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# HEINL NEWS SERVICE

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No. 1849

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PATENT BOOM ENLIVENS RADIO, TELEVISION; ENGINEERS ALSO BUSY

Not bothered by political events, radio and television inventors were granted an unusual number of patents this week. One which attracted much attention was a license (Patent No. 2,452,293) granted to the wireless veteran, Lee DeForest, of Los Angeles, for the transmission of television in color effected, it is claimed, without any flicker.

Furthermore, radio engineers are turning their eyes away from Washington national election reverberations, and the Federal Communications Commission in anticipation next week of discussing technical advances in the industry at the annual Fall meeting of the Engineering Department of the Radio Manufacturers' Association, and the Institute of Radio Engineers at Rochester, N. Y., November 8-10.

The latest invention of Dr. DeForest, who already has several hundred others to his credit is described as a "new and useful system for transmitting, receiving, and projecting in natural colors objects presented before a television pick-up camera, or iconoscope, at the transmitting station."

Designed to overcome obstacles and objections inherent in prior systems, this one makes use of a pair of cathode beam tubes and in combination therewith a multi-color filter so constructed and disposed that no color flicker whatever is said to be reflected in the image reproduced upon the viewing screen, a major advantage among the many held by Mr. De Forest to be provided by his invention.

Also having to do with television was a device patented (No. 2,251,734) by Edwin Hopkins of New York City, providing for the transmission, by wireless or guided wave (wired wireless) telephony, of sights and sounds, for outdoor or indoor screen presentations on large or small reproduction before many widely separated audiences.

"Set up in a theater, or in Congress, or at an athletic contest or elsewhere", it is stated, "the apparatus will deliver to distant audiences simultaneously reproductions of the scenes being enacted, together with accompanying sounds.

"Reproductions of actual scenes, or of motion pictures or sign matter of any kind may be effected. The scene being enacted on the stage of a theatre may be shown on the theatre's sky sign, or a motion picture being shown in the theatre may be so reproduced on sky signs."

An apparatus for radio tuning, volume control, wave band selection and other purposes was patented (No. 2,452,067) by Freeman H. Owens, of New York City; a high emission cathode assembly (No. 2,452,044) by Benjamin Fox, also of New York, and assigned to the United States of America as represented by the Secretary of War; and an electronic apparatus for frequency conversion (No. 2,452,048) by William W. Hansen and Russell H. Varian of Garden City, N. Y., assigns to the Sperry Corporation.

To Jacob Louis Snoek of Eindhoven in The Netherlands, went three patent awards for the development by him of new ferrite materials effective for the production, at a considerable reduction in size, of high-frequency induction coils, radio transformers and other electromagnetic appliances having a quality coefficient said to be many times greater than those of conventional manufacture.

Rights in these patents (Nos. 2,452,529, 2,452,530 and 2,452,531) were assigned by the inventor to the Hartford National Bank and Trust Company of Hartford, Conn., and trustee under indenture to the N. V. Phillips Company of The Netherlands.

The tentative program for the Rochester RMA-IRE meet follows:

Monday, November 8

- 9:30 A.M. - B. E. Shackelford, Presiding.  
A Television Station Selector Using Die Stamped Inductances, A. D. Sobel, A. W. Franklin Mfg. Corp.  
A Discussion of Image Sharpness in Photography and Television, O. H. Schade, Radio Corporation of America  
Application of Subminiature Tubes, R. K. McClintock, Sylvania Electric Products, Inc.
- 2:00 P.M. - D. B. Smith, Presiding  
The Transitrol, An Experimental A.F.C. Tube, J. Kurshan, RCA Laboratories
- 8:15 P.M. - General Session - E. F. Carter, Presiding  
What's When in America, Kenneth W. Jarvis, Consulting Engineer

Tuesday, November 9

- 9:00 A.M. - S. L. Bailey, Presiding  
Report of RMA Safety Committee  
Developments in Germanium Crystals, Stuart T. Martin and Harold Heins, Sylvania Electric Products, Inc.  
A Television Distribution System for Laboratory Use, Joseph Fisher, Philco Corporation
- 2:00 P.M. - D. D. Israel, Presiding  
A Direct Coupled Video and AGC System for Television Receivers, H. R. Shaw, Colonial Radio Corporation  
A Pulse-Cross Generator for Television Receiver Production, R. P. Burr, Hazeltine Electronics Corp.

Wednesday, November 10

- 9:30 A.M. - O. L. Angevine, Jr., Presiding  
Lightweight Pickup Design for Microgroove Record Playing, B. P. Haines, Elmo Voegtline, C. D. O'Neill and R. S. Cranmer, Philco Corporation  
Symposium - "What Constitutes High Fidelity", Harvey P. Fletcher, Bell Telephone Laboratories, John K. Hilliard, Altec Lansing Corporation  
High Quality Audio System for Radio Receivers,
- 2:00 P.M. - K. J. Gardner, Presiding  
Front Ends of Television Receivers, J. O. Silvey, General Electric Company  
A Picture-And-Sound-Modulated Generator for Television Receiver Production, W. R. Stone.

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MACKAY RADIO SEEKS PAKISTAN HEARING CONTINUANCE

In the case of Mackay Radio and Telegraph Company and RCA Communications regarding the establishment of a radiotelegraph circuit with Pakistan, Mackay through its attorney James A. Kennedy, asks the FCC for a continuance of the hearing for sixty days. One reason given is that the present hearing date, November 8, will interfere with adequate preparation of the case.

In its motion continuance, Mackay further states:

"We are advised that the Pakistan Administration is not presently equipped or otherwise prepared to establish a radiotelegraph circuit with either of the applicants in this proceeding, either directly or via Tangier, and will not be so equipped or prepared for quite some time in the future. It does not appear therefore that the interests of the public or of the parties hereto will be adversely affected by the continuance herein requested."

