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February 4, 1948

SOME HOPEFUL, OTHERS SUSPICIOUS, OF PETRILLO'S "NEW LOOK"

The "new look" of James C. Petrillo in agreeing to relinquish his ban against network programs on AM and FM facilities, authorizing new "live" shows on the 29-station Continental FM network, and extending present network contracts for another 60 days, was apparently accepted at its face value and with jubilation by many broadcasters but in certain quarters high network officials still had their fingers crossed. With the standard broadcast station network wage scales of musicians, music for television, and other shaky controversial bridges still to be crossed and the same old wily Petrillo to be dealt with, finally his latest concessions were taken by some of the perspiring and badly overworked network and the radio negotiators with a large grain of salt.

Quite a few jubilant hats went up in the air when word was received, twenty-four hours after Mr. Petrillo had authorized duplication of musical programs over both AM and FM stations, authorizing the Continental FM to resume the presentation of new "live" musical programs. The appearance of musicians on new programs carried solely over an FM network had been banned by the union since last Fall,

Mr. Petrillo said that removal of the ban on new musical programs meant that the Continental network now would negotiate on wages with the Federation's local units in Washington and Rochester, N.Y., the two cities from which the chain's "live" musical shows originate.

Everett L. Dillard, head of the Continental network and President of the FM Association, said that the action by Mr. Petrillo meant that "the FM music situation is now cleaned up."

Suggesting that maybe the war is not yet entirely over, the New York Times in an editorial, "Petrillo's About Face", said:

"Thanks to James C. Petrillo's belated if none the less welcome decision to permit duplication of musical programs over both FM and standard stations, frequency modulation radio now is in a position to assume its rightful place as the superior form of sound broadcasting.

"The advantages of FM over present radio have been unanimously underscored by engineers in both industry and government. To the listener the invention of Major Edwin H. Armstrong brings a fidelity of reception and a freedom from static which truly rank among science's modern wonders. A concurrent blessing of the FM system is that it will enable many new operators to try their hand at enriching and diversifying the program fare available on the airwaves.

"But it was impossible to expect widespread acceptance of FM so long as it could not broadcast the nationally popular programs, as indeed it could not for the last two years because of Mr. Petrillo's whim. The removal of the union's arbitrary ban on the development of the FM industry rights an economic wrong which never should have occurred in the first place. FM radio well is entitled to the prosperous future which lies ahead of it.

"As is his enigmatic habit, Mr. Petrillo chose not to explain his about-face on the FM question. Similarly, he did not elaborate on his conciliatory gestures in averting a threatened network strike and in agreeing not to use the networks as a lever to force local stations to hire more members of his American Federation of Musicians. Always the realist, Mr. Petrillo apparently recognized that his practices of the last spelled only trouble under the new legislation passed by Congress.

Representative Ralph Church (R), of Illinois, extended his remarks in the Congressional Record to include an editorial captioned "Caesar" from the Chicago Tribune which asserted that Petrillo "surpassed John L. Lewis in meglomania. Quoth the Tribune:

"It can't be said that James C. Petrillo is totally indifferent to collective bargaining. He deals with the employers of his musicians on a take-it-or-leave-it basis, but he is willing to sit down across the table with parties whom he considers equal to himself in importance and power. The only party that so qualifies, in Mr. Petrillo's mind, is the United States Government. In Washington he has just offered to dicker with Congress.

"His lawyer has suggested that Petrillo will lift his ban on recordings if Congress will permit him to resume his shake-down of recording companies for a so-called union benefit fund, of which he has sole control. Contributions to such a fund are prohibited by the Taft-Hartley Act.

"As a union czar, Mr. Petrillo has taken the position that he can shut down a whole industry, furnishing employment to thousands of people and products which millions of people want to buy. Having done this, he offers to dicker on the conditions on which his criminal interference with interstate commerce will be stopped. He has even found a Member of Congress, Representative Kearns, of Pennsylvania, to write Petrillo's provisions into a bill to be introduced in the House.

"John L. Lewis never exhibited such megalomania as this. Some day very soon the ceiling is going to fall on Mr. Petrillo, and the rejoicing will be great."

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FACSIMILE BROADCAST STANDARDS HEARING SET FOR MARCH 15

To finally thresh out the question as to whether there shall be dual sizes of the pictures and other important matters, the Federal Communications Commission will hold a hearing Monday, March 15th, for the purpose of obtaining further information regarding facsimile broadcasting. The notice reads in part:

"Facsimile broadcasting has been permitted in the FM broadcast band (88 to 108 mc.) under certain conditions specified in Section 3.266 of the Commission's Rules and Regulations, adopted September 12, 1945, and in addition frequencies have been allocated for use of facsimile broadcasting in the 470 to 500 mc. band. The Commission has deferred promulgation of transmission standards and rules concerning facsimile broadcasting until such time as data should become available to permit the promulgation of standards and rules upon full and sufficient information which would enable the Commission to determine that facsimile broadcasting on a regular basis would serve the public interest. Intermittent facsimile broadcasting has been conducted recently by several stations under experimental authorizations in the FM broadcast band, and sufficient data may now be available to provide information necessary for further consideration of this matter.

Alden Products Company, Finch Telecommunications, Inc., Radio Inventions, Inc., and Faximile, Inc. have requested the Commission to promulgate, with certain exceptions, certain facsimile transmission standards proposed by the Radio Technical Planning Board. The standards proposed would provide for the use of both 8.2 inch and 4.1 inch width recorders operating at the same linear rate of 105 lines per inch. It is desirable that the Commission be fully informed as to the status of facsimile broadcasting, and more particularly as to the matters set forth below, prior to reaching a determination that transmission standards should be promulgated for this service.

Among other things the FCC will seek to obtain full information concerning existing or proposed methods or systems of facsimile broadcasting; the present and expected availability of facsimile transmitting and receiving equipment; any technical data obtained in experimental operations conducted in facsimile broadcasting; any non-technical data obtained in experimental operations conducted in facsimile broadcasting, or otherwise available, including public demand for the service, public needs and desires in facsimile programs, appropriate uses for the service, commercial feasibility of the service, and public preference with regard to recorder widths, speed of transmission and degree of definition; the plans or proposals of interested persons which look toward the establishment of facsimile broadcasting on a commercial basis, and the development and status of multiplex facsimile with aural FM broadcasting.

Also to obtain full information concerning experimental facsimile development, conducted or planned, in the 470 to 500 mc. band; transmission standards for facsimile broadcasting proposed by

any interested persons; to determine what effect, if any, the authorization of facsimile broadcasting on a simplex basis in the 88 to 108 mc. band would have upon the development of aural FM broadcasting; to determine whether transmission standards for facsimile broadcasting should be proposed at the present time, and, if so, whether such standards should provide for use of a single width recorder, or more than one width recorders, and what width or widths should be used, and to determine, in the light of the evidence adduced on the foregoing issues, what rules, if any, should be promulgated concerning facsimile broadcasting.

Notice of appearance at the hearing must be filed before March 1.

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TESTS BEGIN ON DON LEE'S NEW \$2,500,000 HOLLYWOOD STUDIOS

As walls and ceilings of two huge pilot studios near completion this week, Don Lee sound engineers have begun tests prior to the installation of the ten-ton giant master control panel which will direct operations at the network's new \$2,500,000 Hollywood studios.

Said to be the largest sound stages ever built for radio, the four main studios will each be able to accommodate productions as elaborate as a 100-piece symphony orchestra playing before an audience of some 350 people. Both walls and ceilings are to be treated with alternate strips of soft sound-absorbing material and hardwood convex polycylindrical diffusers which will deflect sound waves in order to maintain true tonal quality throughout any type of broadcast.

Installation of the \$300,000 master control panel is scheduled to start February 2, when control room walls and wiring will be in position to receive the equipment. Don Lee technicians expect to have this master control installed at the same time that the pilot studios are completed so that immediate testing and operation can be accomplished.

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VOICE OF AMERICA TO EASTERN RUSSIA

The "Voice of America" has inaugurated a 30-minute Russian-language program of news and features beamed at Vladivostok and the Soviet Maritime provinces of Eastern Siberia, the Department of State announces. The program originates in the New York studios of the Voice of America and is relayed through the Honolulu and Manila transmitters, reaching the listening area at 9 P.M. Vladivostok time.

The addition of this program brings the State Department's radio broadcasts to the Soviet Union to two hours a day in four separate transmissions. Three of them are beamed to Moscow and Western Russia.

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MARTIN GIVES WOMEN BROADCASTERS SHIVERS ABOUT AIR SABOTAGE

Speaker Joe Martin, Jr., who would be the next Chief Executive if anything happened to President Truman, sounded at least one serious note at the windup of the meeting of the American Women Broadcasters in Washington last week. He declared that if a powerful campaign which is now being secretly waged to destroy confidence in Congress, saboteurs could execute a sudden coup through the press and radio and take over the government.

Several resolutions were passed at the meeting of the women, presided over by Ruth Crane, WMAL, Acting President. Mrs. Crane, who has served as Acting President of AWB since the resignation of Frances Farmer Wilder of New York in August of last year, was ratified as President to serve out the two-year term of office which concludes in the Spring of 1949. Miss Gertrude Grover, WHCU, Ithaca, N. Y., was appointed First Vice President to complete the term of office originally filled by Mrs. Crane.

"For years", Speaker Martin declared, "there has been a very powerful, highly sustained, well-financed and cleverly managed campaign of sabotage in some of the press, over some radio microphones, and on some public rostrums, to destroy the confidence of the people in the Congress as an institution."

Should that be accomplished, he asserted, it would be simple for the saboteurs to carry on a campaign of destruction against the Executive Department, launch a sudden coup and "take over the government".

Mr. Martin urged the women broadcasters to combat the "sinister forces which 'cook up' these canards" distort the facts, and "feed them out for the very specific purpose of discrediting the Congress in the opinion of the people."

The New York Times didn't take quite so serious a view of Speaker Martin's dire prophecy saying:

"There may be several thousand conspirators in our population who would like to do this, but somehow it does not seem likely that they will succeed. For more than a century and a half there has been a campaign on to destroy the confidence of the people in Congress. Usually it has been conducted by the party that happened to be out of power. Sometimes it has been aided and abetted by the way some members of Congress behaved. It will reach its quadrennial peak this Fall, at which time there will also be some criticism of the incumbent Executive.

"But Congress as an institution is not in danger any more than is the Executive as an institution. We all know the sort of attack to which Mr. Martin was alluding. It has a different doctrinal background from similar onslaughts of bygone years, but it is not a bit more venomous. The best answer the present Congress can make

to it is to get on with its work and try not to play politics too hard. We don't believe there will be any 'coup', except in the normal way at the polling places."

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FCC GRANTS 8 NEW TELEVISION STATION LICENSES

Construction permits were issued by the Federal Communications Commission last week for eight new commercial television stations in different parts of the United States as follows:

Birmingham Broadcasting Co., Inc., Birmingham, Ala., 66-72 mcs. (Channel No. 4); visual power 14.5 KW; Aural 7.7 KW; antenna 500 ft.; Miami Valley Broadcasting Corp., Dayton, Ohio, 210-216 mcs. (Channel No. 13); Visual power 24 KW; aural 25.2 KW; antenna 570 ft.; WFBM, Inc., Indianapolis, Ind., 82-88 mcs. (Channel No. 6); Visual power 28.2 KW; aural 18.1 KW; antenna 400 ft.; Jefferson Standard Broadcasting Co., Charlotte, N. C., 60-66 mc.; (Channel No. 3); visual power 15.2 KW; aural 8 KW; 1160 ft.

Also, the Kansas City Star Co., Kansas City, Mo., 66-72 mc; (Channel No. 4); visual power 17 KW; aural 14 KW; antenna 745 ft.; Radio Station WOW, Inc., Omaha, Neb., 82-88 mc; (Channel No. 6); visual power 16.2 KW; aural 8.5 KW; antenna 590 ft.; W. Albert Lee, Houston, Texas., 54-60 mc; (Channel No. 2); visual power 16 KW; aural 8.5 KW, antenna 500 ft., and Times-Picayune Publishing Co., New Orleans, La., 174-180 mc. (Channel No. 7); visual power 21.5 KW; aural 18 KW; antenna 575 ft.

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RADIO RECEIVING TUBE SALES TOTALLED NEARLY 2,000,000 IN 1947

Almost 200 million radio receiving tubes were sold in 1947 by its member companies the Radio Manufacturers' Association reported this week. Receiving tube sales in December totalled 16,511,408 and brought total sales for the year to 199,533,827. This was slightly below the 205,217,174 tubes sold by manufacturers in 1946.

Of the year's total, 131,986,468 were sold for new sets; 43,530,058 for replacements; 23,184,172 for export, and 833,129 to government agencies.

A breakdown of the December report shows 11,693,163 tubes sold for new sets; 3,083,947 for replacements; 1,671,220 for export, and 63,078 to government agencies.

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CONGRESS TOLD LEMKE FM PROPOSAL WOULD CORRECT "FCC BLUNDER"

Major Edwin H. Armstrong, inventor of FM, occupied the witness stand for the entire first day of the House Interstate and Foreign Commerce Committee hearing (Tuesday, Feb. 3) on the farm radio resolution of Representative William Lemke (R), of North Dakota, which would direct the FCC to return a portion of the 50 mc. band to FM but allow those stations which were boosted up to the 88-108 mc. band to remain where they are.

"Now what this Bill undertakes to do is to correct a blunder of major proportions made by the Federal Communications Commission in 1944 when the Commission, following the recommendations of its own engineering staff, disregarded the judgment of the members of the Radio Technical Planning Board and of the best qualified experts on the problems of radio wave propagation, and moved FM broadcasting from the 50-megacycle to the 100-megacycle band.

"The events which have transpired since that action was taken by the Commission have confirmed the judgment of the men who advised against the move, and have uncovered the errors of the Commission's engineers whose advice brought it about. The question has been settled beyond all doubt, with the admission of error by the principal witness for the Commission, K. A. Norton, when, under cross-examination in a recent FCC proceeding, such admission was forced from him."

"The confidential report contained a statement of fact which, to anyone who undertakes radio propagation, meant that the interference predicted by Mr. Norton would not be felt in the United States. The public report, when it was issued, deleted that statement of fact and substituted therefor a statement to the effect that no error had been committed by Mr. Norton. I have no hesitation in characterizing this alteration of the public report as thoroughly dishonest."

"As a result of the Commission's error, the work of five years in building up FM broadcasting has been largely destroyed, the efficiency of the system has been reduced, and its introduction to the public generally has been further retarded by a period of from two to three years. At this moment FM has just about gotten on its feet after surmounting the worst of the many obstacles that have been put in its path.

"This delay, added to others caused by various unwise actions of the Commission, has resulted in a situation which may be summed up briefly as follows.

"Here is an invention of major importance to the people of the United States. It was made public, and presented to the industry as a whole, over twelve years ago. In spite of the best efforts of the men who tried to develop it, less than two percent of our people are enjoying its advantages. That is a situation without a precedent

in the history of radio invention. I believe it likewise to be without a parallel in the history of American business enterprise."

Speaking of other delays encountered by FM, Dr. Armstrong said:

"I have no hesitation in repeating what I said before the Senate Committee on Interstate Commerce on December 6, 1943, when the Chairman (Senator Wheeler) asked me whether I thought the industry engaged in AM broadcasting, and specifically the Radio Corporation of America, were blocking the development of FM. I then said:

"**** I would like to answer that question this way: That if at the June 1936 hearing, that is, the hearing before the Commission which resulted in that very narrow allocation to FM, the Radio Corporation of America as the recognized leader in the industry, had said one thing, and that is, that what Armstrong is saying as to the capabilities of FM is true, then we would never have had any of this trouble about allocations. I am quite sure the Commission would have had nothing left to do except to allocate a substantial band to FM."

Major Armstrong said for the first time it has become possible to give rural listeners a service far superior to that enjoyed by the city dwellers. Representative Lemke said he had received hundreds of letters from farmers seeking FM service.

Major Armstrong said in conclusion:

"It is my understanding that the Commission is considering a proposal to permit the existing low band FM stations to remain in operation for a certain period of time. This will give a measure of relief and will be most important in enabling a demonstration of the economy of relaying by these means programs to stations located in the small communities.

"The proposal would not, however, permit additional stations on the low band to be put up in parts of the country which are predominantly rural in character and which stand to benefit more than any other area from the economies of this method of getting static-free high fidelity programs around the country.

"I strongly endorse this Bill requiring the setting aside of a section of the band in the vicinity of 50 megacycles to be held for FM broadcasting so that the inventors and engineers in the art can demonstrate its ability to render service to the people of the country, the exact manner of its use to be ultimately determined by conference between the Commission and the radio industry. No one is wise enough to forecast exactly how this will ultimately work out. In view of the long series of blunders and mistakes that have been made, no one ought to try.

