaneously from the same antenna system.

Mr. Berkeley has already signed up the Washington Redskin pro football games. Likewise those of Georgetown and George Washington. WMAL-TV will also be used to train American University students who are signed up for the college's new radio-video curriculum, under the direction of WMAL's Special Events Director. The University is committed to produce around 52 hours of television programs a year.

News came only this week that the Bamberger Broadcasting Service had concluded a contract with RCA for the purchase of a 5 KW television transmitter for delivery to its Washington, D. C. television station WOIC, and a contract with the General Electric Company for a similar transmitter for WOR-TV, which will also be the fourth station in New York City.

WOIC's new transmitter, RCA Type TT-5A, is scheduled for delivery in March, 1948, and will be installed on the highest point in Washington, at 40th and Brandywine Streets, about a mile north of the Washington Cathedral, where the elevation is 412 feet above sea level. An RCA 6-bay Super Turnstile television transmitting antenna mounted on a 300 foot tower, used in conjunction with the TT-5A will give the transmitter an effective output power of approximately 35-thousand watts, providing a signal which will cover a 40 mile radius. It will operate in channel 9, which is in the 182-192 megacycle band.

The RCA TT-5A has already been delivered to WNBW in Washington; KSD, St. Louis, WFIL, Philadelphia; WTMJ, Milwaukee; WLW, Cincinnati; WBZ, Boston; and KOB, Albuquerque. Further deliveries of the RCA transmitter are being made at the rate of three a month.

Cities to receive the TT-5A in addition to the ones mentioned above, include New York, Chicago, Cleveland, Minneapolis, Baltimore, Los Angeles, Toledo, Newark, Buffalo, Dallas, Detroit, and St. Paul.

J. R. Poppele, Vice-President of WOR, New York and President of the Television Broadcasters' Association, is likewise in charge of the construction of WOIC, the Bamberger station in Washington, which is expected to represent an expenditure of approximately a half a million dollars. NBC's WNBW has cost about the same.

Mr. Poppele in a speech in Philadelphia last week predicted that by next June there would be 500,000 television sets in operation throughout the country.

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PETRILLO SIGNS SCHOOL MUSIC AGREEMENT - INTERLOCHEN EXCLUDED

James C. Petrillo, President of the American Federation of Musicians, last Monday in Chicago signed a "code of ethics" with two educational institutions for performances not in rivalry with the Musicians Union. However, the National Music Camp of Dr. Joseph E. Maddy at Interlochen, whose broadcasts Petrillo put his foot down on five years ago and which indirectly was the cause of Petrillo signing on the dotted line this week, was not included.

Mr. Petrillo, in discussing the code to which Luther A. Richman, President of the Music Educators National Conference, and Harold C. Hunt, President of the American School Administrators, were also a party, declared that it did not cover Dr. Maddy's camp because the camp "is a commercial institution".

The signers of the code agreed, however, that Dr. Maddy's camp might receive a hearing. They were told that the camp was sanctioned by the University of Michigan.

Dr. Maddy said at the University of Michigan, where he is a professor in the Music Department, that of the 1,160 young people who enrolled in the camp last Summer 550 were University of Michigan students receiving credit for their studies. Their teachers were paid by the University and the library, which is used by the entire camp, was established by the University, he added.

He said he would probably seek a hearing before the committee of the three signatory organizations.

Mr. Richman said the agreement will bring "greater understanding between the amateur and professional musician which should result in greater leeway for the amateur. On the other hand, it will mean less leeway for music schools which have over-stepped the boundary between music education and the entertainment field."

United States Attorney Otto Kerner, Jr., said in Chicago last Sunday night that the Government's Lea Act prosecution of James C. Petrillo, woon will be reopened.

Mr. Kerner said an amended criminal information against Petrillo is being prepared by the Attorney General's office in Washington.

The amendment will make minor changes in the original information to conform to the June 23 Supreme Court decision holding the Lea Act constitution, Mr. Kerner continued.

The original information accused Petrillo of violating the so-called Petrillo law in support of a demand that the station hire three more record librarians. WAAF said the librarians were not needed.

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MONTHLY RADIO SET OUTPUT INCREASES; TV FROM 10 TO 12,000

Radio and television receiver production in August began to move upwards toward an expected heavy output in the Fall months as manufacturers produced a total of 1,265,835 sets of all types for the month, the Radio Manufacturers' Association reports.

The August output brings to 11,031,935 the number of receivers manufactured by member-companies in eight months of 1947 and registers the first increase in monthly production since the peak was reached last April.

Television receiver production in August showed a gain over July and established a new record for the year, reaching 12,283 sets as against 10,007 for the five-week period in July. The previous monthly record was set in June when 11,484 television sets were produced.