Mackay concludes by advising the Commission that RCA Communications has no objection to the postponement requested.

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PETRILLO TALKS TURKEY RE RECORDS; ASKED "WHAT DID HE GAIN?"

Subject to ruling on a still unresolved question, whether the newly conceived royalty fund is legal or not under the Taft-Hartley Act, record manufacturers and James C. Petrillo's AFM reached agreement last week.

The agreement was the first tangible basis for a settlement.

The proposed royalty fund settlement revolves around a plan for its establishment and administration under an impartial third party, acting as trustee. The original fund was created from royalties paid directly to the union.

Attorneys for the AFM and the record and transcription companies must still agree on the legality of the proposed fund, and the Department of Justice must find it legal, before the settlement becomes final, it was said.

Editorially the New York Times, referring to Petrillo, asks "What Did He Gain?"

"As will be recalled, when the union's ban on the production of new disks went into effect on Jan. 1, Mr. Petrillo proclaimed that 'never again' would members of his organization make new records. He also reiterated his well-known view that 'canned music' was an evil that only spelled unemployment for instrumentalists.

"Now, ten months later, history repeats itself. Just as he did several years ago in the case of his first ban on records, Mr. Petrillo has found it expedient to forget his one-man crusade against mechanical progress and to conclude a contract with the phonograph record manufacturers.

"What have been the fruits of Mr. Petrillo's course? The union itself has lost more than \$1,000,000 for its welfare fund as well as an added source of income for many of its members over a ten-month period. The record industry has had to suffer an unwarranted and arbitrary hardship at a time when it could ill afford to do so. The public has been deprived of the latest popular recordings by 'name' bands.

"Now, when the damage has been done, it is Mr. Petrillo who has taken the initiative in working out a reasonable solution at the conference table. In the future the public, the record industry and Mr. Petrillo himself would benefit if he recognized that use of the conference table should come before and not after a costly and futile ban."

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RICHARD JONES DIRECTS ALL FT. INDUSTRY DETROIT STATIONS

Richard E. Jones of The Fort Industry Company, has been promoted to the position of General Manager of that Company's Detroit operations. The company owns and operates WJBK-AM, WJBK-FM, and WJBK-TV there.

Mr. Jones joined Fort Industry September 1, 1948 in the capacity of Managing Director of WJBK-AM and WJBK-FM and will now supervise the operation of WJBK-TV, thus heading all three of their stations in Detroit.

"Our expanded operations in the Detroit area have made necessary this change in directorship, in order to provide a single operating head of the three Detroit stations", George B. Storer, President of The Fort Industry Company, said.

Ralph G. Elvin will continue as Managing Director of WJBK-TV under the new operational set-up.

WJBK-TV is now presenting daily programs of television shows, including features from two television networks: CBS-TV and DuMont Television.

In addition to WJBK, Detroit, The Fort Industry Company owns directly or through subsidiaries Radio Stations WAGA, Atlanta; WGBS, Miami; WLOK, Lima; WMMN, Fairmont, West Va.; WSPD, Toledo; and WWVA, Wheeling, West Va.

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C-O-R-R-E-C-T-I-O-N

The following letter has been received from John M. Outler, Jr., General Manager, Station WSB and WSB-TV, Atlanta:

"On page 4 of your Radio News Service, dated October 20, 1948, is a release to which exceptions should be taken - in the interest of accuracy in reporting news of the industry.

"Part of this release states in substance that WAGA-TV would have an inaugurzl on October 24 - an advance of five weeks over the original estimated opening date of December 1st.

"Well informed sources of information in Atlanta point out that on the date of this release the construction of a tower - permanent or temporary - for WAGA-TV had not begun. The pylon and batwing were then, and are still now (as of October 27), reposing on the ground - a physical circumstance which engineers claim to be detrimental (if not prohibitive) for any sort of broadcasting.

"Our concern is over-exploitation of television in an industry sense. All of us are interested and anxious for publicity which promotes television - either nationally or locally. But publicity which is falsely predicated or misleading is detrimental to all television - and is therefore to be decried and signalized.

"To keep the records straight, let it be noted that WSB-TV is the only television station in Georgia with a complete tower, 498 feet of steel, plus the FM pylon and TV batwing - 598 feet total; and the only television station in this area with a specially designed building."

(Editor's Note:

The above story referred to by Mr. Outler, Jr. was based on a Television News release from the Columbia Broadcasting System in New York dated October 14.

R.D.H.)

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ELECTRIC RAZOR AT WRONG TIME MIGHT LAND BRITISHERS IN JAIL

The British Government will introduce legislation making persons who use electric razors during peak radio listening hours subject to fines and possibly jail sentences.

The bill lists 69 other gadgets which produce interference with radio or television reception. For example, motorists who park their cars near television receivers will be asked to fit suppressors to their motors.

Passage of the bill, according to the United States, would mean that each household would have to pay from 50 cents to \$76 for suppressors for electrical appliances. Under the bill, any person refusing to use suppressors after his neighbors had complained would be liable to a \$400 fine or three months' imprisonment.

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DUNLAP'S NEW TELEVISION BOOK RINGS THE BELL

In addition to many complimentary reviews, Orrin E. Dunlap's latest book "Understanding Television" also brought forth an editorial in the Boston Herald. In the words of Greenberg, Mr. Dunlap's publisher: "When a newspaper like the Boston Herald devotes an editorial to a new book, that's news."

The Herald said in part:

"For those who consider a little knowledge less dangerous than none, Orrin E. Dunlap, Jr., a vice-president of RCA, has recently prepared an admirable little handbook entitled 'Understanding Television'. In it he explains in layman's language the theory and simple mechanics of television sending and receiving. He also digresses entertainingly on the problems of preparing television programs, as well as on other incidental aspects of the new communication medium.