"But what is perfectly apparent at the present time is that the low band high power station fills a vital need for the economical distribution of programs over wide areas. Until such time as some other system of distribution can furnish as good or a better service provision ought to be made in the spectrum so that the public can get

the benefit of what is now available. FM has already been kept from them too long."

J. E. Brown of the Zenith Radio Corporation of Chicago said a summation of the present situation in FM broadcasting brought about as a result of the change from 50 to 100 mc. shows an established service and industry uprooted and thrown into confusion resulting in great delay in its progress. The technical reasons advanced by the FCC for the move have never been accepted by the experts of the industry. The reason given for changing FM cannot possibly be valid in view of the assignment of television to the band from which FM was removed.

"The ultimate broadcasting service to the public on 100 mc. is now known to be inferior to that which could be provided on the 50 mc. band", Mr. Brown continued. "FM on 100 mc. is forever hampered in giving service to rural populations. There is in many parts of the country a demand for FM stations far in excess of the frequencies available. The Commission has not allocated sufficient frequencies to this new service. It must be apparent to the Commission that if there is today at this early stage of FM broadcasting a shortage of facilities, that in a short time the situation will become unbearable and more frequencies must be given to FM.

"It is only logical that additional frequencies should be in the vicinity of 50 mc. so that a real FM service can be given to the public. The addition of frequencies for FM in the vicinity of 50 mc. would merely mean an added band for FM broadcasting. This added band would not in any way disturb or change the present FM band on 100 mc. It would simply add badly needed frequencies for FM broadcasting which will have to be done ultimately in any event and it would add them at a place in the radio spectrum which is capable of giving good long-distance FM transmission. It would mean that FM broadcasting would take place on two bands instead of one and from the very practical standpoint of the radio receiver manufacturer, this is precisely what will have to happen when the Federal Communications Commission allocates any additional frequencies to FM broadcasting. The important point is that the additional frequencies be allocated in the vicinity of 50 mc. in the interest of best public service. I believe that House Joint Resolution 78 is technically sound and in the best interest of the public."

John R. Howland, also of Zenith, addressing the House Committee, said:

"There is a final chapter being written which makes the situation urgent. I have pointed out that the effect of existing FCC regulations has been to limit FM stations to coverage of local regions. I have pointed out that local AM broadcasters are being forced by the crowding of their channels to migrate to the new art - hundreds of business men who will save their enterprises and increase their coverage by following the indicated path and who have neither experience nor concern with the broader potentialities of the new service. The final step will occur, possibly, at the next international conferences on frequency assignments when it is to be

expected that America will have local channels taken away and given to Cuba and Mexico.

"The pioneers of FM will then be locked in the barn with the refugees from the less profitable AM assignments and the keys will be thrown away. Stripped of the possibility of broad coverage they can fight out the question of survival among themselves and a monopoly of service to the farmer will be securely in the hands of the chain-programmed clear channel stations which have not been able in twenty-five years to find a way to deliver static-free radio programs to almost half the nation.

"Since there is no adequate remedy at law to force a review of the actions of the FCC and to force them to recognize the real needs of this new permanent addition to America's broadcast service, we turn to you to place the facts fully in your hands.

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FCC PROBE PROPOSED IN HOUSE; LICENSEES FEAR COMMISSION

If Representative Wigglesworth (R), of Massachusetts has anything to say about it, there will be a thorough Congressional investigation of the activities of the Federal Communications Commission. Discussing the bill carrying FCC funds for the fiscal year 1949, Mr. Wigglesworth said:

"The testimony of the Federal Communications Commission gives little indication of fundamental improvement in the operations of this agency.

"Transfers of stations, with Commission approval, for considerations far in excess of cost or replacement value continue.

"Action or inaction in respect to assignment of frequencies, including the so-called Bulova stations, the New York News case, the Cur-Nan Co. case, and certain stations in Kentucky, suggests continuance of operation on the basis of political favoritism.

"The testimony of Commissioner Durr in respect to his altercation with the FBI, including his statement as to Communist ownership of stations, in which he apparently regards Communist applicants in much the same light as Catholic, Protestant or Jewish applicants; and in which he indicates that he does not know that Communists advocate the overthrow of this Government, is startling.

"Fear of the Commission by radio licensees still in manifest.

"Mr. Chairman, freedom of the air, to the end that the people may have both sides of important questions, fully and fairly presented, is imperative to our form of government. It is vital that the FCC operate as an impartial quasi-judicial agency rather than as the political puppet of any administration that happens to be in the White House.

"I do not know what has become of the resolution to investigate this agency which was filed during the last session. If the Committee on Foreign and Interstate Commerce is not in a position to conduct an investigation, it should be conducted without further delay by a select committee.

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NETS ACCUSED OF NOT GIVING IMPARTIAL MARSHALL PLAN FACTS

Rep. Schwabe (R), of Missouri, based upon a survey just made, accuses the radio chains of failing in their duty to furnish a "fair and equitable presentation of facts and arguments both for and against the Marshall plan."

The Missourian disclosed that he had received data from three networks in answer to letters requesting that they detail the amount of radio time given to speakers favoring and opposing the plan.

"The results were amazing", Rep. Schwabe said to Willard Edwards of the Chicago Tribune. "Taking the network's own figures, the ratio of radio arguments for the plan, compared with opposing views, since State Secretary Marshall first proposed it last June, has been 6 to 1.

"All the networks claim that they furnish a 'balanced presentation' on subjects of great public interest. The fact is that the people depending upon radio news reporters, commentators, and programs for information on the Marshall plan have been given a sadly distorted and one-sided picture."

"Representative Schwabe said he began his inquiry after he noted the discrepancy between radio views on the Marshall plan and the sentiment of the people in his district. A poll of his constituents, in which 5,000 replies were received, showed 3 to 1 against the proposal, he said, and 6 to 1 against if it involved price controls and rationing.

"Replies were submitted by CBS, MBS and ABC. Niles Trammel President of NBC, replied that the information requested was 'so voluminous and will require so much research that it is not possible to supply actual data very quickly,'

"'How a network can achieve a balanced presentation of information on a subject without regularly compiling such relevant data is a mystery to me', commented Rep. Schwabe.

"'The conclusion is inescapable', Rep. Schwabe commented, 'that the American people have been permitted to hear only one side of the proposal during most of the time they are listening to the radio.'"

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SEN. BURT WHEELER MAY HEAD AFL ANTI-TAFT-HARTLEY DRIVE

Former Senator Burton K. Wheeler (D), of Montana, has been offered the \$20,000 a year job by the American Federation of Labor to direct its effort to prevent the re-election to Congress of Taft-Hartley Act supporters. Before leaving Washington for Miami, where the AFL Executive Committee is now in session, Senator Wheeler was quoted as saying that he would have to find out more about the

requirements of the position and whether or not he would be able to give full time to it in view of the demands of his private law practice.

William Green, President of AFL, said the appointment of Senator Wheeler as head of Labor's League for Political Education had been approved by the AFL Executive Council and would be placed before the 30-man Administrative Committee of the League meeting in Miami today (Feb. 4).

Among Senator Wheeler's present clients is the Zenith Radio Corporation of Chicago in its pending patent suit against the Radio Corporation of America.

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FCC EXPLAINS FM BROADCAST STATION LICENSE APPLICATIONS

In connection with the issuance of licenses to cover construction permits for FM broadcast stations, the Federal Communications Commission makes the following explanatory statement:

License applications may not be filed until (1) construction has been completed in exact accordance with the terms of the construction permit, and (2) equipment tests have been completed (Section 3.216 of the Commission's Rules) or interim operation has been conducted with the equipment authorized in the construction permit. After the application for license has been filed showing that the station is in satisfactory operating condition, program tests may be conducted in accordance with Section 3.217 of the rules.

License applications will not be granted unless an approved frequency and modulation monitor is installed. During equipment tests or interim operation, a frequency measurement of the station's transmissions should be made with an external standard of known accuracy and the monitor reading compared with the frequency thus measured. A commercial frequency measuring service may be available or the standard frequency transmissions of Station WWV may be used where suitable auxiliary equipment required for such measurements is available. If neither of these methods of checking frequency is feasible, the application for license may request that the item be waived. While the item may be waived in some cases, the station is not relieved of the responsibility of maintaining the operating frequency within the prescribed tolerance.

With respect to the field intensity measurements required of Class B FM stations by Section 3.216(c) of the rules, the Commission has received inquiries concerning the time within which such measurements must be submitted. As indicated by a footnote to the rule, this material "shall be submitted within one year after the license has been issued or within such extension of time as the Commission may for good cause grant." The Commission does not desire to impose an undue burden on FM licensees.

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SCISSORS AND PASTE

Sports Promoter Still Hasn't Found If TV Is Good Or Bad
(Leo Fischer in Chicago Herald-American)

Entrance of Television Station WBKB, Chicago, into the Chicago field of fight promotion reveals that this newest form of entertainment is running into tough problems so far as sport is concerned.

Regular professional bouts will be staged in the high school auditorium at Michigan City for video purposes, according to Capt. William C. Eddy, Director of WBKB. Admission will be charged "live" audiences for what the television customers will see for nix, with the station sharing in profits and losses.

"Since WBKB was established, we have carried more than 700 sport events", explained Capt. Eddy. "We have helped attendance at some and definitely have hurt it at others. Boxing promoters are convinced we keep many paying customers away. I'm inclined to agree with them.

"We've tried various ways of meeting this situation. At one show we agreed to reimburse the promoter for every empty seat. We hit zero weather and there was scarcely anyone in the house. It cost us plenty.

"This new venture is strictly an experiment. We're doing it to insure a supply of boxing telecasts. If it works out, I don't know what it may lead to. Maybe we'll expand our promotion program into other fields."

Could it be that some day we'll have basketball leagues, baseball games, track meets, etc., strictly for television purposes? Who knows? The box-office is the most sensitive portion of a promoter and he will rid himself quickly of anything that causes it pain.

Television still is too new to decide the argument pro or con. According to Capt. Eddy, approximately 13,000 sets are operating in the Chicago area with a maximum "looking" audience of some 250,000.

It is reasonable to suspect, for example, that more people enjoyed Tuesday night's pro basketball games in the comfort and warmth of a living room or tavern than the 4,000 who braved zero blasts to go to the Stadium.

How many television fans decide later to see for themselves what's going on will determine, largely whether basketball, football, boxing and other sport sponsors will continue to give away large chunks of what they're trying to sell.

Decision of WBKB to promote its own boxing shows may indicate the trend.

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Trying To Keep Petrillo Off The Front Page - A Large Order
(Danton Walker in "Washington Times-Herald")

Petrillo's lawyers - the firm in which F.D.R. Jr. is a senior partner - have taken charge of his public relations and are trying to keep his name off the front pages and squelch unfavorable publicity.

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Jones, FCC, Ex-Congressman, Still Beats Old Political Tom-Tom
(Jerry Klutz in "Washington Post")

This is a story of the transformation of Robert F. Jones from legislator to bureaucrat:

Up until last September, Jones was a GOP House member from Ohio and a member of its powerful Appropriations Committee. In that job, he was a sharp and effective critic of Federal agencies and their employees.

Then Jones took a \$5,000 annual cut in salary to become a member of the Federal Communications Commission. The transformation soon began to take place, and he watched the work of FCC employees. The other night he made a speech to the Radio Bar Association. Jones had this to say:

"I want to pay tribute to the staff of the Commission. They are the hardest working group I have seen. As a matter of fact, they spend so many hours around the place I would not blame their wives if they divorced them, and I'm surprised their families recognize them.

"The Commissioners, my colleagues, work hard and long hours. Although we don't always agree, I'm glad they're not the kind of men who are disagreeable because we don't agree. Frankly, I had misgivings before I came; but I'm glad to say they were unfounded."

The Commissioner made his speech in good taste and good humor. He kidded himself for making the change from legislator to "bureaucrat". FCC employees can be sure of this - that they have a powerful friend in Commissioner Jones.

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Testimony Judge LaBuy Apparently Overlooked
("Chicago Daily News")

Rep. Hartley's declaration that the Department of Justice had been lax in prosecuting James C. Petrillo, head of the American Federation of Musicians, may be based on dissatisfaction with the conduct of the department as a whole. We doubt that it is based on familiarity with the record in the case in which Judge LaBuy held Petrillo innocent of violation of the Lea Act.

Judge LaBuy adopted an unusual line of logic to support his decision. He stated that he believed that the three extra musicians Petrillo sought to force radio station WAAF to hire were not needed by the station. But, he contended, there was no evidence to show that Petrillo had been told that the station did not need them.

Transcript of the evidence shows that Attorney Harry Schulman, of the law firm representing Station WAAF, testified as to telephone conversations he had with Petrillo while trying - unsuccessfully - to arrange a conference between him and representatives of the station.

Schulman said that he told Petrillo he considered Petrillo's demands manifestly unfair.

"He was informed", Schulman testified, "that the additional employees asked for, three in number, could not be used and that the defendant's demands for six musicians was manifestly unfair."

Judge LaBuy, apparently, chose to disregard this testimony in reaching his decision.

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::: TRADE NOTES :::

The Federal Communications Commission has announced a proposal to change the tentative allocation plan for Class B FM stations by transferring Channel No. 273 from Washington, Pa. to Pittsburgh, Pa., effective March 2, 1948, unless prior to that date it receives protest showing grounds why this action should not be taken.

Edwin M. Martin of Fort Wayne, Ind., Vice-President and Secretary of the Farnsworth Television and Radio Corporation of Fort Wayne, was elected last week as Chairman of the Board of Directors of the American Bosch Corporation. He fills a vacancy created by the resignation of Frank J. Garvey of Lowell, Mass.

In Poland there are almost 100,000 central radio receivers in parks, office buildings, and other public places. In addition to Poland's 445,519 licensed radios, it is estimated that there are approximately 100,000 unlicensed ones in use.

With Mark Woods, President of the American Broadcasting Company, in attendance, a series of meetings between officials of the network and its affiliated stations have been scheduled. The first will be in Atlanta, Ga., Monday, Feb. 16.

The New England, New York, Pennsylvania, Maryland, Delaware and New Jersey stations will gather in New York City Wednesday, February 25.

The third meeting on Wednesday, March 10, will be in Chicago. The last will be in San Francisco or Los Angeles at the time of the NAB convention sometime in May.

A list of outstanding broadcasts in the public interest presented by the Mutual Broadcasting System in a report for 1947. It comprises 80 multigraphed pages and carries a foreword by Edgar Kobak, Chairman.

Price reductions up to 25 per cent on radios were announced this week by Philco Corporation at the company's first New York showing of its 1948 radio lines.

A new three-way portable model priced at \$29.95 less batteries led the price reductions. The lowest priced portable last year listed for \$39.95. Model 1286, a console FM-AM radio-phonograph combination in a mahogany Georgian cabinet will list for \$299.50. Last year's model which it replaces retailed for \$329.50. A straight AM console combination, which in 1947 retailed for \$179.95, has been reduced to \$169.95, in the 1948 model. The 1948 price range, exclusive of portable models, runs from \$119.95 for a straight AM console to \$369.50 for the top model in the line, an FM-AM radio-phonograph combination.

Manufacturers, designers and users of electronic equipment, formerly limited to the use of conventional receiving tubes in the electronic circuits of vital production machinery and control devices, are now offered new group of small electron tubes specifically developed by the RCA Tube Department for industrial applications.

Designated the RCA "Special Red" line, the new tubes are for highly critical industrial and commercial applications where extreme dependability, long-life, stability, uniformity, and resistance to vibration and impact are essential.

Police Dispatcher James McAuliffe, of Washington, D. C., in a conversation with a Maryland police substation, recently said "I don't believe D.C. license tags go above 200,000." (He was referring to registration numbers.)

There was a pause.

"To All Cars", said McAuliff, a few seconds later: "I have just been informed by 15 cars that District license tags do go above 200,000. O.K. to all of you, and thank you."

A candy-by-radio service enabling passengers aboard ships on the high seas to send gift sweets to friends, relatives and associates in any part of the United States was introduced as a supplement to the Radiomarine Gift Service, which handles ship-to-shore orders of fruit and flowers. The candy service is being inaugurated through an arrangement with Huyler's and Louis Sherry, Inc., New York confectioners.

Contents for Radio Age for January includes:

"Radio Review and a 1948 Preview" by Brig. General David Sarnoff; "Trend Is To 'Miniatures'" by L. W. Teegarden; "Styling Sells Sets" by H. M. Rundle; "FM Radio For Police"; "Large Screen Television"; "Radiophoto Standards"; "Television For Harbor Pilots"; "Recording Sound On Wire"; "Electron Microscope Improved"; "Television Finds Its Public" by Dan Halpin; "Navy's Use of Television" and "Adventures in Marketing" by Frank M. Folsom, Vice-President, RCA Victor.