August's television output was as follows: radio table models, 7,984; direct viewing radio consoles, 2,181; projection-type radio consoles, 92; direct viewing radio-phonograph combinations, 2,008, and 18 projection-type radio-phonograph combinations.

FM-AM receivers produced by RMA member-companies in August totalled 72,014 as compared with 70,649 in the July period.

RMA member-companies also manufactured in August 273,380 automobile radios, 149,150 portable radios and 26,080 table model battery sets.

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AUTO VISITORS' RADIO CURBS RELAXED BETWEEN CANADA AND U.S.

Interim arrangements have been made by the Federal Communications Commission between this country and the Dominion of Canada under which mobile radio transmitting equipment licensed by either Government can enter either country provided that the transmitter is sealed by customs officials to prevent its operation in the country visited.

After sealing the equipment at the border and noting that fact on a permit, the vehicle will be allowed to proceed. On leaving the visited country, the seal will be removed by the customs officer at the port of exit. The permit holder is warned, however, that should the seal be found to have been broken or removed, the vehicle will be subject to seizure.

The laws of both the United States and Canada prohibit alien operation of transmitting stations. Heretofore, Canadian visitors to the United States carrying such equipment in their cars have been warned at the border that to use the same in this country would be a violation of our laws. In the case of Canada, visitors from the United States were required to remove such equipment before entering its territory.

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BENTON REPORTED FINALLY OUT AT STATE DEPARTMENT

William Benton, Assistant Secretary of State in charge of information and cultural affairs, and storm center of the "Voice of America", has finally submitted his resignation to President Truman, according to latest Washington reports.

Secretary Benton has been a subject for controversy ever since he was appointed two years ago. He was hardest hit when his "Voice of America" program struck a snag in Congress which last June axed the appropriations. It was said that had Benton been removed at that time the "Voice of America" would have fared much better.

Mr. Benton was a former partner of ex-Price Administrator Chester Bowles of the advertising agency of Benton and Bowles.

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NEW MOVIE THEATRE OWNERS' ASSN. TO KEEP TAB ON TELEVISION

A new group, Theatre Owners of America, formed from the Motion Picture Theatre Owners' Association, and the American Theatres Association meeting in Washington, D. C. last week created among other committees a group to map ways to combat television and to fight the license tax imposed on theatres by the American Society of Composers.

Paul Raibourn, Paramount Pictures Vice-President in Charge of Television, told a subcommittee which set up a standing committee to keep tab on television developments, that Paramount has developed a "quick-freeze" system of putting television on movie film.

He predicted that within a year there would be enough television sets to give half the Nation's population access to the new form of entertainment.

Calling for a fight "all along the line", Spyros P. Skouras, 20th Century Fox President, told the exhibitors, who represent some 10,000 theatres with 85 per cent of the Nation's movie seats, that Hollywood faces "its greatest crisis and challenge".

Mr. Skouras charged that American critics had "ridiculed" the industry's "creative minds". They also "smeared the private lives of our people" and made fun of "the eccentricities of the producers."

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NBC TO TEST RADIO IN DIRECTING TELEVISION PRODUCTIONS

The Federal Communications Commission last week granted the National Broadcasting Company an experimental license to be used for testing radio direction in producing television plays at its New York studio. Stage directors, equipped with lightweight receivers, will receive instructions from the control booth.

Heretofore this communication has been available only through the use of headsets and connecting long cords plugged into various outlets about the stage. These trailing wires not only impeded the movements of the directors but became entangled in other equipment. They often became disconnected inadvertently and disrupted contact and production. Since the proposed radio system will be experimented within a shielded television studio, it is not expected to cause outside interference. It will use Industrial, Scientific and Medical frequencies which are available for assignment to low-power radio communication. Use of this band for such a purpose will tend to reduce the demand for other frequencies for convenience communication.

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NEW METHOD OF PREDICTING SUNSPOTS AIDS RADIO FORECASTS

The prediction of solar activity, which greatly affects radio communication and is evidenced by spots on the sun, has been advanced through the application of a new statistical method, by A. G. McNish and Virginia Lincoln of the National Bureau of Standards. The new technic, depending on available sunspot data for a number of previous 11-year cycles, has a sounder scientific basis than former methods of prediction. Moreover, it is expected to be applicable to a wide variety of cyclical phenomena, such as long-term weather variations and climatic changes.* * *

The sunspot number is obtained by counting the number of sunspot groups, multiplying by 10, and adding to the result the number of individual sunspots in each group. This statistical convention was adopted at the Zurich Observatory in the middle of the nineteenth century, and since that time has been standard all over the world.