"The book fills a noticeable gap in the popular science field and can be recommended both for its quality and its timeliness. In this television-conscious era we are not certain but what it should be classified as 'must' reading for the non-professional."

Time Magazine in reviewing the book of Mr. Dunlap, formerly radio editor of the New York Times, discovered another news angle. The review read in part as follows:

"The paper was The New York Times. The writer was its radio editor, Orrin E. Dunlap, Jr. His subject was television. He wrote: 'Now television is hailed as "a new billion-dollar industry" . . . The industrialists are agreed the time is opportune to "crystallize television as an industry".' Of sets, Dunlap wrote: 'The \$250 model will detect both pictures and sound . . . In the next price class, possibly from \$300 to \$500 the instrument will offer television combined with a circuit for (standard) broadcast reception.'

"David Sarnoff, president of the Radio Corp. of America, was quoted as saying that manufacturers were aware of the many technical, artistic, and financial problems still confronting those who would establish television programs, but 'these problems must be solved before a national service of network television programs can be made available to the public.'

"In the long article, Dunlap went on to reiterate most of the facts which a television-conscious public thoroughly realizes today. What made the piece news was its dateline: Oct. 23, 1938."

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## ELECTION UPSET DUMPS CAPITOL HILL RADIO CART

At a critical time a cub reporter once wired his office, "All here is confusion." The same might be said of Capitol Hill and Washington generally this memorable morning after election (Wednesday, November 3). In the light of early returns with even the presidency still in doubt, few things appear certain regarding the radio situation.

One is, however, that with the reported defeat of Representative Forest A. Harness (R), of Indiana, the investigation of the Federal Communications Committee which had been sparked by Mr. Harness, may receive a setback. The distress of the Hoosier solon came as a complete surprise. Whether or not the FCC investigation cudgel will now be taken up by Representative Eugene E. Cox, (D) of Georgia, if the Democrats finally win control of the Senate remains to be seen. Representative Cox is a colleague of Mr. Harness on the House Rules Committee, an old enemy of the FCC, and is supposed to have been the power behind the throne in starting the present investigation. Representative A. J. Sabath (D), of Illinois, would again head the Rules Committee.

If the Democrats control the House, Representative Robert Crosser, of Ohio (D), will succeed Rep. Clarence F. Lea (D), of California, who did not run for re-election, as Chairman of the House Interstate and Foreign Commerce Committee which handles radio and communications legislation. If the House is Republican, Charles A. Wolverton, of New Jersey, would be the Chairman.

If the Democrats gain the Senate majority, Senator Edward C. Johnson (D), of Colorado, would succeed Senator Wallace H. White as Chairman of the Senate Interstate and Foreign Commerce Committee, and be the body's czar of radio and communications. Senator Johnson at this writing is supposed to have a majority of 210,000 to the 104,000 of his opponent Will F. Nicholson (R). If the Republicans win the Senate the Senate Interstate Commerce Chairman would be either Senator Charles W. Tobey (R), of New Hampshire, or Clyde M. Reed (R), of Kansas.

If Representative Lyndon B. Johnson (D), of Texas, finally gains his seat in the Senate, it will be an indirect radio acquisition as his wife Claudia is the owner of Station KTBC at Austin, Texas.

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## WSB-TV ATLANTA, BECOMES NEW ABC AFFILIATE

Affiliation of WSB-TV, Atlanta, with the American Broadcasting Company television network was announced last week by J. Leonard Reinsch, Managing Director of the station, and Mark Woods, President of ABC. WSB-TV is also affiliated with the National Broadcasting Company video network. The station, on the air since September 29, is on Channel 8 (180-186 mc).

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TELEVISION SEEN OPERATING IN THE BLACK FOR SEVERAL YEARS

Television industry prospects based on a report of remarks made by F. A. Kugel, Editor of Television Magazine at a meeting attended by a member of the Research Department of Francis I du Pont & Company, 1 Wall Street, New York City, follow in part:

"The industries most likely to be affected from the increasing use of television sets and the decreasing use of ordinary radio sets would appear to be the radio broadcasters, the motion picture companies and the theatres. Also, some of the press companies which derive a large portion of income from radio.

"A recent survey among those who now own television sets clearly indicates some of the problems and changes needed in the broadcasting and motion picture industries, the two trades most vitally affected by the greater and increasing use of television. For example two-thirds of the owners of television sets interviewed preferred television to radio at all times and 9 out of 10 television set owners do not listen to the radio broadcasts at time that television programs are on. The effects of the impact on the motion picture industry will be equally as startling as the effects on the broadcasting stations: A study of what happens to the motion picture industry among the television owning public indicates clearly that any major motion picture company which does not take an active position in television is definitely negligent in its responsibilities to its stockholders. In the survey previously mentioned it was found that motion picture attendance dropped some 20% among those interviewed who owned television sets. On such a basis, the motion picture industry stands to lose the portion of its trade which makes the difference between profit and a loss. The three motion picture companies which are taking an active part in television in order to provide for the time when the television set will largely replace the radio and the effects on the motion picture companies will be felt with increasing weight are Paramount Pictures, Twentieth Century-Fox and Warner Brothers. Paramount has taken an active interest in every phase of television through its interest in Allen B. DuMont Co.

"DuMont expects to begin a full daytime telecasting schedule within the next three weeks. If that proves successful, the telecasting stations will have gone a long ways towards making telecasting a more profitable operation than it currently is, operating only on evening schedules.