A "BBC Television Newsreel" is the latest development in British television. This is a special newsreel for television viewers only, lasting about fifteen minutes and at present shown three times a week. Subjects are treated in greater length than in the commercial newsreels, and include topical film items from abroad such as those already received by exchange arrangements from the NBC of the U.S.A. In time it is hoped to give world coverage, and arrangements are already being concluded by the BBC with a number of film and television companies abroad.

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CRD + All Ads



HEIDL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W.

Washington 8, D. C.

Robert D. Heidl, Editor

Founded in 1924

NATIONAL BROADCASTING CO. Inc.
LEGAL DEPARTMENT
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February 11, 1948

DR. A. HOYT TAYLOR, NAVY RADAR DEVELOPER, MAY RETIRE SOON

It is reliably reported that Dr. A. Hoyt Taylor, Chief Consultant for Electronics in the Naval Research Laboratory in Washington, plans to retire sometime this coming Spring. Dr. Taylor, outstanding developer of radar in this country, who is one of the most distinguished scientists in the entire Government service, was quoted as saying that he was now eligible to retire but that he first wanted to put the finishing touches on the manuscript for his book, "Radio Reminiscences: A Half Century", which he had never had the opportunity nor the time to complete before.

Dr. Taylor, who was born in Chicago in 1879, began his climb up the ladder with a modest BS degree from Northwestern University. In 1900 he accepted a position as instructor in Michigan State College and three years later became instructor in electrical engineering at the University of Wisconsin. He received his Ph.D. at the University of Gottingen in Germany, and started his radio work, which was to bring him international fame, as Professor of Physics at the State University of North Dakota.

Dr. Taylor entered the Naval Reserve in March of 1917 and a year later was promoted to Lieutenant Commander. Early in 1919 he was ordered to Washington and has been a key figure in the Naval Research Laboratory ever since, winning prizes, medals, decorations almost too numerous to mention.

As yet Dr. Taylor has not selected a publisher for his autobiographical work but that the book will be eagerly awaited by the radio industry may be judged from the enthusiastic comment of a Boston manufacturer who had a preview of the manuscript. He wrote:

"After my letter of Christmas Eve to you, I found that I had to be in New York on Christmas Day. I hopped the local midnight freighter for N.Y.C. at 12:30 Christmas morning. Anticipating the usual rough passage down from Boston, and the usual difficulty in getting to sleep on these rattlers, I brought along all eight volumes of your RADIO REMINISCENCES and, honestly, finished page 428 about half an hour before the train pulled into New York at 6:30 A.M. I have never read anything more engrossing."

Dr. Taylor's references to his part in the development of radar are self-effacing in the extreme. In fact, it is impossible to put a finger on any part of the fascinating story where he takes any credit at all. He told how, when they were getting close to the production point on radar, they recommended calling in experts from the big corporations after duly cautioning them about the secrecy of the projects.

"In accordance with this, on the 13th of July, 1937, we were visited by Dr. E. L. Nelson, Dr. J. W. Smith and Mr. A. Merquelin of the Bell Telephone Laboratories", he continues. "When we

called these gentlemen into conference, we told them what we had. They were frankly skeptical. I told them that I didn't expect them to believe that we could locate planes many miles away but that I believed I could convince them with an actual demonstration. So we went out to the building called the Field House, where we had installed the 80 megacycle equipment, and put on a very convincing demonstration. After that we returned to the main Laboratory to the roof of Building 1 and gave them a demonstration on 200 megacycles. This was not quite as effective as the one given on 80 megacycles, because this particular equipment hadn't been worked up to the necessary high power pulses on account of our inability to procure suitable vacuum tubes.

"We asked the Bell Laboratory people whether they would consider a development contract to produce a radar along these lines and put it into production. They replied that since we were apparently about five years ahead of them in techniques, they preferred not to take a contract at that time but would agree to go to work on systems studies, paying particular attention to the improvement of tubes and component parts with the needs of radar circuits especially in mind. It wasn't very long before they felt themselves in a position to take on their first contract for Navy fire control equipment, that is, radars specifically designed for very accurate pointing of guns on unseen targets. The first radar equipments designed solely for gun firing were produced by the Bell Telephone Group."

With regard to the forthcoming retirement of Dr. Taylor and Dr. Harvey C. Hayes, inventor of the sonic depth finder, also in Naval Research Laboratory, Jerry Klutz, well known writer on Government subjects, commented:

"The Navy will soon lose two of its top-ranking scientists-- in fact, two of the best and most successful in the world.

"Both Drs. Taylor and Hayes have stayed in Government to serve their country and their fellow man. Undoubtedly, both could have made fortunes in private industry.

"But both men, like all other Federal workers, have had to take the slurs and acid ridicule of being called bureaucrats, tax-eaters, loafers, and whatnot - adjectives that tend to discourage many potential Drs. Taylors and Hayes from either entering Government work or staying in it.

"However, Drs. Taylor and Hayes have the personal satisfaction of knowing that they have contributed much more to their country than the loud-mouth critics of everything and everybody in Government."

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N.Y. TIMES TO START FACSIMILE PAPER; HELPS ARMY ON WEATHER

The New York Times beginning next Monday, February 16th, will embark upon what is expected to be a demonstration on the largest scale yet attempted of the transmission of a newspaper by radio.

Facsimile recorders will be installed in the radio department of leading department stores, where customers will be able to see facsimile editions of The Times as they are received over the air. A receiver also will be in operation at the Columbia University School of Journalism.

It has also been made known that machines made by the Times Facsimile Corporation are being widely used by the Army and the Navy in transmitting weather data, notably in the Army's airborne Winter maneuvers.

The facsimile edition of The Times will consist of four pages. Two of the pages will carry current news and pictures and will be remade as news develops through the day. The other two pages - a women's page and a feature page - will remain constant through the day.

Transmission of the facsimile editions will take place at five minutes after the hour for six consecutive hours, beginning at 11:05 A.M.

The size of each transmitted page will be 8½ x 11 inches - approximately one-fourth the size of a standard newspaper page. A total of 3½ minutes is required for each page to emerge from the recorder, facsimile being capable of transmitting 16,000 words an hour.

The equipment to be used in the demonstrations was designed by John V. L. Hogan and Radio Inventions, Inc., and is being manufactured by the General Electric Company.

Two of the Times' facsimile machines were employed at the Wheeler Sack Air Field in the below zero maneuvers at Pine Camp, N.Y. which C-82 troop carrier planes utilized last week during "Exercise Snowdrop".

The machines received weather maps by radio from the Rome air base, about fifty miles away. The air force facilities there got the maps by land wire on a facsimile receiver, then broadcast them by radio on a facsimile transmitter. At Pine Camp, receivers only were used there to pick up the broadcasts.

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The British Broadcasting Corporation has commissioned Dr. William Walton, the British composer, to write an opera. The libretto has been written by Christopher Hassall, in active collaboration with Dr. Walton, on the theme of Troilus and Cressida, but not using Shakespeare's words or following his play. The opera will be in three acts.

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SEEK TO INSTALL FM IN WASHINGTON STREET CARS, BUSES

A plan similar to that tried out in Cincinnati and several other cities to install frequency modulation (FM) receivers on some buses and street cars has been put up to the Capital Transit Company which serves the National Capital and vicinity. FM broadcasting interests, it is said, have offered this service without charge to Capital Transit as a promotion project.

At the same time, a press bulletin comes in from Cincinnati regarding this situation which reads in part as follows:

"In an effort to counter commuter ennui - and, incidentally, glean some revenue - the Cincinnati, Newport and Covington Railway Co., operators of trackless trolleys and buses, has announced that five-minute FM radio packages will be dished up to the transit rider. The program will consist of music, a newscast and a commercial.

"It's no shot in the dark, either. Hubert Taft, Jr., manager of Cincinnati's FM station, WCTS-FM, found out there is plenty of public support for this musical bus ride. A survey he conducted a couple of months ago showed that 96 per cent of the transit riders who heard test broadcasts approved the idea.

"FM reception is ideally suited for trackless trolleys, because these vehicles are silent. Older street cars, on the other hand, are considered too noisy for good reception."

The Washington Star was quick on the trigger with an editorial "Television, Too, Maybe?" which read:

"The Capital Transit Company should give the most serious consideration to the proposal for installing FM radios on its street-cars and buses. FM means frequency modulation, but it has nothing to do with modulating the frequency of the company's vehicles. That will be left, as heretofore, to the vagaries of the dispatchers, the operators and the weather. What CTC is talking about is music broadcast by FM stations - a type of broadcasting unaffected by static or other distortions.

"The idea is to lull streetcar and bus passengers with sweet music while they ride to their destinations. FM broadcasters are said to have offered to install the necessary receiving sets at no cost to the company, as a sort of promotion stunt for FM. The proposal has a great deal of merit, especially if the programs could be judiciously regulated. During the rush hours, for example, the straphangers could be musically admonished to "Cuddle Up A Little Closer", followed up, perhaps, by "Everybody's Doin' It."

"Other cities have tried the plan and the customers there seem to like it. In fact, why not include television in the scheme? If the television set were placed in the rear, the operator would

have little difficulty in keeping his passengers moving toward the back of the conveyance. Such solicitude for the comfort and morale of the public would be almost Utopian in this era of overloaded mass transportation facilities.

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RADIO DINNER PLEASES TRUMAN; MBS DIRECTORS WHITE HOUSE CALLERS

Nobody at the Sixth Annual Dinner of the Radio Correspondents' Association at the Hotel Statler in Washington last Saturday night apparently had a better time than President Truman. Entertainment was furnished by the Columbia Broadcasting System, the American Broadcasting Company, National Broadcasting Company and Mutual Broadcasting System, and Mr. Truman gave a hearty hand to everybody from Bob Hope, master of ceremonies, down. This included The Carters, skating team; Elizabeth Talbot Martin, impressionist; Andre, Andre and Bonnie, dance team; Paul Winchell, ventriloquist; John Gugliotti, 6-year-old pianist; Margaret Whiting, vocalist. Music was furnished by the U. S. Marine Band under the direction of Maj. William F. Santelmann.

Among those seated at the head table with the President were Bill Henry of CBS, President of the Correspondents' Association at his right, and Albert L. Warner, of MBS, the Correspondents' Vice-President, at his left; The Secretary of the Treasury; Mr. Justin Miller, President of the National Association of Broadcasters; Mr. Lewis Weiss, Chairman of MBS; The Secretary of Labor; Mr. E. J. Noble, Chairman of ABC; Elmer Davis; Mark Woods, President, ABC; General Spaatz; Edgar Kobak, President, MBS; Speaker Sam Rayburn; Mr. Justice Reed; Senator Tobey of New Hampshire; Mr. Justice Jackson; Representative Wolverton of New Jersey and Mr. Justice Burton.

Also, The Chief Justice; Wayne Coy, Chairman of the Federal Communications Commission; Admiral Leahy, David Sarnoff, Chairman of the Board, Radio Corporation of America; The Attorney General; Frank Stanton, President of CBS; The Secretary of Agriculture; Gen. Omar Bradley; Niles Trammell, President of NBC; Gen. Clifton Cates, Commandant, U. S. Marine Corps; Joseph Ream, Vice-President, CBS; Senator Bob Taft, of Ohio; Mr. Tully; Representative Charles Halleck, of Indiana; Mr. Justice Black; Senator Edward Johnson, of Colorado; Mr. Justice Douglas; Representative Clarence Lea, of California and Mr. Justice Rutledge.

Others present included:

E. M. Antrim, WGN, Chicago, Ill.; L. G. Arries, Sr., WTTG-Dumont Television, Washington; Kenneth H. Berkeley, Evening Star Broadcasting Co., Washington; E. J. Boos, Crosley Broadcasting Corp., Cincinnati, O.; Senator Owen Brewster of Maine; T.A.M. Craven, WOL, Washington; Charles Denny, NBC, New York City; Orrin E. Dunlap, Jr., Vice-President, RCA, New York; Clifford J. Durr, FCC Commissioner; Sydney Eiges, Vice-President, NBC, New York; Earl H. Gammons, CBS, Washington; George Gillingham, FCC; F. P. Guthrie,

Vice-President, RCA Communications, Washington; J. Edgar Hoover, FBI; Rosel H. Hyde, Commissioner, FCC; The Right Hon, the Lord Inverchapel, British Ambassador; Robert F. Jones, Commissioner, FCC; Capt. Thomas Knode, NBC, New York; Edward F. McGrady, Vice-President, RCA, New York; D. Harold McGrath, Supt., Senate Radio Gallery; Robert M. Menaugh, Supt., House Radio Gallery; Maurice Mitchell, Manager, WTOP, Washington; Senator Clyde M. Reed, of Kansas; Robert Sarnoff, NBC, New York; Oswald F. Schuette, RCA, Washington; Harold Stassen, St. Paul, Minn.; Paul A. Walker, Commissioner, FCC; and Former Senator Burton K. Wheeler, Washington.

The Directors of the Mutual Broadcasting System paid their annual call on President Truman the day of the Radio Correspondents' dinner.

At the White House were Lewis Allen Weiss, Chairman of MBS, and head of the Don Lee Broadcasting System, Los Angeles, Calif.; Vice Chairman T. C. Streibert, WOR, New York; E. M. Antrim, WGN, Chicago; Chesser Campbell, WGN, Chicago; J. E. Campeau, CKLW, Detroit; H. K. Carpenter, WHK, Cleveland; Benedict Gimbel, Jr., WIP, Philadelphia; President Edgar Kobak; William F. O'Neil, Linus Travers, Yankee Network; Jack R. Poppele, WOR; Vice President Robert D. Swezey; Secretary-Treasurer James E. Wallen.

The Board lunched the day before the dinner with Secretary of Commerce W. Averell Harriman and entertained FCC officials that night at dinner. Fulton Lewis, Jr., was host at luncheon Saturday, with many members of Congress present.

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FCC GRANTS PLEA TO RECONSIDER MACKAY OVERSEAS ASSIGNMENT

The Federal Communications Commission this week granted the petition of RCA Communications for reconsideration of its action in granting to the Mackay Radio and Telegraph Company circuits paralleling RCA's circuits to the Netherlands, Finland, Portugal, and Surinam, Dutch Guiana.

The Commission terminated Mackay's temporary authorization to communicate with these countries on its expiration date tomorrow (Thursday, February 12) and set the matter for public hearing Monday, March 8th.

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WASHINGTON, D.C., TELEVISION SETS PUT AT 7300

The committee established by the three television stations in Washington to determine the number of television sets installed in the Capital estimates that there are now 7,300 TV receivers privately owned and in use in the Greater Washington area.

Committee Chairman James Seiler of WNBW, stated that the estimate represents sets installed up to and including February 1. The total of 7,300 is an increase in one month of 700 sets over the January 1 estimate of 6,600.

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ZENITH MOVES TO VOID 136 RADIO PATENTS

The Zenith Radio Corporation last week asked the United States District Court in Wilmington, Del., to declare invalid 136 patents on radio apparatus held by six major companies. Named in Zenith's declaratory judgment suit, according to an Associated Press dispatch, were Radio Corporation of America, General Electric Company, Western Electric Company, American Telephone and Telegraph Company, Bell Telephone Laboratories, Inc., and Westinghouse Electric Corporation.

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WNAX STARTS 5-STATE DRIVE TO MAKE FARM BETTER LIVING PLACE

What is believed to be the largest sustained farm improvement program ever attempted by a U. S. radio station will be undertaken by WNAX, a Cowles station at Yankton, South Dakota.

The program will be conducted over a three-year period covering every county in the States of Iowa, Nebraska, South Dakota, Minnesota and North Dakota. Yearly awards will be made to individual county winners and to winners in each State. Midwestern agricultural observers say it is the first major program ever launched for improvement of the farmstead as against improvement of croplands, livestock or poultry.

"For nearly ten years, farmers have done little or no planned improvement of the farmstead", Chris Mack, WNAX Farm Director said. "We believe most farmers now have the cash to spend and materials for making improvements are rapidly coming into greater supply. This program should provide an incentive for farmers to start now making the farm home a better place to live by adopting a carefully made plan of improvement."

Each State winner will receive an award in merchandise equivalent to \$1,000. Winners will be given a choice of such items as a water or plumbing system, deep freeze unit, grain elevators, electric light system or a complete paint job for the barn and other buildings.

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NEW RADIO STATIONS MUST WAIT A YEAR FOR ADS

The Bank of America, in San Francisco, has decided to extend to radio the one-year waiting rule customarily imposed on publications, Editor & Publisher has learned. Radio stations will not be considered for advertising allotments until after a year of operations, a bank spokesman explained. This ruling has long been applied to newspapers and magazines by leading advertisers.