Daily "soundings" of the ionosphere are taken all over the world by an international network of 58 ionosphere stations, 14 of which are operated or supported by the Bureau. These daily soundings measure the critical frequency (the limiting frequency for reflections back to the earth), absorption of radio energy (an indication of the power required to transmit a given frequency over a particular distance), and the heights of the various layers (determined through the use of radar-like echo equipment). The sunspot predictions are correlated with this information to provide the working data used at the Bureau in predicting radio propagation characteristics.

(Continued at bottom of page 16)

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::: SCISSORS AND PASTE :::
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Trammell Credited With Leading Fight For Code
(Jack Gould in "New York Times")

The convention of the National Association of Broadcasters demonstrated the extraordinary difficulties that lie ahead in curbing excessive commercialism on the air.

Irrespective of the details of a code of standards, over which there is bound to be controversy for many days to come, the broadcasters divided into two broad groups.

The first group comprised broadcasters admittedly led by the older and more economically secure network affiliates, who have come to the realization that listener irritation over too many "plugs" is real and demands a prompt remedy.

The second group is dominated by independent outlets, many of them forced to contend with extremely competitive local conditions, which regard the one-minute "spot" commercial as almost a way of life. These stations constitute the real barrier to any reform movement.

Most active in the pro-code faction here undoubtedly was Niles Trammell, NBC President who at Atlantic City occupied the role held by William S. Paley, CBS Board Chairman, at the NAB convention a year ago in Chicago.

It was Mr. Trammell who provided leadership in the true sense of the word. Not only was he wholeheartedly in favor of a code but he crusaded for it among convention delegates with a fervor rarely seen at NAB gatherings.

Other stations noted that Mr. Trammell could afford to take such a stand because his network is the most prosperous. That, of course, is undeniably true, but it does not detract from the fact that Mr. Trammell also seemed most aware of the urgency of the problem presented by commercials.

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Newspaper vs. Radio News
("Editor and Publisher")

Alan Barth of the Washington Newspaper Guild writing in the Guild Reporter, says, among other things: "And we might as well face it: radio is now the primary news source for most Americans. . . . What's the source of that statement? It is probably the now-ancient (1945) poll conducted in Denver and much publicized by press critics.

If he had wanted to, Barth could have quoted the more recent Iowa poll (June 1947) which reveals that Iowans think newspapers are more fair than radio in news presentation and they rely more on newspapers than radio informing their opinions. There have been other polls disproving the Denver findings. But they didn't fit into Barth's argument.

Maj. Armstrong, Father of FM, Sees Cheery Future
(Sonia Stein in "Washington Post")

Despite the fact FM broadcasting suffered another setback this week when under Petrillo's orders the Washington and Rochester locals of the American Federation of Musicians banned the broadcasting of live music from either of the two origination points of the Continental FM network, the father of FM broadcasting thinks the musical hitch is trivial compared to other obstacles FM has weathered.

Addressing members of the National Association of Broadcasters in Atlantic City following a demonstration of FM broadcasting beamed from station to station over long distances, Maj. Edwin Armstrong, discoverer of the staticless, high fidelity system of broadcasting, cited some of the serious obstacles already overcome. He mentioned the Radio Corporation of America as one of the early hindrances, since the company had been given "an exclusive preview of the FM invention (in 1934) and turned down the opportunity of making it available to the American public."

In an informal session afterward, Armstrong said this was one of the few cases where instead of the inventor not getting the profits of his invention, the public was denied the benefits of it for 10 years.

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Television Has Hollywood Reaching For An Aspirin

(Kaspar Monahan, Scripps-Howard, from Hollywood in "Washington Daily News")

Television has Hollywood badly worried. Its worries get down to the most basic of all problems in Hollywood - who's going to pick up the check? What sort of shows will there be?

Television is chiefly presenting "remote" bills, such as prizefights, baseball and football games. To a lesser degree it is bringing "live" shows into the homes - those produced in radio and television studios.

As an example of the latter, the Don Lee station in Los Angeles every morning televises the radio feature "Queen for a Day".

Stuart Phelps - show producer and official for the television station told me the late Mr. Lee put a fortune in this pioneer television set-up.

"Up to now it hasn't made a quarter, but better days are ahead for us", he said.

Television, once it takes hold, will be able to pay its own way. But there are many problems to be ironed out, of which these are uppermost:

Will sports promoters fear losses in patronage and demand a huge "take" from television? Will movie producers ever consent to the televising of their costly films? Wouldn't television kill the movie in a one-shot performance?

Will owners of television sets see the shows free or will they pay for the privilege? If so, how?

Will radio suffer? How much will it be changed?