"Color television is some five to ten years away, according to the speaker, and in the event that the Federal Communications Commission permits the use of color television, the sets presently constructed will still be usable but will merely pick up the image in black and white rather than color. At the present time the telecasting stations are operating at a loss and the speaker sees no reason to assume that they will operate in the black in less than two or three years."

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PRESIDENTIAL RADIO ADVISOR SAYS "BETTER SPEECH, BETTER JOB"

J. Leonard Reinsch, President Truman's radio adviser and Manager-Director of WHIO in Dayton, Ohio, WSB in Atlanta, and WIOD in Miami, declares that everyone can brighten his chances for success merely by improving his speech.

In an article in the November Coronet entitled "Speak To Success", Mr. Reinsch cites two cases that prove the importance of good speech. An aspiring young actress named Joan Crawford studied diligently to overcome a Texas drawl and in time became one of Hollywood's top stars.

"A high-pitched voice and a tendency to stutter handicapped an English statesman until he licked his difficulties and became a world-renowned orator. His name is Winston Churchill."

Mr. Reinsch, in his Coronet article, gives certain rules that will enable anyone to improve his speaking voice within a month. The rules aim to insure clear tones, proper articulation, correct breathing and proper pitch range.

By way of introduction, Mr. Reinsch told this interesting story:

"I was invited recently to dinner with the family of an old school friend. As we sat down at the table, Tom, my host, muttered what I supposed was a blessing, but I didn't understand a word he said.

"The meal progressed uneventfully until Tom's ten-year-old son pointed to the roast beef and mumbled something that sounded like, 'Mo ro be plc.' Immediately sparks began to fly.

"I've told you over and over, Jackie, to speak so we can understand you!" growled his father. The mother nodded, and uttered some gibberish about Jackie's indifference. The child frowned, then pushed his chair back and ran from the room, crying.

"I don't know what to do with that boy," said Tom. 'Mumble-mumble. He never says anything you can understand.' Then he looked earnestly at me. 'You're a speech expert,' he continued. 'What's wrong with him?'

"The trouble lies with you two,' I said in honest reply. 'Neither of you speaks properly and Jackie is only imitating you.'

"For a moment they both looked hurt. Then Tom's face admitted his guilt. 'Maybe you're right,' he said quietly. 'Come to think of it, the boss at the office has griped a lot about not being able to understand me. But I always thought he was just being grouchy.'

"I suppose I'm also to blame,' said Tom's wife, even then mouthing her words so that it was hard to understand what she said. 'I've tried so many times to express myself at PTA meetings, but I'm so afraid to open my mouth that I just don't speak at all.'

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21,200 TV SETS OPERATING IN WASHINGTON

As of November 1, 1948, there were 21,200 television receivers installed and operating in metropolitan Washington, according to the Washington Television Circulation Committee.

Membership of the Committee includes representatives of the three operating local television stations. The group was formed in December, 1947, in order that reliable set estimates which would be acceptable to the entire industry could be produced. The Committee derives its estimate from monthly television set sales figures furnished by the Washington Electric Institute to which are added the number of sets and kits sold by the few distributors who are not Electric Institute members.

These figures are cross checked by comparison with quarterly sales reports issued by the Radio Manufacturers' Association and by frequent cross-section polling of the metropolitan area to determine the percentage of Washington families owning sets.

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REP. CHAS. PARNELL THOMAS TO FACE DREW PEARSON CHARGES

Representative J. Parnell Thomas (R), of New Jersey, is due to appear before a Federal Grand Jury tomorrow (Thursday, November 4) to answer to charges made by Drew Pearson, radio commentator, that he received salary "kickbacks" from employees.

Mr. Thomas, Chairman of the House Committee on Un-American Activities, has not yet said what his answer will be to the grand jury's offer of the privilege to appear before it.

Running for re-election (and today, (Wednesday, Nov. 3) to have been re-elected by a small majority) Mr. Thomas had asked for the date of November 4, two days after the election on Tuesday.

The grand jury is currently inquiring into charges that Mr. Thomas put certain individuals on his congressional office payroll and then pocketed all or part of their salaries.

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CHICAGO TO HAVE ROTARY TV DAY

Top-level industry heads have been invited to a meeting in Chicago Nov. 16 when the city's Rotary Club sponsors "TV Day". More than 1,000 guests will hear FCC Chairman Wayne Coy speak on "The Potential of Television".

All Chicago television stations are cooperating in the special session, which will be in the form of a luncheon at the Sherman Hotel. Broadcast manufacturing leaders, stars of video and the screen and "Miss Television of 1948", elected at the recent National Television and Electrical Living Show in Chicago, will be

will be introduced. New TV equipment will be exhibited in the hotel's main dining hall, and luncheon guests will watch on-the-spot televising by WGN-TV, Chicago Tribune station, and WNBQ, NBC's Midwest video outlet which is on the air now on a test basis.

A special "jeep" studio, where persons may see themselves as the video camera does, will be installed by WGN-TV.

Mr. Coy is expected to be introduced by Niles Trammell, NBC President. Other special guests who have made reservations are Charles Denny, NBC Executive Vice President; Comdr. Eugene F. McDonald of Zenith; J. S. Knowlson and Samuel Insull, Jr., Stewart-Warner; Paul Galvin, Motorola, etc.

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GOV. CALDWELL, ORANGE BOWL COMMITTEE GREETED BY STANTON, CBS

Governor Millard Caldwell of Florida and more than 125 prominent Miami businessmen were greeted by Frank Stanton, President of the Columbia Broadcasting System, last Saturday night when he was host to the Orange Bowl Committee at a reception in the Waldorf-Astoria Hotel.

CBS has been broadcasting the Orange Bowl football classic in Miami exclusively every January 1 since 1940 and next New Year's Day will again exclusively broadcast the game.