The Bank of America is an extensive advertiser, with major expenditures in newspapers. Rapid expansion of radio facilities, now doubling in many communities and areas, is believed to have occasioned the decision to impose a waiting period.

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PEARSON, ALLEN TELL OF WEALTH AT FCC WBAL HEARING

Quite a lot of loose change to be jingling around in the pockets of two old newspapermen - Drew Pearson and Robert S. Allen - to show that now as radio commentators they were financially able to operate a radio station, testifying this week that the former was worth \$246,292, and the latter \$235,000.

Public Service Corporation/^{of}which Allen is President and Pearson Vice-President, is applying for the wave length assigned to WBAI in Baltimore, owned by Hearst Radio, Inc. The latter is seeking a renewal of its license, and contends Public Service lacks adequate finances.

Public Service filed its application after issuance of a Commission blue book condemning WBAL on the basis it failed to allot adequate time for Public Service programs.

The hearing will be resumed next Monday, February 16th in Baltimore.

The trial of a \$100,000 libel suit brought by Drew Pearson against the weekly Jefferson Republican in Charles Town, West Virginia, ended last week after the judge announced a settlement which involved a letter to Pearson from the editor.

The letter, read in court, was from Raymond J. Funkhouser, Charles Town industrialist and editor of the paper, which stated the article upon which the suit was based was published without Funkhouser's knowledge.

The letter added that "I have no reason to believe you are a Communist, but feel assured you are neither a Communist nor sympathizer with so-called principles of communism, or ever have been."

Judge Decatur H. Rodgers earlier in the trial had ruled that to call a person a "Commie" was libel in itself. After that ruling he held that further testimony would be limited to mitigation of damages, if any.

He repeated the statement saying the remark in the column was actionable and that some damage was done.

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BUREAU SEEKS TO INCREASE ACCURACY OF RADIO FREQUENCY STANDARDS

Standards and measurement techniques of reasonably high accuracy are now available at the National Bureau of Standards up to a few tens, of megacycles and in specific bands at microwave frequencies. In the future, increased accuracy, frequency, and magnitude will be sought by the Bureau, and precise instruments of all

types will be accepted for standardization at a nominal fee. Efforts will also be made to develop highly accurate portable instruments that will quickly and conveniently determine the electrical characteristics of materials and of precision instruments under known conditions.

The National Standards Bureau plans to cover the complete radio spectrum in a systematic manner without gaps in frequency or range of quantity measured. However, improvement of accuracy is a never-ending task. The present frequency standards, for example, are excellent, but their high accuracy has been found insufficient for certain special applications where constancy of one part in ten billion or better is needed. Indications are that another order of accuracy may be obtained with quartz crystal-controlled oscillators by development of more constant and higher-Q crystal units operating at extremely low amplitudes. For some frequency standards work, the resonances, associated with atoms may be found more convenient, especially for microwave frequencies. Atomic resonance techniques already developed give accuracies approaching one part in a million, and results are free from changes in temperature, pressure, or purity of materials.

The Bureau's program on radio-frequency standards includes; (1) The development of primary electrical standards and the theory and methods of measurement required to utilize these standards, (2) the establishment of a service for calibrating unknown secondary standards against the Bureau's primary standards, and (3) the design and improvement of various measuring instruments. In carrying out this program each electrical quantity at radio frequencies is accurately determined by reference to basic physical units, primary standards are carefully designed and built to have extreme stability under all operating conditions, and techniques are developed to give a high degree of measurement accuracy and reproducibility. Good agreement is also required between related standards based on different principles.

The February issue, just out, of the National Bureau of Standards Technical News Bulletin, about five pages devoted to an article regarding the Bureau's work on radio frequency standards.

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NBC BLOCKS THEATRE'S USE OF TELECAST

The question of ownership rights in television broadcasts was raised Monday by the National Broadcasting Company. As a result, a television showing that night at RKO's 58th Street theater, in New York City, at which a fight broadcast over NBC's television station WNBT was to have been picked up, was cancelled.

NBC, according to an Associated Press dispatch, asked the postponement pending further clarification of television broadcast ownership rights. NBC telecasts are preceded by a notice that they may not be used for exhibition at places where admission or cover charges are made.

A RKO spokesman declined to say if any legal test of ownership would be made.

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ABC LAYS GROUNDWORK FOR NEW NATIONAL TELEVISION NETWORK

Before the end of the current year the American Broadcasting Company plans to have television stations in operation in Chicago, Detroit, New York, Los Angeles and San Francisco, it was announced last week by Mark Woods, President of the ABC.

It was also announced that plans are under way for the establishment of three preliminary regional networks, from which an over-all national television network will later be developed. The three loops proposed for the immediate future will link Chicago and Detroit, San Francisco and Los Angeles, and Washington, Baltimore, Philadelphia and New York.

ABC's Chicago outlet, to be known as WENR-TV, probably will be the first on the air, with its premiere scheduled for September. It is expected that Detroit will follow in November, Los Angeles and San Francisco in December, and New York probably later in the same month.

In Chicago, ABC's video transmitter and antennae will be constructed on the Civic Opera Building about June 1st. In Detroit the transmitter and antenna will be located on the Maccabees Building. Delivery of the transmitter is also scheduled for June 1st.

ABC's Los Angeles transmitter requires the construction of a building on Mt. Wilson, a project now under way. In San Francisco, ABC has concluded an agreement to purchase the Sutro property for housing the transmitter and for temporary studios.

In New York, the transmitter probably will be located on the Chrysler Building and final arrangements for occupation of this site, which would be shared with Columbia Broadcasting System, are proceeding favorably.

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PROTEST N.Y. CITY PROPOSAL TO LICENSE RADIO SERVICEMEN

Opposition of the Radio Manufacturers' Association to a proposed New York City ordinance to license all radio technicians was voiced by Executive Vice President Bond Geddes and General Counsel John W. Van Allen at a conference yesterday (Feb. 10) in the assembly room of the Commerce and Industry Association of New York, N. Y.

At the same time RMA officials outlined the industry plan for curtailing abuses in radio servicing.

The New York conference was called by a committee, appointed by City Councilman Stanley M. Isaacs, author of the proposed licensing bill, and will make recommendations to him.

The RMA recommendation proposed by its Service Committee, is that manufacturers, their distributors, and dealers, urge the public by advertising and other means to patronize manufacturers' authorized sales and service agencies when their receivers need repairs.

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A. T. & T. RUSHES COAXIAL CABLE, RADIO RELAY TV EXTENSION

Not a minute's time is being lost by the American Telephone and Telegraph Company Long Lines in extending its television network facilities in various parts of the country, some of which is expected to be in use by the time the national political conventions meet in Philadelphia.

When the microwave radio relay system between Boston and New York was opened and linked with the New York-Washington coaxial cable last November, the Long Lines experimental television network was lengthened to about 500 miles. During 1948, two additional television circuits will be provided over the coaxial lines between New York and Washington, and two between Washington and Richmond, thus extending the television network southward to the latter city.

In addition, installation of equipment will be in progress to provide two television circuits over coaxial cables between Philadelphia and Chicago, and between Chicago and St. Louis. Television circuits between these cities are expected to be ready for service by early 1949.

Long Lines also plans to provide television terminal equipment, including monitoring and operating facilities, at Richmond, Pittsburgh, Cleveland, Chicago, and St. Louis, as well as at New York, Philadelphia, Baltimore, and Washington - which have already some terminal equipment. When all these television circuits are ready for service and all of the terminal equipment has been completed, a program originating in any one of these cities might be carried to the other eight, Long Lines Magazine explains.

Other projects included in the 1948 construction plans are the two new radio relay systems previously mentioned - the one between New York and Philadelphia and that between New York and Chicago. Construction on the New York-Philadelphia system has already begun and is expected to be completed early this Summer. Work on the New York-Chicago system, which will incorporate improvements over the experimental radio relay link recently opened between New York and Boston, will also be under way this year. When completed, both systems can provide additional telephone channels or may be used for the transmission of television.

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UNESCO WOULD TAKE A HAND IN UN WORLD NET - IF THERE WERE ONE

That the United Nations Educational Scientific and Cultural Organization (UNESCO), has its eye on a worldwide radio network is indicated by a resolution passed at the UNESCO meeting in Mexico City. It read:

"In the development of the radio work of UNESCO, the Director-General is instructed:

"To cooperate in the operation of a United Nations world radio network if one is established, by accepting membership of the proposed Radio Board which will govern its program policies and by participating in the programming of educational, scientific and cultural material for the Network, provided that in the early stages such participation must be of limited extent.

"To re-examine the possibility and advisability of establishing a UNESCO World Radio Network if a United Nations network is not established. To this end, the Director-General shall, during 1948:

"Call a meeting in Paris of a Radio Program Committee composed of experts from Australia, Belgium, Brazil, Canada, Czechoslovakia, China, France, India, Mexico, Poland, United Kingdom, United States of America, Switzerland and other countries to be named.

"Call two meetings of a Radio Program Sub-Committee composed of eight of the members of the Radio Program Committee.

"Call a meeting of a Council for Educational Broadcasting composed of three educationalists and three producers of educational broadcasts (from United Kingdom, Switzerland and Brazil), to advise and assist UNESCO in promoting developments in educational radio.

"Produce a limited number of high quality programs in cooperation with and for the use of national broadcasting organizations.

"Promote collaboration between national broadcasting organizations in the production of radio broadcasts to be known as the world University of the Air and of other international radio programs."

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MAJESTIC RADIO CORPORATION SEEKS REORGANIZATION

Majestic Radio and Television Corporation and Majestic Records, Inc., of Elgin, Ill., have requested permission of the United States District Court to reorganize under Federal bankruptcy laws.

A. L. Schapiro, counsel for the companies, filed the petitions last Friday and Judge Philil L. Sullivan directed present officers of the two companies to continue operations under court supervision, pending reorganization.

Mr. Schapiro said the companies would pay their bills in full, the Associated Press reports from Chicago. He said the radio and television company has assets of \$5,000,000 and the record company, which leases a plant in Newark, N. J., has assets totaling \$1,000,000.

An earlier Associated Press story said that the companies had filed bankruptcy petitions and asked permission to reorganize.

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::: SCISSORS AND PASTE :::
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Editorial Judgment Not Paid Radio Programs, Eiges Argues
(Sydney H. Eiges, Vice-President, National Broadcast-
ing Company in "Editor and Publisher")

Lee Hills, Managing Editor of the Miami (Fla.) Herald, has, indeed, made out a persuasive case in Editor & Publisher in support of his contention that radio log listings should be paid for. Needless to say, we in radio hope his persuasion will win few, if any, converts among his colleagues.

A painstaking survey of 1,682 daily newspapers which we recently concluded in the NBC Press Department does not bear out Mr. Hills' assertion that the Miami pattern is being followed in "scores of cities". Our survey shows that in reality a negligible proportion of the daily American press is following the practice of the Miami newspapers. * * * *

It is true that in this day of newsprint shortage and rising costs of production, the problem of printing the logs of an ever-growing list of radio stations is a grievous one. It is soon to be further complicated by an influx of television stations. But difficult as it is, the problem is capable of mutually beneficial solution and not by the method propounded by Mr. Hills.

The solution lies in the simple exercise of the editor's greatest prerogative - his editorial judgment. If he believes radio log listings are news in the commonly accepted definition of the word, he should print them; if he doesn't then he shouldn't.

To attempt a partial subsidization of what we in radio consider first-rate news, which is what the Miami newspapers are attempting, will eventually bring economic forces to play upon the free exercise of editorial judgment, and impair the editor's essential freedom. What looks so glitteringly attractive to Mr. Hills today may some day become the chain which binds the hand that wields the editor's blue pencil. Who is to say where the line shall be drawn? Who is to say where the practice shall stop?

"Chicago Tribune" National Radio Advertising Zooms Skyward
("Advertising Age")

National advertising of radio sets and housing equipment and supplies in the Chicago Tribune in 1947 totaled 535,459 lines, more than four times the 1941 total, and a greater lineage in this classification than all other Chicago newspapers combined. And more than half of this enormous total - 272,536 lines to be exact - came from 35 manufacturers using the "selective area advertising plan" of R. C. (Dick) Swank, appliance account man in the Chicago Tribune's national advertising department. At \$1.30 a line (the Sunday rate for five Tribune Metropolitan sections), that added up to almost \$355,000 in "new" national advertising.

What! An Inventor With Money?
("Fortune Magazine")

Edwin Howard Armstrong, professor of electrical engineering at Columbia University, is that enviable rarity - an inventor who has made a fortune. Over the last thirty years, Armstrong's four basic discoveries - the regenerative circuit (which took radio out of the crystal-detector, headset stage), the superheterodyne (the basic circuit of present-day, standard radio), the super-regenerative circuit (used in military, forestry, and other ultra-high-frequency communication, and the well-known Armstrong system of Frequency Modulation (static-free, high-fidelity radio) - have earned him millions of dollars and are still garnering royalties.

While the number and importance of these discoveries qualify Armstrong for the dual titles of the greatest American inventor since Edison and the most important of all radio inventors, including Marconi, they have also made him the most controversial figure in radio. The controversy, as almost everyone knows, revolves around FM and Armstrong's patents thereon - and almost every company in the business has chosen sides in the fray. One group of set manufacturers, led by Zenith, General Electric, Westinghouse, and Stromberg-Carlson, swear by Armstrong's wide-band FM system and have taken licenses under his patents for production of both high-fidelity radio sets and the sound circuits in their television models. Another group, consisting of RCA, Philco, Crosley, Emerson, and other large producers in the field, do not hold licenses from Armstrong though they produce both radio and television sets employing FM principles; they claim they are using their own FM systems. To settle this difference, Armstrong is currently preparing to take his case to court - a test case whose outcome will be awaited with burning interest by the entire radio industry. For it will prove either that Armstrong's licenses forked over royalties unnecessarily or that the companies which refused to take licenses owe Armstrong damages on the sets employing FM that they have manufactured so far.

Believes Congress Should Clear Stations Of Libel Responsibility
("Washington Post")

The principal effect of the Federal Communications Commission's proposed ruling barring censorship of political speeches by radio stations, even though such speeches may be libelous, is to enlarge on a hitherto unclear provision of the Federal Communications Act. As the agency charged with interpreting the Federal Communications Act, the FCC holds that this act was meant by Congress to supersede those laws of libel which might result in suits against radio stations for the content of political broadcasts. * * * *

It is plain, we think, that there now exists a contradiction, between libel laws and the Federal Communications Act which the FCC decision cannot resolve. Indeed, since broadcasters are in effect told to ignore libel laws, the problem, if anything, becomes even more controversial. There are two ways out of the dilemma. One is for the validity of the Commission's interpretation to be tested in the Supreme Court. The other, and to our mind preferable, way is for Congress specifically to legislate absolute of radio stations from libel responsibility for political broadcasts.

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:::: TRADE NOTES ::::
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Recommended engineering standards for U.S.-made radio receivers designed for export and covering the electrical performance of television broadcast transmitters were issued this week by the Radio Manufacturers' Association Engineering Department along with other new and revised standards for the industry.

Among the engineering standards recommended for export radio receivers are that they shall state the number of receiving and amplification tubes, not including rectifier, ballast, or tuning indicators; specify the frequency coverage and the power supply voltage and power supply frequency; shall have certain safety and shock prevention safeguards; and be properly packaged for shipment.

Brig. Gen. David Sarnoff, President and Chairman of the Board, Radio Corporation of America, announced last week that a dividend of 87½ cents per share has been declared on the outstanding shares of \$3.50 Cumulative First Preferred stock, for the period from January 1, 1948, to March 31, 1948. The dividend is payable April 1, 1948, to holders of record at the close of business March 5, 1948.

Frank E. Mullen, Executive Vice President of the National Broadcasting Company, left last Saturday on a three-week trip to the West Coast to discuss the network's television plans with motion-picture and television executives in Hollywood and San Francisco. He will be accompanied by O. B. Hanson, NBC Vice-President and Chief Engineer.

Horace H. Silliman, who joined Bendix Radio as District Manager for New England and up-state New York four years ago, moves up from the post of manager of distribution, which he assumed last year, to merchandising manager. In this department he will superintend liaison operations for the factory among national distributing organizations and major retail outlets.

New Manager of Distribution, Arthur C. Jordan, counts a long radio experience in both manufacturing and distributing. Recent head of a national manufacturer's consumer sales organization, he has served in important sales management positions with a number of manufacturers and their distributors in Philadelphia and Washington.