Nobody I met in Hollywood could answer these questions. Everybody was speculating, theorizing, guessing - and reaching for an aspirin.

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 ::: TRADE NOTES :::
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Philco is offering formal licenses to all set manufacturers to use, subject to royalties, its patents and inventions in the radio receiver, electrical phonograph, and television receiver fields, John Ballantyne, its president said today. Approximately 700 Philco patents and inventions are thus being made available to the rest of the industry.

New advances in large screen television with pictures six by eight feet will be shown tomorrow night (Thursday, September 25th) in Washington by the RCA Victor Division of the Radio Corporation of America.

Artificial crystals, the Bell Telephone Laboratories in New York announced this week, may soon be produced in quantities almost large enough to supplant most natural quartz, a product hitherto indispensable in long-distance telephone and radio work. The artificial crystals resemble huge clusters of rock candy, or ice cubes, as they "grow" in the laboratory in large glass tanks.

Sylvania is this month introducing its new 7-inch Oscilloscope (Type 132) to be used in radio servicing and which has industrial and laboratory applications. It will also be used in receiver alignment, audio circuit analysis, filter and vibrator waveform checking and transmitter monitoring. The price is \$124.50.

Raytheon Manufacturing Company and Subsidiaries - Year to May 31: Net profit, \$920,235, or 47 cents a common share, contrasted with net loss in previous year of \$333,102; net sales, \$66,414,310, compared with \$105,886,829. On Aug. 1, 1947, backlog of Government business totaled \$36,900,000, of which \$23,600,000 represented production and \$13,300,000 represented development contracts.

Representative John David Lodge (R), of Connecticut, a brother of Senator Henry Cabot Lodge (R), sailed on the "Queen Elizabeth" for Europe last week along with Representatives Frances P. Bolton (R), of Ohio; Donald L. Jackson (R), of California; Chester E. Merrow (R), of New Hampshire and Olin E. Teague (D), of Texas.

They will study political trends and the effectiveness of the cultural and information program of the State Department. After reaching Europe the group will split up and some will include stops in North Africa and the Middle East in their itinerary.

Asked what he thought of the State Department's Voice of America broadcasts to foreign countries, Representative Lodge commented: "The Voice of America has been speaking with a frog in its throat. If we could clear its throat it would be more effective."

L. F. Randolph, of the RCA Equipment Tube Sales organization, died last week after an illness of several weeks. Widely known and respected in the trade, Mr. Randolph had been with RCA for seventeen years, coming to the company from the E. T. Cunningham Co. when that organization merged with RCA Radiotron in 1930.

A new vacuum tube design for use on high voltages at altitudes up to 60,000 feet has been announced by Amperex Electronic Corporation, Brooklyn. The development work was sponsored by the Air Material Command of the U. S. Army Air Forces and the tube is especially important in control circuits of guided missiles.

To meet the unusual requirements of Great Lakes navigation, a special X-band (3 cm.) Mariners Pathfinder radar has been designed by Raytheon Manufacturing Co., Waltham, Mass.

This new model provides what is said to be a previously unattainable degree of "definition", presenting in truest possible detail a chart of the surrounding area. It permits two navigational buoys only 200 feet apart to be seen as separate distinct indications at distances greater than one mile. With the best previous equipment, these buoys would have to be separated nearly 400 feet to be observed with equal distinctness.

The U. S. Air Force plane completed a history-making trans-Atlantic flight piloted by radio this week opened new vistas of push-button aviation. The Douglas C-54 Skymaster completed the 2,400-mile hop from Stephenville, Newfoundland, to England, guided entirely by wireless.

From take-off until the four-engined craft landed and braked itself to a stop on the runway at Brize Norton airfield, 40 miles west of London, no human hand touched the controls. Officials emphasized that the craft was not a drone controlled by a "mother" plane.

Mr. and Mrs. Julian S. Myrick of East Hampton, Long Island, have announced the engagement of their daughter, Cynthia Southall, to Assistant Secretary of State Charles E. Saltzman, son of the late Maj. Gen. Saltzman, former Chairman of the old Federal Radio Commission.

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New Method Of Predicting Sunspots Aids Radio Forecasts (continued)

Groups now using the service include airline companies, steamship lines and the merchant marine, television and radio schools, American and foreign universities, radio and telegraph companies, manufacturers of communication equipment, consulting radio engineers, press wireless and telegraph services, radio magazines, broadcasting companies both here and overseas, industrial electrical firms, navigation instrument companies, research laboratories, electric power companies, and geophysical exploration organizations.

Full details of the new method for predicting sunspots may be found in the Technical News Bulletin of the National Bureau of Standards, Washington, September 1947 issue.

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