J. P. Spang, Jr., President of the Gillette Safety Razor Company, which will sponsor the Orange Bowl broadcast, was among Mr. Stanton's guests.

The Orange Bowl Committee, which included Justice Alto Adams of the Florida Supreme Court, stopped off in Baltimore for the Navy-Notre Dame game and immediately after boarded their special train for New York.

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STUART BAILEY, NEW PRES. IRE; ARTHUR McDONALD, AUSTRALIA, V-P

The Institute of Radio Engineers has announced the election of Stuart L. Bailey as President of the Institute for the year 1949. Arthur S. McDonald of Australia was elected Vice President.

Mr. Bailey has been a Fellow of the IRE since 1943. He is a consulting radio engineer and partner of the firm Jansky and Bailey, Washington, D. C. Mr. McDonald, a Fellow of the IRE since 1941, is Chief Engineer of the Overseas Telecommunication Commission, Sydney, Australia.

For Director-at-Large, for the 1949-1951 term, the following members were elected: Dr. William L. Everitt, Fellow of the IRE since 1938, Professor and head of the Department of Electrical Engineering, University of Illinois, Urbana, Ill.; Donald G. Fink, Fellow of the IRE since 1947, Editor-in-Chief, Electronics, McGraw-Hill Publishing Company, New York, N. Y.

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BIG RESPONSE TO NAB, JR. CHAMBER, RMA "VOICE OF DEMOCRACY" CONTEST

Early responses from high schools, broadcasting stations and Junior Chamber of Commerce chapters throughout the nation indicate that more than 100,000 students in nearly 2,000 communities may compete in this year's "Voice of Democracy" contest, the event's sponsors announced Tuesday (November 2).

Robert K. Richards, National Association of Broadcasters public relations director, who is Chairman of the "Voice of Democracy" Committee, embracing the NAB, the Radio Manufacturers' Association, and the U. S. Junior Chamber of Commerce, said the competition may attract five times as many high school students as in its first year, 1947.

The contest, limited to students in the second, third and fourth years of high school, calls for the writing and voicing of five-minute broadcast scripts on the subject, "I Speak for Democracy".

Deadline for the announcement of community winners is November 28. State judging is to begin by December 6, and the deadline for receipt of transcriptions for national judging is December 15.

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U.S. IS INSTALLING TELEVISION ON LIGHTSHIPS

Naturally, men of the Coast Guard enjoy prize fights and other sports events. It is news, however, that Coast Guardsmen are enjoying that pleasure aboard ship - the pleasure of watching the events on television, that is.

Ambrose Lightship, Scotland Lightship, and Relief Lightship No. 78, which serves as relief for the other two light vessels, have all been equipped with television.

"Fixed rotary antennas" - nonmovable but capable of reception on various ship's headings - are installed on the lightships.

In addition to television for the three lightships in the 3rd Coast Guard District, there are six more sets on order for units of the 1st Coast Guard District. These units are: Boston Lightship, Boston Relief Lightship, Cape Ann Light Station, Baker's Island, Graves Island, and Boston light Station.

Because of the limited range of television reception and the very few television broadcasting stations in the country there are only certain areas of Coast Guard operation where television reception is possible.

The Electronic Test Station at Selbyville, Del., is now making tests on the range of television reception. Whereas no results have been published, the tests are not expected to show that every Coast Guard unit is now a potential site for television reception. The tests are, however, an instance of the Service's policy of keeping abreast of the latest technical developments. Perhaps television will be as commonplace at Coast Guard units as radio or telephone are at present.

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SCISSORS AND PASTE

WCFM, Newest Washington, D.C. Station, Claims 40,000 Owners (Sonia Stein in Washington Post)

The advent of WCFM a week ago Wednesday would have created quite a ripple if no one except its owners had got excited. It has 40,000 stockholders.

Actually, the new station's 20,000 watts is cutting quite a swath in the local ether, and it went on the air with the blessings of 21 civic, religious and charitable groups which have been watching its emergence for three years.

Financially it's in fair shape. Having raised close to \$135,000, WCFM is trying to raise another \$15,000 to see it through the next two years during which it expects to operate at a loss. Manager Helmuth Kern says there are no illusions about WCFM being a paying proposition right away.

WCFM will sell advertising, but the station is not to be operated primarily for profit. Advertising will help to finance good programming, according to Mrs. Raymond Clapper, who is on the national campaign committee along with such other notables as Marquis Childs, Leon Henderson, Wendell Berge, Jerry Voorhis and Robert R. Nathan.

Dividends on the stock (\$10 a share) will be limited to 6 per cent, with owners of preferred stock getting their accumulated dividends as soon as the station begins to make money.

Common stock is owned by nine consumer cooperatives in this area, including Rochdale groceries, the Federation of Credit Unions, Konsum Garages, the housing and medical cooperatives and the Washington Workshop. \* \* \* \*

Kern makes it clear that the air will not be cluttered with the mouthings of crackpots, nor will organizations be given a disproportionate amount of time just because they ask for it.

Kern, a former correspondent for Dutch newspapers, will make the first decisions on these requests. If the petitioner is not satisfied, he can appeal to the program committee. If necessary, the request will go finally to the listeners' council, representative of the many diverse elements which make up the station's stockholders.

Will communism get a hearing on WCFM? Personally out of sympathy with communism, Kern is not afraid to air the issue and believes it should be discussed freely.