Charles Francis Adams, Jr., formerly Executive Vice-President, was elected last week President of the Raytheon Manufacturing Company, Waltham, Mass., manufacturer of electronic and communications equipment. He succeeds Laurence K. Marshall who was elected Chairman of the Board.

The Emerson Radio and Phonograph Corporation, shareholders approved an increase in the authorized capital stock to 1,000,000 from 400,000 shares, with the par value remaining at \$5 a share.

Following this, the Directors declared a 100 per cent stock dividend.

There is good reason to expect the present dividend rate to be maintained on the increased capital stock, Benjamin Abrams, President said. The stock has been on a 25-cent quarterly dividend basis, but extras and a year-end dividend brought total disbursements for 1947 to \$1.90 a share.

"Polarity Response from Radio Tuning Eye Tubes" is the title of an article in the February issue of the National Bureau of Standards just off the press.

"The use of electron-tube tuning indicators for balance or null detectors is well known", the article states. "The necessity for polarity-sensitive tuning indication in frequency modulation reception has given impetus to the development of the new 6AL7-GT indicator tube, featuring a dual column type of presentation. For instrument work, however, a balance indicator capable of greater precision is frequently desired. By means of a special circuit M. L. Greenough of the Bureau's electronic instrumentation laboratory has adapted a conventional 'magic eye' tube of the variable shadow angle type, such as the 6E5, 6U5, and 6N5, to furnish a polarity-sensitive indication. Although this circuit was developed for instrument application, it may be of value for adapting a conventional tuning eye to balance indication in FM discriminators."

The Employee-Employer Relations Committee of the National Association of Broadcasters has commended the work of the Industry Music Committee and urged that the group be continued as a means of coordinating efforts toward the solution of remaining problems.

The Committee's commendation was contained in a resolution passed Monday by the group, after the hearing of full reports on the current status of negotiations now being conducted by several segments of the industry with the American Federation of Musicians.

"Accentuate the Positive" is the new order given to all KHJ-Don Lee radio announcers in Hollywood by Program Director Charlie Bulotti.

"When a regularly scheduled program is cancelled and replaced by a special event, the announcement preceding the special should be worded in a positive fashion rather than a negative one", according to Bulotti's decree.

"For instance....

"'In order to bring you the following special address by Secretary Marshall before Congress, the program "Say It With Music" has been cancelled.' In the past, we have taken the opposite approach by sometimes saying.....

"'The program originally scheduled for this time has been cancelled.'..... and often letting it go at that.

"The positive procedure will apply also to commercial programs. First identify the special event upcoming and then thank the sponsors. Don't thank the sponsors first and leave the audience hanging on a hook."

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Radio — Television — FM — Communications

2400 California Street, N. W.

Washington 8, D. C.

Founded in 1924

Robert D. Heinel, Editor

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February 18, 1948

MUSHROOMING FM STATIONS RAISE QUESTION OF PAID RADIO LOGS

FM stations springing up all over the country like mushrooms are stirring up the old issue as to whether or not broadcasting stations should pay newspapers for printing radio programs. Looming in the background is the increasing number of television stations which, so far as newspaper space is concerned, will be a little more of the same.

Although the question of paid programs is not at present an issue in the Capital, it may well serve as a cross-section of other cities of the nation to show how the number of broadcasting stations have multiplied and to give an idea of the increasing demand for newspaper space, the scarcity and high cost of paper to the contrary notwithstanding.

Before World War II, there were only four stations in Washington, all standard broadcast - WRC (NBC); WMAL (later to be ABC); WOL (MBS and later to be bought by Cowles), and WTOP (CBS). There are now 13 standard broadcast stations in the Washington metropolitan zone. This may soon be reduced to 12 since last week WEAM, Arlington, Va., 1000 with power daytime, reportedly because of too much competition, threw up the sponge and petitioned the FCC for approval to sell to North Carolina broadcasters for \$67,500. WEAM's loss for its first year's operation was said to have been almost as much as the selling price.

Also in the Washington area are 7 FM stations. That jumps the number of radio stations from 4 before the war to 20 now, not counting the four television stations which have started operating during the past year.

Typical of the way in which the local newspapers are meeting the situation is the way the Washington Post has been obliged to economize on space to get all the new stations aboard. The Post recently cut down the daily program allotment from about a third to a fifth of a page. This allows for the complete programs from the seven oldest standard broadcast stations - WMAL, WRC, WOL, WINX, WWDC, and WTOP. The rest, daytime standard, FM and television stations are reduced to agate sized type. Only the hours of operation and frequencies of the daytime and FM are given, plus an abbreviated agate listing of the television station programs. The program space is the same on Sunday but the rest of the page is filled out with radio gossip.

Lee Hills, Managing Editor of the Miami Herald, which partially owns Station WQAM, Miami, poured gasoline on the controversial fire recently when he came out in the Editor & Publisher with a spirited defense of why the printing of radio logs by newspapers should be paid for. There was an immediate comeback from Syd Eiges, newly appointed National Broadcasting Company Vice-President in Charge of

Public Relations. Also quick on the trigger was Morris J. Porter, Press Director of WMCP-FM, Belvidere Broadcasting Corporation of Baltimore.

Mr. Hills said in order to handle the many new stations, the Miami Herald, published by John S. Knight of the Chicago Daily News and part owner of Station WIND, Chicago, put in a flat charge of \$6 a day per station for large type program listings. Other station programs were printed in agate. The Miami News (published by former Gov. James S. Cox, owner of Station WIOD, Miami), joined in this.

"The radio men all privately admitted the fairness of this policy when we explained it. One, however, was confident the public would rise in angry wrath against us. He got most of the others to stay out", Mr. Hills said. * * * *

"The public outcry expected by the radio men failed to com. In two weeks the Herald had only 26 phone and mail complaints, about half of them traceable to the stations. The News also had a negligible number. The public obviously accepted the plan as fair. In contract, on the day it started, we left out the agate horoscope and had 79 phone complaints in five hours. * * * * *

"After staying out for three months the rest of the broadcasters in our area started signing up for the paid listings. All eight AM stations in Greater Miami now run paid logs in the Herald. Five run in the News. Three FM stations are on the air and we give their daily highlights free since they have not yet begun extensive programming."

"Under a free press, economic and financial considerations should have no effect upon the editorial content of a newspaper", Mr. Eiges replied. "In Miami, it is clear from Mr. Hills' statement that these considerations have played a determining role in the formulation of an editorial opinion on the question of whether or not radio log listings should be published free of charge as is any other legitimate news.

"Mr. Hills argues that radio log listings are not news. I refer him to the Continuing Studies. These list radio logs among the editorial features of a newspaper and not as advertising. Furthermore, these studies, conducted by the newspapers themselves, show in case after case that radio log listings enjoy extremely high readership. That is why they are so prominently featured by newspapers across the land."

"Some years ago when I was radio columnist of the New York Journal-American, Mr. Hearst decided to eliminate radio columns because he believed he was contributing too much free advertising to radio, which he viewed as a competitor", Mr. Porter relates. "Today, Mr. Hearst is not only in the radio business, but he is establishing television stations in New York, Baltimore and elsewhere. Mr. Hearst discontinued radio columns in New York, but Roy Howard refused to go along with the idea and gained 40,000 circulation. Mr. Howard still

streats radio as he treats the drama and the movies because he realizes that radio is an integral part of the modern design of living, and also that it commands an audience greater than the drama and the movies. Why shouldn't it? It costs nothing to stay at home and be entertained. Nothing but the original investment made.

"In Baltimore, the Hearst News-Post had a phenomenal gain in circulation last year, and one of the reasons was that the News-Post issued, and still does issue, a Saturday section encompassing a week of radio programming."

One of the latest of the syndicated sponsored columns "Tune-In Tips" by Ted Husing, is prospering if a recent advertisement is an indication. It read:

"This column gives you controlled radio program publicity - week in, week out . . . lists local times and stations . . . costs 8½¢ per 1,000 circulation . . . in 52 newspapers, major cities, 11 million circulation. Exclusive time franchises."

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CBS TO HAVE UP-TO-THE MINUTE TV STUDIOS, STANTON REVEALS

Plans for the construction of new television studios in New York City, involving the expenditure of "several hundred thousand dollars" were announced in New York Tuesday by Frank Stanton, President of the Columbia Broadcasting System. The studios will be erected in the Grand Central Terminal Building, where CBS has its present headquarters.

Two main studios will have floor areas of fifty-five by eighty-five feet and ceiling heights of forty-five feet. The initial stages of the renovation are expected to be completed in April, after which CBS video intends to go on on a full seven-day schedule of programming.

A feature of the new facilities, according to Mr. Stanton, will be an elaborate "client's booth", where sponsors of programs will be able to follow the action on the television stage and also see how it looks on a receiving screen.

The size of the studios, Mr. Stanton said, will accommodate a number of stage sets to permit quick scene changing.

Construction of the New York studios is a major step in the plans of CBS for building a nationwide video network, Mr. Stanton added.

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GREAT CROSLEY TV STATION GETS INTO STRIDE; MILLION INVESTED

Climaxing a week's commercial tryout, WLWT, Crosley's new television station in Cincinnati formally opened last Sunday. There was a special salute to the powerful newcomer by Niles Trammell, President of the National Broadcasting Company, and his right hand man, Frank E. Mullen, NBC Executive Vice-President. The finale was interviews with James D. Shouse, President of The Crosley Broadcasting Corporation, and Robert E. Dunville, Vice-President and General Manager.

The actual power of the new WLWT transmitter, is 5,000 watts but the transmitter is used in conjunction with a 571 foot antenna which added to its high elevation will give the WLWT signal an effective power of 50,000 watts, according to R. J. Rockwell, Vice-President in Charge of Engineering. WLWT and Crosley's proposed expenditures in Columbus and Dayton are expected to represent an investment of \$1,600,000. If the Crosley TV application for Indianapolis is granted, it will be even more than that.

Apropos the WLWT opening, the Cincinnati Times Star, in a lengthy article (February 14), gave an answer to the much discussed television-vs.-attendance question. It read in part:

"Ross Leader, wrestling promoter, has this to say about WLWT television:

"'Since television of wrestling began experimentally last September in Cincinnati, interest in local wrestling has increased materially.'

"For this increase, Mr. Leader credits Red Thornburgh's pro-match demonstrations, among other factors. He says televised wrestling has re-awakened an interest in the sport among people who for some reason or another had allowed their interest to drift into other sports or forms of entertainment.

"Mr. Leader clinches the television-versus-attendance question by stating, 'I'm all for television. The average attendance on sixteen matches in 1947-48 against the same number in 1946-47 shows a marked increase. This - or much of it - I attribute to WLWT television.'

"Al Bechtold, Chairman of the Cincinnati Boxing and Wrestling Commission, says, 'I have talked with a great many people, especially sport fans, who have seen boxing and wrestling through television, and at least 85% of them were very enthusiastic in speaking about it.'

"He adds, 'I am sure of this fact: television does not affect attendance. To the contrary, I believe it has brought many persons to the sport who have seen these sporting events through television and were eager to see the real thing.'

"Another conclusive statement comes from the Chairman of WKRC's Golden Gloves tourney, Charleton Wallace. In a Times-Star front-page article Thursday, January 15, Wallace announced that WLW's television station would televise the WKRC-sponsored Golden Gloves tourney. At that time he commented that the affair might provide an answer to the question whether attendance at sports events is cut down through televising the program.

"His answer is expressed in a letter by WKRC's Managing Director, Hulbert Taft, Jr., to Mr. Shouse, President of the Crosley Broadcasting Corporation.

"In our opinion, one national controversy was settled and one national precedent was established as a result of WLWT televising WKRC's Golden Gloves.

"Here are the figures:

"In 1947, 3,467 people attended WKRC's Golden Gloves in Cincinnati.

"In 1948, 7,283 people attended our boxing tourney.

"These figures present definite proof that television helps rather than hurts attendance at boxing contests specifically, and at sports events generally."

"Commenting on the ticket sale question, Chick Mileham, University of Cincinnati's Director of Athletics, says, 'University of Cincinnati football and basketball games have been televised to date. Ticket sales to both events have been as great or greater than in previous years, indicating that television in no way impairs admissions to the games.'

"In fact', Mileham adds, 'hundreds of persons who were unable to buy tickets have been able to satisfy their interest in UC athletics by watching football and basketball on television.'

"Edward P. VonderHaar of Xavier University's Public Relations Department, is an enthusiastic television fan. As Mr. Vonder Haar says, 'For such events as boxing, wrestling and fencing where the contestants are one man against another in a limited area, television gives everyone a better-than-ringside seat. It is better-than-ringside because it has the flexibility of head-and-shoulders closeup to overall view from any angle well above the confining ropes.'

"In team sports, according to Mr. VonderHaar, 'Television scores with its many eyes', because it can 'whisk the spectator instantaneously from the top of the press box right into the center of the players' huddle anywhere on the field.'

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FAX N.Y. TIMES EDITIONS BROADCAST TO 14 STORES

Facsimile newspapers were received last Monday at leading department stores in the first post-war demonstration of the new medium on a large scale. The papers were written and edited by a staff of The New York Times and transmitted over WQXR-FM.

The first edition of the paper was transmitted from the tenth floor of The Times Building at 11:05 A.M. on machines designed by John V. L. Hogan. In the department stores there was considerable interest as the paper unrolled on the recorder attached to a radio.

The paper's six editions were sent out five minutes after each hour between 11 A.M. and 4 P.M. Each edition contained four pages, with the women's page the only section unchanged in all editions. The pages were eleven and a half inches long and eight inches wide.

Demonstrations will continue four weeks and will be received at five minutes after the hour, between 11 A.M. and 4 P.M., at the following stores:

B. Altman, Arnold Constable, Bloomingdale's Franklin Simon, Lord & Taylor, R. H. Macy, James McCreery, Gimbel Brothers, Saks-34th Street, John Wanamaker, Abraham & Straus, Loeser's, Gertz and Hearn's.

The Times said editorially:

"Some bold claims have been made for the facsimile (which means 'exact copy') method of transmitting news. They may have given the impression that it is only a matter of a few months, or years, until a subscriber can receive his individual newspaper in his own home by that means each morning. We cannot say how soon the day will come when even such a small newspaper as our facsimile edition will be available by those means. The recording machines are expensive; they are being produced only in limited quantity. Transmission is limited, as is television, by the horizon. It would require a chain of radio stations to blanket the country with such a newspaper. But our new facsimile is at least a portent of things to come. How important a portent we leave to the future."

The Washington Post commented:

"Facsimile has incorrectly been termed a revolutionary method of publishing a newspaper. It is simply a revolutionary method of distributing a newspaper. The elaborate, painstaking and expensive process of gathering news, writing it, editing it, setting it in type and arranging it for publication all remain unchanged by facsimile. The new technique would, however, eliminate a number of exceedingly costly and cumbersome steps in getting the finished product to the reader. Stereotyping would be unnecessary; rotary presses could be

forgotten; there would be no need for mail trucks or delivery boys. In short, the cost of operating a conventional newspaper plant could be cut almost in half. And this might have the tonic effect of making it economically possible for many new newspaper enterprises to be started, thus augmenting competition in a field where monopoly control is peculiarly dangerous."

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NEW STORER-RYAN TOLEDO TV STATION TO BE A QUEEN OF MAY

It looks as if the new Fort Industry television station in Toledo, WSPD-TV, may be finished in time to make its debut on the air as a Queen of the May. Vice-President E. Y. Flanigan of the Fort Industry Company, which is headed by Commander George B. Storer and J. Harold Ryan, believes the station will be completed sometime in May or soon thereafter.

An important addition to the Fort Industry staff is Steve Martin, television studio production director. He was formerly producer-director of WWJ-TV Detroit. Prior to that time he had been producer-director with CBS TV in New York City.

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ERIE RADIO EQUIPS LOCOMOTIVES, CABOOSSES, ON 300 MILES MAIN-LINE

The Erie Railroad has initiated what is said to be the most comprehensive main-line installation of very-high-frequency radiotelephone equipment yet undertaken by any railroad.

The railroad already has begun installation of the radio system on its Kent, Mahoning and Meadville Divisions, to provide complete coverage over more than 300 miles of main-line trackage between Marion, Ohio, and Salamanca, New York. Complete installation with full operation is expected by May first.

Equipment used in the system is being delivered by the Farnsworth Television & Radio Corporation, Fort Wayne, Indiana. All main-line Diesel passenger and Diesel freight locomotives operating over these three divisions of the Erie will be radio-equipped. In equipping both cabs of seven three-unit passenger locomotives and nine four-unit freight locomotives, as well as 15 cabooses, a total of 47 mobile radio installations will be made. In addition, 14 wayside offices will be equipped to provide complete radio coverage.

This radiotelephone system will permit instantaneous and constant communication between the engineer in the cab and the train conductor in the caboose, as well as by both of them with wayside offices and crew members of other radio-equipped trains.