The Big Television Advertisers ("Variety")

Following are the 10 top-spending advertisers in television today, with the estimated amounts each spends yearly, based on present commitments:

- Camels, \$800,000; Philco, \$520,000; Gillette, \$500,000; Texaco \$440,000; Chevrolet, \$400,000; Lucky Strikes, \$350,000; Chesterfield, \$300,000; Emerson, \$260,000; Gulf, \$225,000; Kraft, \$220,000 - Total - \$4,015,000

DuMont Called "Henry Ford Of The Radio"  
(Robert H. Fettridge in "New York Times")

With an investment of \$1,000 - half supplied by a friend - his factory was established in the basement of his home at Upper Montclair, N.J., and finally moved into a store, but not without intermissions of financial headaches cured successively by borrowings. Soon the plant filled five stores and then, with the sale of rights to DuMont's invention, "the magic eye", to the Radio Corporation of America, he could afford to buy an old pickle works and convert it into what is now a link in the laboratories and factories of the company.

His inventions serve industry and the armed forces. But one that got a way back in 1933 was a honey. DuMont conceived a radio locator which could well have been the basis for radar's patents. For security reasons the patent application was withheld. When in 1939, DuMont decided he could wait no longer, he found the French had beaten him to the gun.

DuMont would be the first man to refute the fact that television is the invention of any one person. Its hall of fame lists many because the medium was evolved, not invented. Its evolution began with the nineteenth century scientists Henrich Hertz, who observed that electrical impulses could be transmitted without wire, and includes today's Dr. DuMont, credited with the commercial development of the cathode-ray tube, the medium of reproduction for television pictures.

Dr. DuMont is the Henry Ford of television.

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A-K Teaches Paraplegics To Become Radio Service Men

(Mary Van Rensselaer Thayer, in "Washington Post", Hollywood correspondent)

Individually the most active philanthropist hereabouts is retired radio tycoon Atwater Kent, a refugee from Philadelphia, Southampton and other points East, who is known chiefly for staging tremendous parties.

Mr. Kent, who lives in a palazoo set in 12 acres of elaborately landscaped Bel Air Mountain top, averages 40 parties a year which range in scope from a dinner for 24 to circus parties complete with elephants, seals and camels. But 50 per cent of these enjoyable affairs are given for civic causes.

But though Mr. Kent may spend his evenings, perhaps his afternoons, arranging, giving, attending parties, he devotes his mornings to the Atwater Kent Foundation. His foundation, started back in 1919, has given away an untold amount of money.

Originally in automobile ignition, Mr. Kent progressed to radio manufacturing, using his money, his knowledge of music to attract the best singers, the best classical music to the new-fangled contraption. To encourage youthful singers get started, he sponsored a series of auditions, the winners receiving Kent musical scholarships.

Besides running these contests the foundation contributes to over a hundred different charities out here - many of them small undertakings which need Mr. Kent's personal interest as well as his money to boost them to success. Perhaps the most interesting is his work with paraplegics.

(Continued on Page 16)

TRADE NOTES

Consolidated net income of Sylvania Electric Products, Inc., for the third quarter of 1948, amounted to \$613,415, an increase of 66.5 per cent over the same period of last year.

Net income for the first nine months of 1948 was \$2,724,717 an increase of 43 per cent over the corresponding period of 1947.

"You and Television", the first weekly topic of Columbia's Monday-through-Friday "You and...." series, will be discussed informally on successive days the week starting Monday, Nov. 8, 6:15 P.M., EST, by Frank Stanton, President of the Columbia Broadcasting System; and other guests.

Mr. Stanton will survey the current status of television in terms of set ownership, rate of set production, present and future price of sets, stations and networks now operating. Some of the questions to be asked and answered in the conversation-interview between Mr. Bryson and Mr. Stanton are: How many people can television hope to reach? Must television be confined to large cities? What will be the effectiveness of television as an advertising medium?

Television box score from Television Broadcasters' Ass'n Weekly News Letter -

Table with 2 columns: Category and Count. Rows: Stations Operating (41), CPs Granted (83), Applications Pending (310).

With the allocation of \$20,000 for newspaper advertising, Salt Lake City radio dealers and distributors announced plans for a Radio in Every Room campaign, to run from November 5 to November 20, similar to the highly successful drives conducted in New Orleans and Hartford, where radio sales were increased 150 per cent in a two week period.

DuMont (Allen B.) Laboratories, Inc. - Nine months: Net profit \$1,217,418, equal to 59 cents each on 2,032,730 shares of A and B stock, contrasted with \$296,971 or 15 cents each on 2,031,040 shares, last year; sales \$14,932,558, increased from \$6,815,315.

ABC commentator Drew Pearson has been awarded the Royal Medal of St. Olaf by King Haakon of Norway "for his efforts to help struggling democracies of Europe live."

The St. Olaf Medal marks the second time this year that the ABC commentator has been the recipient of a decoration from a foreign government. France bestowed on Pearson the Legion of Honor following the success of the Friendship Train earlier this year.

Paul A. Barkmeier in the retail merchandising field for the past 17 years, has been appointed General Manager of the RCA Victor Record Department.



The consolidated statement of income of the Radio Corporation of America and subsidiaries for the third quarter of 1948 and the first nine months of the year, with comparative figures for the corresponding periods of 1947, was issued last week by Brig. General David Sarnoff, President and Chairman of the Board of RCA.

Total gross income from all sources amounted to \$256,968,537 in the first nine months of 1948, compared with \$224,982,605 in the same period in 1947, an increase of \$31,985,932.

Net income, after all charges and taxes, was \$15,128,783 for the first nine months of 1948, compared with \$12,233,758 in 1947, an increase of \$2,895,025.

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Patients in fifteen Washington area hospitals are now enjoying television programs, as a result of the Hospital Television Campaign concluded last week by Bill Herson of Station WRC.

Since August 7, Herson has been asking listeners on his WRC "Timekeeper" broadcasts each morning to send donations. Contributions as the campaign ended totaled \$3,628.26 which was used to purchase television receivers for the following hospitals:

Naval Medical Center; Glenn Dale Sanatorium; Casualty Hospital; Sibley Memorial Hospital; Gallinger Hospital; Freedman's Hospital; St. Elizabeth's Hospital; George Washington Hospital; Emergency Hospital; Walter Reed General Hospital; Garfield Hospital; Arlington Hospital; Suburban Hospital (Bethesda, Md.); Prince Georges Hospital (Cheverly, Md.); and Providence Hospital.

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In the first nine months of 1948, earnings of Philco Corporation, after appropriations of \$2,100,000 for an inventory reserve and \$586,000 for a research reserve, amounted to \$6,631,000, equivalent after preferred dividends to \$4.23 per common share on the 1,502,462 shares now outstanding, it was announced last Friday.

In the corresponding period last year, earnings after appropriations of \$1,500,000 for an inventory reserve and \$596,000 for a research reserve, were \$5,632,000, equivalent after preferred dividends to \$3.90 per common share on the 1,372,143 shares outstanding on September 30, 1947.

Sales in the first nine months of 1948, which set a new high record, totaled \$194,156,000 as compared with \$157,209,000 last year, an increase of 23%.

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A-K Teaches Paraplegics To Become Radio Service Men (Continued from page 14)

A year and a half ago he started off supplying veteran paraplegic victims with 40 inexpensive, unassembled radio sets, plus an instructor. The veterans were taught how to assemble the sets to make all kinds of radio repairs. Since then more complicated sets have been bought by the Kent Foundation and some 200 men are constantly being taught radio repair technique. It's a type work especially suited to paraplegics and many of them, after leaving the hospital, have found good jobs, have become self-supporting.

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# HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W.

Washington 8, D. C.

Robert D. Heintz, Editor

Founded in 1924

NATIONAL BROADCASTING CO. Inc.  
LEGAL DEPARTMENT  
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J M K P E

November 10, 1948

## RADIO POLLS MAY BE NEXT; ALSO LUKEWARM FCC TRUMAN HELP

That pollsters, radio commentators and columnists who made such a mess of the Truman-Dewey election forecasts will receive a fine spanking when the new Congress convenes is a foregone conclusion. More than that, it has already become known that several members will offer bills in an effort to hamstring future election predictions.

Representative Sid Simpson, of Illinois, a Republican, has already announced he was going to ask the next session to deny use of the mails to election polls. Representative Adam Clayton Powell, Jr. of New York, a Democrat, said he would ask that pollsters be licensed and supervised by a Federal agency.

Furthermore, despite the declaration of C. E. Hooper, one of radio's top research experts, that his broadcast program surveys were not comparable to those of Gallup and others who missed the boat a mile on election returns, it is believed audience analysis might come in for closer scrutiny by Government officials. A Hooper report, Mr. Hooper explained, was based on what a listener heard and was not a forecast of what he might do. It was pointed out that sponsors of offerings which had fared badly at the hands of program surveys would not overlook this opportunity to try to bring about an official investigation if possible. There seemed to be a feeling that the matter of program surveys might fall under the Federal Trade Commission rather than the Federal Communications Commission and that Congress might be chary of the matter because it smacked of censorship.

Another live post-election topic in the Capital was how the two Democratic members of the Federal Communications Commission appointed by President Truman may fare as a result of the lukewarm support they are said to have given him in the desperate fight he made to save his political life. If Chairman Wayne Coy, erstwhile FDR New Dealer, or Miss Frieda Hennock, of New York, generally known to be a purely political appointee, went out of their way to help Mr. Truman, nobody this writer talked with around the Commission seemed to be aware of it.

It was reported that Mr. Coy had his resignation all ready to present to Mr. Dewey, but it was likewise reported that the Washington Post, whose radio station he had managed for a short time might be counted upon to come to his rescue. The only hook in that reasoning was that the Post had also doped the thing out wrong - so wrong in fact that it sent a telegram to the President which read, in part, as follows:

"You are hereby invited to attend a 'Crow Banquet' to which this newspaper proposes to invite newspaper editorial writers, political reporters and editors, including our own, along with pollsters, radio commentators and columnists for the purpose of providing a repast appropriate to the appetite created by the late elections.

"The main course will consist of breast of tough old crow en glace. (You will eat turkey.)"

To which Mr. Truman replied:

"I received on the train your very handsome invitation to me to attend a 'Crow Banquet'. I know that we could all have a good time together, but I feel I must decline. As I said en route to Washington, I have no desire to crow over anybody or to see anybody eating crow, figuratively or otherwise. We should all get together now and make a country in which everybody can eat turkey whenever he pleases.

"Incidentally, I want to say that despite what your commentators and polls said, your news coverage of my campaign was fair and comprehensive.

"Again, many thanks and regards,  
Sincerely yours, H. S. T."

Another ray of humor filtered through when Eugene F. McDonald, Jr., of Chicago, President of the Zenith Radio Corporation, wearied of election polls, sent the following telegram to Col. Robert McCormick, publisher of the Chicago Tribune:

"The principal sunshine in the election returns is that they mean end of the roping gallopers or the galloping ropers."

Incidentally, one of the happiest men in Chicago was said to have been Colonel McCormick who was quoted as exclaiming at the time Dewey was named in Philadelphia, "Why nominate a man you can't elect?"

Our old friend Sol Taishoff of Broadcasting, observed that the election "made a boob of every public opinion pollster." Sol added:

". . . "hat about advertising's polls of consumer purchases and brand preferences? What about consumer panels? What about radio's own polls of program ratings? Does the abysmal flop of the political pollsters damn the radio researchers to the limbo of forgotten failures?

"These questions, being asked on all sides, stem in part from confusion about techniques. The political pollsters, asking people how they intended to vote, were engaging in 'predictive research.' Radio audiences are measured usually while people are in the act of listening.