The Erie's proposed plan will utilize only very-high-frequency space radiotelephone circuits for fixed point-to-train and front-to-rear train communications.

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FEDERAL DIRECTS WORLD MANUFACTURING; CALDWELL NEW PRESIDENT

International Telephone and Telegraph Corporation announced Monday that the consolidation of its manufacturing activities through the acquisition of International Standard Electric Corporation, New York, by Federal Telephone and Radio Corporation, Clifton, New Jersey, has been approved by the Board of Directors. Both companies are I. T. & T. subsidiaries. Through the acquisition of the stock of ISE the Federal will control the major manufacturing subsidiaries of the ITT system throughout the world, including more than thirty plants in twenty-four different countries.

After the consummation of the operation, the capitalization of the Federal will total approximately \$100,000,000. Combined sales of Federal and ISE for 1947 amounted to \$154,000,000. At the end of the year, orders on hand totalled \$224,000,000 as compared to \$195,000,000 at the end of 1946.

Four important appointments were also announced. Fred T. Caldwell, President of International Standard Electric and Vice-President and Director of I. T. & T., has been elected President of Federal. Rear Admiral Ellery W. Stone, USNR, formerly Chief Commissioner of the Allied Control Commission in Italy, and a Vice-President of I.T.& T., has been elected Executive Vice-President of Federal. R. C. Blackinton has been elected Vice-President of Federal, in charge of production. Mark A. Sunstrom, Vice-President of I.T.& T., has been elected Executive Vice-President of International Standard Electric Corporation.

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EX-GOV. COX'S DAYTON TV TOWER TO TOP WASHINGTON MONUMENT

The tower of the new television station of former Gov. James Cox, Jr. in Dayton, WHIO-TV, will be 568 feet, which is 13 feet higher than the Washington Monument. RCA will furnish the equipment for the station.

J. Leonard Reinsch, Managing Director of Cox-owned stations, has announced that WHIO-TV will use mobile unit equipped with two cameras to train personnel beginning next Summer.

Robert H. Moody is General Manager of WHIO-TV, Ernest L. Adams, Chief Engineer of WHIO and WHIO-TV, will supervise the new installations and subsequent maintenance. Leser G. Spencer, Program Director of WHIO, will be in charge of programming on WHIO-TV.

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The Federal Communications Commission last Monday granted assignment of license for KCBC, Des Moines, from Capital City Broadcasting Co., to Kapital City Broadcasting Company for a consideration of \$133,798 plus certain liabilities and obligations.

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N.Y., WASHINGTON, CHICAGO, ST. LOUIS TO BECOME MBS TV CENTERS

With television outlets already being operated or under construction at Mutual Broadcasting System stockholder-stations in New York, Washington, Chicago and Los Angeles, it is now definitely indicated that these key cities will soon become the chief originating centers for the network's television activities.

In anticipation of this, and the addition of other MBS affiliated television stations, a number of which are under construction and others with applications pending, Mutual is keeping abreast with television developments throughout the country, preparing for presentations on both a regional and national scale.

Work is progressing rapidly in conjunction with the New York and Washington outlets. The Don Lee station on the West Coast is currently on the air with a varied schedule of television programs, including video presentation of Mutual's week-day "Queen For A Day" and "Heart's Desire" audience participation series. The MBS Chicago key station, WGN-TV, is also on the air with its test pattern and expects to begin regular programming within the next few weeks.

In New York and Washington, construction permits are held by WOR, which will operate Mutual television affiliates in these two cities. In Boston, Mass., Mutual's Yankee Network affiliate, WNAC, has recently received a construction permit for a television transmitter and expects to be on the air within a few months.

The Yankee Network also has an application pending for Bridgeport, Conn. Stations WIP, Philadelphia, and WHK, Cleveland - both Mutual stockholders - are among the others whose television applications are pending at this time. In addition, Mutual affiliated stations in Buffalo, Cincinnati, Houston, Miami Beach and Reading, Penna., have already filed their applications, while numerous others will file very shortly.

In planning its nation-wide television set-up, Mutual will have the advantage of many years of experience on the part of such television leaders as J. R. Poppele, of WOR, President, Television Broadcasters' Association, and Vice-President, Bamberger Broadcasting Service, as well as Lewis Allen Weiss and Willet Brown, of the Don Lee Broadcasting System, who have been actively concerned in experimental television broadcasts for sixteen years. All three are members of Mutual's Board of Directors, and Mr. Weiss is Chairman of that Board.

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In the two weeks that it has been available as an ABC co-operative program, "Mr. President", already has 36 sponsors in as many different cities. "Mr. President" is one of the first top-flight network dramatic programs with historical interest made available as a co-op.

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WESTINGHOUSE WILL DOUBLE 1947 \$22,500,000 SET OUTPUT

The Westinghouse Home Radio Division at Sunbury, Pa., establishing a new production record, manufactured more than 500,000 radio receivers with a factory billing of \$22,500,000 during 1947, F. M. Sloan, Division Manager, said last week summing up 1947 operations and revealed plans for exceeding this production record by 50 percent during 1948.

"Despite production increases well above the original 1947 plans, culminating in a December output of 70,000 table and console radios, a new monthly record, the year was marked by a continuous strong demand on the part of our distributors and dealers for more Westinghouse radios than we could manufacture", the report said.

"To meet this high demand, 1948 production quotas have been set 50 percent higher than those of last year, and the current line of radios will be expanded to include new models in strategic price brackets not now served."

Outstanding new development for the Division in 1948 will be the new line of Westinghouse television receivers, the report stated. The first television receiver, model 181, a console with a 10" tube housed in a Chinese Chippendale cabinet, has been introduced in New York and as production increases, will be presented in Philadelphia, Boston, Washington, and other television areas. Other television models are now under development for early production at the Sunbury plant.

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CALLS RADAR VETERANS' STEPPING STONE TO TELEVISION

J. R. Poppele, President, Television Broadcasters' Association, and a member of the Board of Directors of the Mutual Broadcasting System, on the MBS "The Veteran Wants To Know" program last Sunday, said:

"There are now 30,000 people actually working in television now. And an additional five thousand people should be actively working in television by December (1948). Television employment is going to increase by leaps and bounds from then on . . . by December, 1950, 100,000 is a conservative estimate.* * * *

"With the basic information which veterans obtained working with radar, they are fortunate young men in having the advantage of being able to adapt themselves to television with just a little extra effort."

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DON LEE STUDIOS JUST STARTED EXPECTED TO BE TESTED IN 5 WEEKS

Don Lee engineers began the task of installing the studio equipment and cables that will service the new KHJ-Mutual Don Lee studios in Hollywood, on Monday, February 16th. More than 23,000 feet of radio cable must be used connecting each studio with the huge master control panels, and another 12,000 feet will be utilized for intra-studio connections.

First studios are expected to be wired and tested within five weeks, with other studios being wired also as walls and decorating work in each is finished.

Fourteen newly designed studio control consoles, eight of which will handle up to 12 microphones at once, will be installed. These consoles will be linked with master control and with all sound facilities in its studio - such as sound effect, echo, and filter microphones. Eighty-four of the microphones will be installed in the studios, along with 29 special studio speakers, 20 record turntables, eight custom-built sound-effects trucks, and six recording machines for transcribing programs.

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COWLES TO SPEND \$300,000 AS A STARTER FOR DES MOINES TV

Three hundred thousand dollars has been ear-marked for the initial expenditure by the Cowles Broadcasting Company for a television station in Des Moines, according to an application filed with the Federal Communications Commission by T. A. M. Craven, Cowles' Washington Vice-President.

Commander Craven has applied for television Channel 9 (186-192 mc) at Des Moines, power of 25.5 KW visual, 12.75 aural. The first year's expenses are expected to be \$120,000.

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ENGLAND HAS 27,792 TELEVISION SETS; PRODUCES 2,700 MONTHLY

Production of television sets in England during the first 9 months of 1947 totaled 18,625, a monthly average of approximately 2,700. Production of television sets did not begin until July, 1946. 27,792 television licenses were in effect, all in England.

Production of radios in the United Kingdom during the first 9 months of 1947 totaled 1,383,000 sets, compared with 915,000 during the corresponding period of 1946.

The number of sound radio receiving licenses in effect in the United Kingdom as of October 31, 1947, was 10,992,471. Of these, 9,361,769 were in England, 1,041,289 in Scotland, 420,667 in Wales, and 168,746 in Northern Ireland.

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CALIFORNIA AND TEXAS LEAD STATES IN NO. OF BROADCAST STATIONS

California has more authorized broadcast stations than any other State, with Texas a close second, according to a tabulation of Federal Communications Commission lists. Each has a total of more than 200 standard, FM and television grants collectively. Next in order are Pennsylvania, New York, North Carolina and Ohio, with over 100 each.

In standard (AM) authorizations, Texas heads the list with 153, followed by California's 129, Pennsylvania's 98, New York's 89, and North Carolina's 86.

In number of FM authorizations, California tops the list with 87, followed by Pennsylvania with 80, New York with 79, and Ohio and Texas with 66 each.

Two States - New Jersey and Ohio - and the District of Columbia, have more FM than AM grants. Only two States - Montana and Vermont - presently have no FM authorizations.

California heads the States in number of television authorizations. It has 12; New York has 10, Ohio 9, and Pennsylvania 6. Eighteen States are still with TV authorizations.

Puerto Rico has more AM authorizations than 14 States, and its FM grants exceed the number in each of 7 States. However, no territory or possession yet has a TV authorization.

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RUSSIA BLOCKS AGREEMENT ON WORLD RADIO CHANNELS

The drawing up of a new international schedule of radio broadcasting frequencies at Geneva, Switzerland, is being seriously handicapped by Russian non-cooperation, it was learned last week by the New York Times.

The Provisional Frequency Board of the International Telecommunications Union is just beginning there (Geneva) its long job of reallocating frequencies. Because it refused to proceed in the manner that the Russians wanted, they have refused to give it information on the wave bands they desire. Without this information the Soviet Union cannot be fitted into the world pattern.

Non-cooperation of any nation in this field is rather more serious than it is in political or economic matters. Relatively few transmitters operating in somebody else's channel can frustrate the operations of the entire world communications system. So potentially dangerous is any kind of retaliation in this area that even Nazi Germany never violated the international frequency conventions.

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

Television "Wailing Walls For Movie Managers"?
(Ashton Stevens in Chicago "Herald-American")

The year changes, the whirling globe changes, and I am wondering what will be the next great alteration of that little ball we call the amusement world.

From where I sat the other evening in the spacious bar of Mike Fritzel's pleasant eating spot for the middle classes, the as yet enormously undeveloped industry of television looked likely to make the next sensational attack on the eyes and ears of the masses, perchance doing to the motion picture what it had done to vaudeville and even to the legitimate theater unless --

Unless the motion picture, recalling its own long and ignominious servitude as an audience-chaser in the two-a-day and the "continuous" - unless the motion picture straightway hooked up with television and provided the new partner with reasonable facsimiles of its billions of dollars'-worth of talking photographs of plays and playactors.

Strong men and brave women were standing six-deep behind the stools at Fritzel's bar, pop-eyed and Gabled-eared over a minor sports event. But this, a travelled companion informed me, was nothing compared with the Manhattan mobs that had jam-packed the places that televised the World Series and the Louis-Walcott fight, thereby leaving so many seats vacant in New York's cinemas as to turn the walls of those structures into little less than wailing walls for the movie managers.

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Petrillo Had 'Em In Stitches
("Time")

In two hours the fascinated House of Representatives Committee was gazing at Petrillo like high-school sophomores watching a juggling act. One member, Pennsylvania's Republican Congressman Carroll D. Kearns, a member of the union, suggested amending the Taft-Hartley Act to authorize royalties on records sold for commercial use. The hearing ended. Everyone - including James Caesar Petrillo - seemed very, very happy.

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Merry Scramble Seen For Television Network Positions
(Martin Codel's Television Digest and FM Reports)

Somebody's going to be left behind, some new interests may even come to fore, in merry scramble for network positions now under way in TV. Even should all TV channels in major markets be granted within a year, as we expect, it looks like present AM network lineups will be sorely shaken so far as TV affiliations are concerned. Limited number of TV channels is basic reason. The network moguls are plenty concerned, too.

You may even see new network names emerge - in fact, one move toward that end has already begun. Idea is for Chicago

Tribune's WGN-TV (due to start in March) and New York News' WPIX (due in June) to form nucleus of "newspaper TV network" - rich, powerful McCormick-Patterson radio interests to link with Philadelphia Inquirer's WFIL-TV, Baltimore Sun's WMAR-TV, Washington Star's WMAL-TV, Scripps-Howard's Cleveland WEWS, et al. They're already agreed on an exchange-of-film syndicate.

Despite lots of publicity about network plans involving stations not yet granted, some not even asked for, fact is only NBC has as yet really tied up any substantial number of firm network affiliations. Others are moving at snail's pace, seemingly in daze. CBS, for example, emerging from apparent lethargy after losing color fight, at moment is preparing to link Philadelphia Bulletin's WCAU-TV (due to test Feb. 18) to its New York WCBS-TV - but that's about all that's definite.

CBS can only hope to get into key Los Angeles somehow (possibly with an affiliation contract only, for even the Thackrey properties, including CP for TV, have been withdrawn from sale). Its officers candidly admit they missed the boat there. Also, CBS faces touch local competition in quest for stations of its own in Chicago and Boston, not to mention any other major market for which it may later decide to apply. CBS has one license, seeks the 2 more, is entitled to go for 5 limit.

MBS rests its TV fortunes on its strong stockholders - Macy-Bamberger with WOR's CPs for New York and Washington, Chicago Tribune (WGN-TV), Yankee Network (CP for Boston, applicant for other New England facilities), Don Lee (TV pioneer in Los Angeles, claimant in San Francisco), Gimbel's (seeking Philadelphia outlet), Cleveland Plain Dealer (seeking Cleveland). MBS board met in Washington Friday; officials say it has first TV refusals from all - this despite Chicago Tribune in "newspaper network" talk.

And ABC, probably goaded by FCC action ordering its lagging Detroit CP to hearing, announced this week all its 5 granted TVs (Chicago, Detroit, New York, Los Angeles, San Francisco) will be operating by end of year. It claims sites already obtained for all but New York, where it's trying to get into Chrysler Bldg. with WCBS-TV, probably will. It reported plans for 3 preliminary regional networks with these nuclei: Chicago-Detroit, San Francisco-Los Angeles, New York-Philadelphia-Washington. The trade journal "Broadcasting" reports ABC is considering offering stock to affiliates to raise capital for TV expansion.

On NBC's part, with Schenectady-to-Washington network already operating, soon to embrace stations in Boston, Baltimore and Richmond; with 5 stations of its own assured (2 operating, 2 building, one other), with close tieups with 7 of the 17 stations now on the air - it sits back and grins as competitors reap harvest of their dalliance. So does pioneer DuMont, with its Washington and New York outlets, its CP for Pittsburgh, its network aspirations. So also does Paramount, with its Chicago and Los Angeles outlets, its ambitions to get more.

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::: TRADE NOTES :::
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The Federal Communications Commission this week ordered that effective immediately, the provision regarding commercial continuity in Paragraph 3(a) Part I, Section IV of Form 303 be waived with respect to all stations whose licenses expire May 1st. Also that this waiver relates only to requirements regarding commercial continuity, as distinguished from "spot announcements" and not to any other requirement in the paragraph.

Senator William Langer (R), of North Dakota, in a speech made in the Senate last week, listed Edward J. Noble, Chairman of the Board of the American Broadcasting Company and David Sarnoff, Chairman of the Board of the Radio Corporation of America, as being among those in favor of the St. Lawrence Waterway.

President Truman last Tuesday asked the Senate to approve a new set of international rules for radio and other forms of communication. They were agreed to last October by representatives of seventy-eight countries at a conference in Atlantic City over which Charles Denny, then Chairman of the Federal Communications Commission, presided.

An agreement with regard to the manufacture of television receivers under DuMont patents and the exchange of engineering and manufacturing information has been effected by Allen B. DuMont Laboratories, Inc., and the Crosley Division, Avco Manufacturing Corporation, it was announced this week. The announcement was made jointly by Dr. Allen B. DuMont, President of the Laboratories, and R. C. Cosgrove, President of Avco and General Manager of the Crosley Division.

A construction permit for a new station to operate on 1530 kc. with 50 KW power was granted the Texas Star Broadcasting Company of Harlingen, Texas, last Monday. This provided for unlimited time, except for the interval between local sunset at Cincinnati, Ohio, and Sacramento, Cal., DA day and night, provided applicant agrees to satisfy all legitimate complaints of blanket interference occurring within the 250 mv/m contour and subject to approval of the proposed transmitter site and antenna system by the CAA.

"Slash Those Taxes" is the title of a book just published by Duell, Sloan & Pearce, Inc., 270 Madison Avenue, N. Y. (Price \$2.00). The authors are William P. Helm and Daniel E. Casey. Mr. Helm was financial editor for the U. S. News from 1941 to 1946. He is the author of three previous books on taxation and of "Harry Truman: A Political Biography", published during the Fall of 1947.

Mr. Casey is Vice-President and Secretary of the American Taxpayers' Association with headquarters in Washington. For more than two years he has had charge of a weekly NBC program, co-sponsor of which has been the Taxpayers' Association.

Harry C. Chrabot, who has been appointed Assistant Sales Manager in Charge of Advertising and Sales Promotion for the Zenith Radio Distributing Corporation, before the war was Sales engineer for the Chicago Pump Company, and served during the war as Major in the Quartermaster Corps.

Voters yesterday were considerably less sympathetic with organized labor's campaign to repeal or revise the Taft-Hartley Labor Relations Act than they were when the controversial law took effect a half year ago, a late Gallup Poll reveals. Actually, Institute surveys in the last six months show a steady decline in voters supporting the official stand of labor union leaders on the Act.

Today less than 40 percent of voters who have heard or read about the Act favor revision or outright repeal, contrasted with 53 percent just after Congress overrode President Truman's veto last Summer.

A reduction of \$50 on its 152-162 mc. band Triple Skirt Colinear Coaxial antenna, effective March 1, was announced by Motorola, Inc. The new price is \$150. The multi-skirted antenna is described as a controlled low-angle radiator designed to suppress high-angle sky radiations and "end-fire". It is said to give more low-angle ground radiation per watts input for maximum range.

Clyde A. Peterson, Chief Designer for the Home Radio Division at Sunbury, Pa., was awarded a \$75 Westinghouse honorarium for the United States patent covering design features of the Duo, table-phonograph combination featuring a "lift-out" radio which can be used as a separate instrument, F. M. Sloan, Division Manager, has announced.

Certified representatives of NAB member stations are receiving this week from Ernst & Ernst, certified public accountants, their nominating forms for the nomination and election of 16 new members of the 26-member NAB Board of Directors, to be chosen for eight even-numbered districts and classifications represented by eight directors-at-large.

The history of television from the year 1873, dramatizing important events in its progress and showing some of the original equipment used in early experiments, will be presented on the "Eye Witness" program over the NBC East Coast television network next Thursday, Feb. 26 (8:00 P.M., EST).

Dr. V. K. Zworykin, Vice President and technical consultant for the Radio Corporation of America, who perfected the present-day kinescope (receiver tube) and developed the iconoscope (camera tube), will be the guest on the program.

The six-month anniversary of the enactment of the Taft-Hartley Bill into law will be the occasion for a special broadcast by Rep. Fred A. Hartley, Jr. (R), of New Jersey, co-author of the bill, over the Mutual network on Sunday, Feb. 22, at 10 P.M. EST.

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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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NATIONAL BROADCASTING CO. Inc.
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February 25, 1948

WILSON NEW A.T. & T. PRESIDENT IS MADE TO ORDER FOR TV ERA

A wise choice was made insofar as the broadcasting industry was concerned in selecting an engineer to succeed Walter S. Gifford as President of the American Telephone and Telegraph Company if only to handle the fast growing requirements of television to say nothing of FM. Leroy A. Wilson, a young Hoosier who has zoomed to the top so fast that "Who's Who" hasn't caught up with him yet, in addition to being an engineer, is also good at figures that he became A. T. & T.'s financial Vice-President, a pretty important position in view of the fact that the company spent \$1,185,000,000 for new construction in 1947.

The microwave radio-relay circuit completing the NBC Washington-New York-Boston 500 mile television network cost more than \$2,000,000. Next year's construction expenditures will be even heavier. Long Lines carrier for broadcasting and television alone expects to spend \$83,000,000 in expanding its facilities across the country. With all this and much more in sight, Mr. Gifford, now 63 years old, has been elevated to the A. T. & T. chairmanship with Charles P. Cooper as Vice-Chairman.

Mr. Wilson, the new President, has just celebrated his 47th birthday. He was born in Terre Haute, Ind., and graduated from Rose Polytechnic in that city in 1922 with the B.S. degree in Civil Engineering. While a student at Rose, he worked for the telephone company as timekeeper, a job which helped to provide funds to keep him in college.

In the New York Times, John P. Callahan writes of Mr. Wilson:

"The road to the presidency of the world's largest corporate enterprise, the \$8,000,000,000 American Telephone and Telegraph Company, was traversed with intentional deviations by Leroy August Wilson. A practical philosopher, the new chief executive said the 'secret' of success depended on 'two simple things - first, the ability of the individual to analyze a situation and decide what should be done, and second, his capacity and courage to get it done.'

"The new head of the organization that has half a million employees and nearly 725,000 stockholders told of his varied career started after he had graduated from Rose Polytechnic Institute in Indiana in May, 1922, with one and one-half years' extra credits.

"Three days later, on June 1, he joined the Indiana Bell Telephone Company, an A. T. & T. subsidiary, as a traffic clerk. His salary was \$27.50 a week. He became Traffic Superintendent in 1927 and was transferred to the parent company in New York two years later. In 1942 he was promoted to the post of general commercial

engineer, and in 1944 was elected Vice President in Charge of Finance with a salary of \$75,000 a year.

"While no disclosure was made of the new president's salary, his predecessor, Walter S. Gifford, who became first Chairman of the company last Wednesday, received an annual salary in excess of \$200,000.

"Mr. Wilson said he had 'no idea' that he had been considered for the presidency until he was informed of his election at noon last Wednesday after the Board had met. 'I was tremendously surprised', he said quietly, adding that it was a 'busy day that kept me here until eleven o'clock that night.'

"Between his thirteenth year and his first position with the Indiana Bell company when he was 21 years old, he had a variety of jobs, 'no one of which was a goal in itself', he declared.

"Beginning as a non-salaried operator of a movie projection machine in 1914 in a 'nickelodeon', owned by his father, Garrett A. Wilson, in his native town of Terre Haute, Ind., and later as a piano accompanist to the 'two-reelers of "Perils of Pauline" and the like', he progressed to delivery boy for the Terre Haute Tribune.

"During his high school days he worked as a 'beader boy', the fellow who put the black border around enamel cooking pots' for \$3 a day. On Sundays he played the trumpet in the Maple Avenue Methodist Church, with Arthur Nehf at the organ.' Art Nehf, later, in the Twenties, was a pitcher for the New York Giants.

"After he enrolled in Rose Polytechnic in 1919, Mr. Wilson worked as a surveyor in coal mines, later as an iron ore shoveler in a chemical plant, and a rate engineer on county highway construction plans in Indiana.

"Between his sophomore and junior years at the Institute he engineered construction projects of the Pennsylvania Railroad and designed bridges.

"Describing himself as a 'Hoosier', Mr. Wilson said every job 'was a challenge to me', adding the advice that 'if you accept each job as a challenge, if you do the best possible job you can, you will be happy.'

"Mr. Wilson also was a semi-professional baseball player for three years after he finished college, but in recent years he has confined his exercise to a one-mile walk every day.

"He married Blanche Wellhide of Fort Wayne, Ind., in 1928. They have a 17-year-old daughter, Shirley Ann, who attends Miss Harris' high school in Miami, Fla. He lives in Glen Ridge, N.J., where he is a member of the non-partisan Borough Council."

It is an interesting fact that the first link of the coaxial cable completed in the Middle West was between Terre Haute, Mr. Wilson's old home town, and St. Louis. Only last week the completion was announced of the coaxial link between Chicago and St. Louis. Extending 363 miles via Terre Haute, which is a vertebrae of A. T. & T.'s backbone cable system currently being installed on a nationwide scale. NBC will employ this cable to inaugurate a regional television network program service between WBNY and KSD-TV St. Louis late this year or early in 1949. K. T. Rood, of the Long Lines predicted equipment for television transmission will be completed between Chicago and New York at about the same time.

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MORE TIME ASKED IN NETHERLANDS, ETC., CIRCUITS RE-HEARING

Mackay Radio and Telegraph Company by its attorneys, James A. Kennedy, John F. Gibbons, and John A. Hartman, Jr., has filed with the Federal Communications Commission a petition to enlarge the issues and to postpone the date of hearing in the reconsideration of the Commission's granting to Mackay radio-telegraph circuits paralleling RCA's circuits to the Netherlands, Finland, Portugal and Surinam, Dutch Guiana. The Commission on February 12 terminated Mackay's temporary authorization to communicate with these countries and set the matter for public hearing Monday, March 8th.

Also the Mackay Company requested the Commission to dismiss that portion of its application relating to authority to communicate with Finland. Mackay explained that it commenced negotiations with the Finland Administration for a Mackay-Finland circuit in August 1946, at which time the Administration agreed in principle to the proposed operation. Thereafter, and subsequent to the Administration's having cleared certain technical difficulties, Applicant filed with the Commission, on February 7, 1947, applications for a regular license and for a special temporary authorization to operate the proposed circuit. The FCC granted the temporary authorization in October 1947, since which time Mackay stated it has learned that changes have taken place in the position of the Finland Administration and for "technical and other difficulties" the Administration cannot now establish the circuit but "will revert to the subject later". From information Mackay has received, the company stated further that it seems apparent that there is very little possibility of completing arrangements for the inauguration of the proposed circuit for quite some time under prevailing conditions in Finland.

In its petition filed with the FCC last week, the Mackay Company requests:

(a) That the pending applications of RCA Communications, Inc. for authority to communicate with Portugal, Surinam and The Netherlands and the applications of Press Wireless for authority to

communicate with Portugal and The Netherlands be withdrawn, also designated for hearing, and consolidated with the hearing on the applications of Mackay Radio and Telegraph Company.

(b) That upon consolidation of the applications of the three carriers for purposes of hearing, the issue with regard to maintenance of completion be enlarged to include consideration of the same factors in respect to the applications of RCA Communications and Press Wireless as those which have been established as pertinent to a determination of the public interest, convenience or necessary involved in consideration of the applications of Mackay.

(c) That in view of the time necessary for consideration and determination by the Commission of the matters presented hereinabove and the shortness of time thereafter left for preparation for the hearing now set for March 8, 1948, the hearing date be postponed for approximately one month.

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MARVELS U.S. ESTABLISHED WITH SUCH PRIMITIVE COMMUNICATIONS

Addressing the National Lawyers Guild at Chicago last Saturday night, FCC Commissioner Clifford J. Durr marvelled at the fact that this country could have been developed as it has when our forefathers had such inadequate means of communications.

"When we look back on the geography of our country and the pioneering conditions under which people lived one hundred and sixty years ago, it seems to me that one of the most remarkable things about the establishment of our democratic form of federal government is that the job could have been done at all with the primitive and inadequate tools of communication then available", Commissioner Durr said. "But given the guarantee of freedom of speech and of the press contained in the First Amendment of our Constitution, the very simplicity of the tools of communications gave assurance that all opinions would have equality of access to the marketplace of ideas, as limited as that marketplace might be. While the printing presses were crude, their cost was within the reach of most individuals or groups with ideas to present. When presented orally, such competitive advantage as one idea might have over another rested solely upon the carrying quality of the voice of its advocate.

"Today our morning newspaper brings us news of yesterday's events throughout the world. Through use of the microphone, the spoken word can be amplified so as to be heard at one time in more than 35,000,000 American homes.

"But the inevitable price of increasing efficiency is increasing concentration in the controls of the channels of communications. High-speed printing presses have converted newspapers into costly business operations. The cost of establishing a radio sta-

tion is, on the average, far less than the cost of establishing a newspaper, but it is still beyond the means of the average person. An even more serious barrier is that radio frequencies are limited in number, and unequal in efficiency and coverage.

"The soundest idea uttered on a street corner or even in a public auditorium cannot hold its own against the most frivolous or vicious idea whispered into the microphone of a national network. The most accurate statement of fact run off on a mimeograph machine cannot catch up with the most baseless speculations of a columnist in a metropolitan newspaper.

"It is only to be expected that developments in the instrumentalities of mass communications should be accompanied by developments in the techniques of using them. Already the manipulation of the symbols of our loyalties and fears to bring about pre-determined mental and emotional attitudes has become a business. The services of experts in the art can be had for a consideration."

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RECORDING CALL ISSUE DESPITE PETRILLO BAN

The first attempt to break through the Petrillo recording ban was seen last week in Hollywood by musicians.

But recording companies said it was no such thing, the Associated Press reported.

Bandleader Ike Carpenter disclosed he had received notice from Standard Radio Transcriptions Co. to report for a recording date Wednesday. His manager, Hal Gordon, said he was awaiting word from James C. Petrillo, American Federation of Musicians chief, before making any commitment. Petrillo's ban against union member recording has been in effect since January 1.

"We're caught in the middle", declared Gordon. "We stand liable to an injunction if we don't record, and we're liable to expulsion from the union if we do record."

But a spokesman for a major record company, who asked that his name be withheld, threw this light on Standard Radio's move:

"It's just a technical gimmick to get the company off the legal hook on their personal service contracts."

The same source said most companies are not really interested in recording for the next six months - "We have too big a backlog of records made just before the ban went on."

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MANUFACTURERS COOPERATE IN REDUCING RADIO INTERFERENCE

When the police department of a Midwest city reported that serious interference was being caused to police calls, Federal Communications Commission field engineers traced the source to an ultra violet germicidal lamp used in a grocery store three miles away.

Inspection of the lamp revealed that it made use of a small radio frequency oscillator which, though not provided with an antenna, sent out radio waves that also caused annoying interference on radio receivers in the vicinity. Many other complaints by safety radio services, broadcast listeners, television set owners, amateur radio operators and others from coast to coast have been found to be based upon interference from germ-destroying lamps of the same type.

The Commission acquainted the manufacturer with the extent to which the device was interrupting important communication service as well as radio reception by the general public. The manufacturer voluntarily redesigned his product and replaced it with a new model which performs the same functions without causing radio annoyance. In fact, during a demonstration several days ago in the presence of FCC engineers, the improved device was placed directly beneath a television receiver and no interference was noted.

It was for the purpose of reducing serious interference to radio services, including broadcast, that the Commission, with the cooperation of industry and others concerned, on June 15, 1947, placed in effect its rules relating to the use of electronic industrial, scientific and medical appliances.

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"VOICE OF AMERICA" WILL ADD 8 LANGUAGES TO ITS 23

The "Voice of America" is going to add eight more languages soon. Officials let this be known after learning that Congress appears likely to put up at least 30 million dollars to meet Russian and other anti-American propaganda.

The Government's official short-wave radio now broadcasts in 23 languages.

The new ones to be added will be mostly those of the Middle East and northern European "critical areas" bordering Russia. They are Arabic, Turkish, Iranian, Finnish, Swedish, Norwegian, Danish and Dutch.

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SEN. TAYLOR CHOOSES RADIO TO ANNOUNCE V-P CANDIDACY

Himself a product of broadcasting, Senator Glen H. Taylor, Idaho's "Radio Singing Cowboy" chose a broadcast over Station WTOP in Washington (CBS) to announce that he had quit the Democratic party to become the vice-presidential candidate on Henry Wallace's third party ticket.

Mr. Wallace, who was first a Democrat, then a Republican, and is now out on his own, was sitting across the table from Senator Taylor.

"I am going to cast my lot with Henry Wallace in his brave and gallant fight for peace", declared Senator Taylor.

The new party, Senator Taylor told reporters after the broadcast, will probably be called "The Progressive Party" in the "great tradition" of Bob LaFollette and Theodore Roosevelt.

Mr. Wallace spoke just once during the broadcast. Toward the close of his speech, Senator Taylor queried:

"Henry Wallace, do you remember the day I took my seat in the Senate? You, as Vice President, administered to me the oath to support and defend the Constitution and you were the first to shake my hand. And do you remember what I told you then?"

"I surely do, Glenn", replied Mr. Wallace.

"I said", Senator Taylor continued, "Mr. Wallace for years I have been a great admirer of yours. I like a man who is sincere and honest."

Senator Taylor first came into fame as a "cowboy crooner" over an Idaho station.

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COMMERCIAL BROADCAST RECORDS PHOTOSTATS NOW AVAILABLE

The Federal Communications Commission has awarded a contract to the Charles S. Goetz Co., 1030 - 20th St., N.W., Washington D.C., to supply copies of antenna patterns and related documents filed with broadcast applications to the public at a reasonable cost. The increasing number of requests by lawyers, engineers and others interested for reproduction of such records has made it necessary for the Commission to have such work handled commercially. The company will prepare master copies of all directional patterns within 24 hours after they are filed with the Commission. No copies will hereafter be furnished by the Commission; all requests should be addressed to the duplicating company. Its prices, established through competitive bidding, are on a per page basis.

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FCC TO AMEND RULES CONCERNING PROGRAM ORIGINATION POINTS

Under the Federal Communications Commission's present Rules and Regulations defining the term "main studio", it is possible for a broadcast station to originate most of its local programs from a place other than the city in which their main studio is located by the device of broadcasting a majority of its station announcements from a studio in the city for which the station is licensed. In the Commission's opinion in determining the location of a station, consideration should be given to the place where programs originate and not station announcements. Accordingly, it is proposed to amend the Commission's Rules and Regulations to accomplish this result:

Section 3.30(a) is amended to read as follows:

"3.30(a). Each standard broadcast station shall be considered to be located in the city and state where its main studio is located as shown in its license. A majority of the station's non-network programs (computed on the basis of the amount of time consumed by such programs and not on the basis of the number of such programs) shall originate from such main studio or from other studios or remote points situated in the city in which the station is located."

Section 3.205(a) is amended to read as follows:

"3.205(a) Each FM broadcast station shall be considered to be located in the city and state where its main studio is located as shown in its license. A majority of the station's non-network programs (computed on the basis of the amount of time consumed by such programs and not on the basis of the number of such programs) shall originate from such main studio or from other studios or remote points situated in the city in which the station is located.

Sections 3.12 and 3.206 are repealed.

Any person who is of the opinion that the proposed amendments should not be adopted may file a statement with the Commission on or before March 19th setting forth his comments.

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ESTIMATES THERE ARE 181,000 TELEVISION RECEIVERS IN U. S.

Televiser, a magazine devoted to television, reports that a total of 181,000 video receivers had been installed as of February 1st. Of the total, the area embracing New York, New Jersey and Connecticut accounted for 110,000, of which 96,600 were installed in homes and 13,400 in public places. After the metropolitan area, the runners-up in ownership of television sets were Philadelphia, 19,500; Los Angeles, 13,500; Chicago, 13,300, and Washington, 7,300.

If the sets used as demonstration models in stores are included, Televiser reports, the total number of television sets in the country now stands at 254,000

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STATION FIGURES COST OF PAID RADIO PROGRAMS AT \$30,000

The great debate continues in the Editor & Publisher as to whether or not newspapers should be paid for printing radio programs. Currently, J. D. Hartford, publisher of the Portsmouth, N.H. Herald, writes that two representatives of one leading New England station, both of them former newspapermen, readily admitted that "you've got something there" when they called on the paper recently. However, they said their station could not "go along" because, "It would cost us \$30,000 a year if all the papers did the same thing."

A Boston station cited the high readership for radio logs. This brought a "so what?" reaction from Mr. Hartford, who commented, "Sure, radio listings have high readership. And so does our department store and theater advertising. But that's no argument for giving that kind of advertising away."

Currently Lee Hills, Managing Editor of the Miami Herald, bangs back at Sydney H. Eiges, Vice-President of the National Broadcasting Company, who had indicted an eight-column reply to an earlier broadside from Mr. Hills. Says Hills of Eiges and other radio station protestants:

"They dance all around the question but never really pick up the handkerchief. Protesting the policy of the Miami Herald and Miami Daily News of making a small charge for printing the program listings, Mr. Eiges says:

"1. That it 'will certainly impair relations between these two media (radio and press).

"Why, any more than it impairs relations for stations to charge newspapers for any time on the air? Press-Radio relations in Miami are better than ever since the change. Radio (and listeners) have benefited by vastly improved coverage.

"2. That the solution (without paid logs) lies in exercise of editorial judgment.

"We tried that. New stations with scarcely any listeners (and therefore no news value) demanded to be listed. It would have been to our selfish advantage to decide the issue on 'editorial judgment', since the Knights who own the Herald also own a leading network station.

"3. That radio listings are news.

"As I wrote before, we consider radio itself first rate news. If Mr. Eiges had been reading the Herald he would blush at his many inferences that we are trying to cut down radio coverage. We have steadily expanded it. We even consider the listings news to the extent of publishing them in agate as we do vitals, whether the station pays or not. If a station wants big type in the log, it pays. All the stations here now want it.

"4. That the Miami Plan 'will eventually bring economic forces to play upon the free exercise of editorial judgment and impair the editor's essential freedom.'

"If really big advertisers can't accomplish this - and they can't - how could one new advertiser do it simply because it started paying for radio logs?

"5. That I have sinned against the profession, and 'demolished the impenetrable wall which should exist between the business and editorial departments' in stepping from lofty editorial heights to consider a business problem.

"Anyone who knows the Knight newspapers - and the integrity of their news columns and editorial pages - will spot this one as a dead herring. No newspapers I know are more independent of commercial influence.

"6. That the continuing studies show radio logs are 'news'.

"* * * If you use reader interest as the guide, some of the most remunerative ads would be run free.

"7. That the New York Times and other newspapers have dropped radio logs and then restored them at public request. True, It happened again in Buffalo the other day.

"But the reason newspapers have been over the barrel on this one-sided free publicity is clearly explained by Mr. Porter. One newspaper in a city tries to correct it. It won't work. A competitor seizes upon the situation and has an advantage. And yet when all newspapers of a given city adopt a fair paid policy, and explain it honestly to the public, the public will accept it overwhelmingly. That was proved in Miami. * * * As long as radio stations can whipsaw one newspaper against another, they'll have free listings.

"8. That there are 37,000,000 radio families and that 'any medium of entertainment and education which enters to intimately into the lives of so many people is indeed news.'

"The figure on newspaper circulations is much higher than that. But do stations offer free time to tell listeners about the educational features, news and entertainment to be found in their newspapers? We pay for the radio time.

"9. That newspapers should expand radio logs and news in great volume and sell adjoining advertising at premium rates.

"Mr. Eiges here ignores these facts: (1) The Herald under Knight ownership has been strongly pro-radio; (2) It has greatly expanded radio coverage until we daily carry half a page of it exclusive of display ads; (3) That we don't publish free blurbs for any advertiser; they get full value for their paid space."

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RECORD OUTPUT OF 30,001 TELEVISION SETS LAST MONTH

Production of television and FM receivers in January continued at a high rate, but overall set production as usual fell below the season peak level of the last quarter of 1947, the Radio Manufacturers' Association reported Monday.

The output of television receivers by RMA member-companies reached a new high of 30,001 last month, exceeding slightly the December production of 29,345 despite the fact that December's total included five work weeks as against four in January.

FM-AM set production dropped to 135,015 from 191,974 but much of this difference was due to the extra week in December. January's FM-AM total represented an increase of about 40 percent over the 1947 monthly average.

Total set production by RMA manufacturers last month was 1,339,256 - the lowest output since September, 1947 - as compared with 1,705,918 in December. It was also below the January 1947 production of 1,564,171 although the latter output covered five weeks as compared with four this year.

January television set production indicated a proportional increase in console models, the division being 13,261 consoles compared with 16,740 table models. The total output represented a rise of 101.6 percent over the monthly average for 1947.

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RADIO STATIONS WILL SOON OUTNUMBER DAILY NEWSPAPERS

Broadcasting is on the verge of catching up with the daily newspaper business on the number of units in operation. As the comparison now stands, according to Variety, the newspaper field is but 60 units ahead of radio-television, but indications are that the latter will exceed the number of the country's dailies by the end of March.

According to N. W. Ayer's latest compilation, there are 2,003 daily papers. The number of broadcasting outlets, as of February 15, by type of station, follows:

AM.	1,520
FM.	403
Television.	17
Total.	1,940

At least 200 AM, FM and TV stations are in process of construction.

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MANUFACTURERS URGED TO PUT FM IN EVERY SET

Resolutions urging radio set manufacturers to include the FM band in all receiving sets and to expand production "particularly of good low-cost table model sets, to meet the crying need for their products", were adopted unanimously by FM broadcasters from five States, attending an all-day meeting of the FM Association's Region 3 in Chicago last week.

Another resolution called upon the FMA Board of Directors to "carefully consider the dangers incident to the manufacture of inferior receivers, and work with the Radio Manufacturers' Association in preventing such sets from being distributed as FM receivers".

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DELAWARE WOMEN PRESENT ANTI-LIQUOR AD BROADCAST PROTESTS

Senator John J. Williams (R), of Delaware, presented two petitions in the Senate last week urging the enactment of Senate Bill (S. 265) which would prohibit the transportation of alcoholic beverage advertising in interstate commerce and the broadcasting of such advertising over the radio.

The first petition was handed in by Mrs. Nora B. Powell, Delaware State Legislative Director of the Women's Christian Temperance Union, containing 415 names. The other was from Mrs. Robert Lewis, of Dover, Delaware, and had 369 names.

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HIT-RUN LOOKOUT CALL RATES TOP IN BEATED PROGRAMS

Motorcycle Patrolman Edwin Neil had a one-man audience in radio reception of a hit-run lookout call in Washington, D. C. recently.

Neil, spotting a 1941 blue Pontiac with a new crumple in its fender, pulled up alongside just as the police lookout came crackling over his radio.

"Did you hear that?" he asked the driver.

"I did - and I'm your man", the driver, Robert Barkdoll, 20, 827 - 57th Ave., S.E., Capitol Heights, Md., replied.

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::: SCISSORS AND PASTE :::
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Drew Pearson's Friendship Trains Called A Racket
("Chicago Tribune")

Another so-called Friendship train is on its way with food for Europe. This sounds like a worthy charity. In fact, it is a new kind of racket which serves chiefly to win publicity for notoriety seekers of the radio, movies, and politics.

Here is the way it works: The people of Sangamon county, for example, were asked to chip in \$12,500 with which to buy four cars of flour. The young people in the junior high school at Charleston, Ill., put up the money to buy 6 bushels of wheat. And so on. The aggregate of all the contributions makes a trainload which, with a great hurrah, is sent on its way.

* * * * *

And that isn't the full measure of the absurdity of the Friendship train ballyhoo. The United States last year sent to Europe 42 million tons of coal, or 700,000 carloads. That is equivalent to 19 coal trains of 100 cars every day, including Sundays and holidays. * * *

Some of this huge outpouring of goods is being paid for by the recipients; most of it is charity, for which every family in the United States is paying in its tax bill. In all the history of benevolence there has been nothing remotely like this contribution of the American people to the relief of suffering abroad.

The self-advertising promoters of the Friendship trains never mention these facts. They do not tell the Boy Scouts that 450 million bushels of wheat is all that the government statisticians think we can safely spare. The promoters do not tell the good people of Sangamon county that they have already contributed heavily in their taxes toward foreign relief and that the \$12,500 additional will merely serve to glorify some publicity seekers. The \$12,500 could have been used to much better advantage for charitable purposes in and around Springfield.

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Senator Taft Doesn't Think Much Of Senator Claghorn
("Variety")

In an interview with Will Jones of the Minneapolis Morning Tribune film and radio columnist, Sen. Robert Taft, Republican presidential candidate in Minneapolis for a talk, said he doesn't like radio's "Senator Claghorn", and thinks the latter is a bad influence on the American public.

Senator Taft also told Jones that he has a "distaste" for other things that radio, screen, and press say about the Senate.

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Petrillo Fails To Recognize His Own Ukase
("New York Times")

James C. Petrillo, President of the American Federation of Musicians, tripped over one of his own bans last week.

In an article in his union's journal, The International Musicians, he cited television as "another example of the potential use of recorded music in supplanting live musicians". In particular, he complained that a whole performance of "Aida" had been offered on video, the artists merely mouthing words as the actual lyrics and music came off a record.

"Televsers would employ live musicians only on a casual basis and have indicated no present inclination to staff their stations with live musicians", he added.

The television industry held that Mr. Petrillo's argument would have had greater cogency if he had remembered one other fact: they have been forced to use recorded music because Mr. Petrillo for the last two years has prohibited the employment of musicians in television under any conditions.

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Blood And Thunder On Radio Has Lesson For Young Child Claimed
(By Myrtle Meyer Eldred, in "Washington Post")

A mother does not need to be told that children become radio addicts and spend a good share of their leisure time with ears pasted to the instrument. This behavior is more acute from 6 to 12 than after this age. The older child has such a multitude of interests, both social and school, that the radio has to take its place as only one of them.

Mrs. F.Y.T. thinks her 7-year-old boy spends too much time indoors listening to the radio. She writes, "I deplore his demands to buy all kinds of advertised foods so he can send box tops and get some silly trophy. His sleep is disturbed by the excitement of the blood-and-thunder programs and he tends to act like a young criminal, pointing his gun at everyone and saying in a hoarse voice, "Come clean!"

"Shall I deny him the right to listen to the radio and what shall I do about the advertising dupes?"

Perhaps you would be happier about it all if you added up the advantages and tried to overlook the disadvantages. Children do need and can absorb a lot of excitement by way of adventure and blood-and-thunder programs. They are denied any real part in such adventure and get their satisfactions vicariously. * * * *

As for the advertising beamed at children, it has some advantages in that it encourages the child to listen carefully, to fulfill directions and to have the experience of getting personal mail. It puts the child on a par with other children who have sent for and received the same tokens.

If the rewards are less fascinating than their descriptions, then the child has learned caution and discrimination in evaluating spoken advertisements. A good lesson at a relatively cheap price.

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::: TRADE NOTES :::
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The appointment of Lewis Gordon as Director of the International Sales Division of Sylvania Electric Products, Inc., was announced over the week-end by Robert H. Bishop, Vice-President in Charge of Sales. He was previously Assistant to the Vice-President in Charge of Sales

Gross operating profit from newspaper operations of Chicago Daily News, Inc., amounted to \$2,138,282 for 1947, a decline of \$649,842 as compared with 1946. The drop was due to increased operating costs, John S. Knight, President and publisher, reported to the annual stockholders' meeting in Chicago Feb. 20.

A payment of \$181,738 was made last March on notes issued in 1946 as part payment for 42% interest in Station WIND, Chicago, partially owned and managed by Ralph L. Atlas. The final payment, \$181,738, was made by Mr. Knight February 22nd.

British Summer Time will go into effect Sunday, March 14th.

Lee Pettit of General Electric said last week in Hartford: "We have sold sixty-five million radio receivers that are now presumed to be in working order. Nineteen out of every twenty American homes have them."

The Federal Communications Commission adopted a memorandum opinion and order dismissing petition of Harry S. Goodman for declaratory ruling that a program known as the "Radio Telephone Game" is not a violation of Sec. 316 of the Radio Act.

The American Military Government engaged in a growing anti-Communist information campaign in Berlin is planning to extend the broadcasting time of its German-language radio station by seven hours daily. The station will go on a sixteen-hour broadcast daily after April 1 when it has moved into new quarters.

William Page, WKNS, Kinston, S.C., told a NAB News Clinic at Charlotte, N.C. last week that station revenue from newscasts and news features at WKNS amounts to 25% of gross income.

F. O. Carver, WSJS, Winston-Salem, said enlisting county editors as station correspondents had proved very satisfactory.

Ships assigned to the 1948 International Ice Patrol, which has been maintained to look out for icebergs since the sinking of the "Titanic" in 1912, will be equipped with radar, this being the second season when such apparatus was available

Coast Guard planes will also be used in increasing numbers.

Philco Corporation last week increased its quarterly dividend on common stock to 50 cents, payable March 12 to stockholders of record March 1. Quarterly payments last year were 37½ cents. In December the company paid a year-end cash dividend of 50 cents and a five per cent stock dividend.

Miss Bessie Mack, 56, executive assistant to the late Maj. Edward Bowes in his amateur hour, died Monday in Brooklyn.

Scripps-Howard Radio, Inc., a subsidiary of the Scripps-Howard Newspapers publishers of the Cincinnati Post, were granted a construction permit Tuesday for a new television station in Cincinnati. It will be on Channel No. 7 (174-180 mcs); visual power 20.8 KW, Aural 10.4 KW, and have an antenna 545 feet high.

Fifty-five per cent of the capital stock of the Milwaukee Journal Company is now owned by employees, including Station WTMJ, Milwaukee.

Some 66,000 shares valued at more than \$5,300,000 are now held by 669 active employees. The remaining 45 percent is held by Harry J. Grant, Chairman of the Board, who started the plan ten years ago, and his associates.

The Journal Company owns The Milwaukee Journal and radio stations WTMJ, WTMJ-FM, WTMJ-TV in Milwaukee and WSAU in Wausau, Wis. WTMJ-TV, the television station, went on the air recently with nine sponsors.

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TELEVISION BOX SCORE
(T.B.A. News Letter, Feb. 19)

Stations Operating	17
Construction Permits Granted	71
Applications Pending	120

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