"Certainly, all techniques of audience measurement, and particularly the predictive research, will receive a thorough examination and perhaps a considerable revision in the months ahead. . . .

"Thus, inadvertently, fuel is added to what has been a smouldering program-rating fire. We suspect it will be at white heat by National Association of Broadcasters' convention time next April."

In the light of the abuse heaped upon the pollsters, the newspapers 65% of which representing 78% of the country's circulation backed Dewey thus far has escaped with a minimum amount of attention. Of this Editor & Publisher has to say:

"Again, as in '36, '40, and '44, the Democratic presidential candidate won the election in the face of majority newspaper support for his Republican rival. Once again, the skeptics, critics and even the 'man in the street' are mumbling 'the newspapers don't reflect the interests of their readers', and 'you can't believe what you read in the newspapers.'

"Does this election of Truman with a two-million plurality, contrary to the predictions of the political poll takers, against the Dewey backing from 65% of the nation's dailies, mean any of these things?

"If we had what might be called a 'national press' in this country the charges could be made to stick. But we don't have a 'national press' any more than we have a 'national election.' Newspapers wield their editorial influence locally, are sold as a local medium to national advertisers, just as voting power is registered locally. Our President is not elected by a national vote but by the sum total of his vote in each state. Similarly, our press has no uniform national influence but exerts whatever influence it has locally in an even greater geographical breakdown through the 1700 individual daily newspapers in more than 1400 different cities and towns."

Editor & Publisher even goes so far as to say that the pollsters may not suffer as a result of their election bust:

"The pollsters have lost a bit of their prestige among market and advertising researchers as a result of their bad guesses on the presidential election. There is no evidence, however, that demands for their services will drop to any important degree.

"That seems to be the consensus of a number of ad agency research heads polled by E & P (a spot-sampling, not a cross-section).

"I think it was a good thing for the polling business', said one interviewee. 'Many researchers have been buying these services by their trade-marks, rather than by what they are. Undoubtedly, they will continue to use them, but they'll weigh them much more carefully and high-priced opinion research may have some tough going."

In a letter to the Washington Post, Margaret H. McDowell, of McLean, Va., wrote:

"The sorry plight of the Nation's poll-takers provides the complete answer to the advertisers, researchers, and all others who have so emphatically maintained that the American housewife likes soap operas. For the past several years, evidence of widespread dissatisfaction with these programs has been supposedly refuted by 'scientific' polls and poll-taking devices. The poll-takers have

asked us to believe that the American housewife has an infantile mind, interested only in romantic identifications with radio heroines.

\* \* \* \*

"The now discredited practice of poll taking should permit the planners and sponsors of daytime radio entertainment to recognize the obvious fact that American women are intelligent, mature and critical in their judgment."

Another phase of the embarrassment of the press and radio people was reported by Marshall Andrews in the Washington Post:

"Nearly 40 newspaper reporters and radio commentators were aboard President Truman's train during the last week of campaigning from Chicago through New England to New York. When the train left New York for what was thought was going to be the wake at Kansas City, it was two cars lighter and reporters and commentators had dwindled to 22.

"One or two more left Kansas City election day. Those who remained went through the kind of night reporters live for, and crowded the next day into the President's suite to add their presence and their voices to the hysterical bedlam in the small living room. They forgot their pessimistic forecasts in the overwhelming miracle that had occurred and even paid their bets with a light-heartedness uncommon in such matters.

"New faces began to appear in the pressroom on the fourth floor of the Muehlebach Hotel and later on the train. Candidate Truman suddenly was top news again.

"And likewise, President Truman again was the Great White Father of the Democratic Party, high on the box of the bandwagon with the reins in his hands."

There are now 42 press and radio men with President Truman at Key West.

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MRS. DURR, WIFE EX-FCC MEMBER, TRAILS IN VA. SENATORIAL RACE

Mrs. Virginia Foster Durr, wife of former Federal Communications Commissioner Durr, and sister-in-law of Supreme Court Justice Black, Wallace senatorial candidate in Virginia, polled only 4,276 votes as compared with Senator Robertson (D), who defeated Robert H. Woods, 237,912 to 111,199 in returns from 1,638 precincts.

Mrs. Durr in one of her last speeches before the election, charged that "foreign corporations" are able to keep control of that State's industry because they "keep Negro and white workers divided against one another."

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BROADCASTERS, MANFERS. ON THE BEAM FOR RADIO WEEK, NOV. 14

Radio manufacturers, broadcasters, including the networks, and radio stars will pay tribute to the radio industry on its 28th birthday in special programs during National Radio Week, beginning next Sunday, November 14. Many stations will carry spot announcements promoting the "Radio-in-Every-Room" campaign, and hundreds of broadcasters are expected to carry the "Voice of Democracy" transcribed talks by notable personages and transcribed spots by radio stars.

Approximately 500 full-page newspaper advertisements for cooperative dealer sponsorship during National Radio Week had been distributed by the RMA Advertising Committee by this week-end, according to W. B. McGill, Director of the National Radio Week Committee representing RMA and the National Association of Broadcasters.

These advertisements, which are also being made available to dealers as posters, are built around the RMA "Radio-in-Every-Room . . . Radio-for-Everyone" sales campaign theme. Mats and posters are being furnished to interested newspapers free of charge.

The National Radio Week advertisement and posters will emphasize that today's radios are superior in every respect to pre-war models, and attention will be called to the technical advantages of FM and the new phonograph pick-up equipment available in new receivers.

Radio dealers in 2,000 or more cities and towns throughout the United States are being invited by chapters of the U. S. Junior Chamber of Commerce to participate in local "Voice of Democracy" contests in which 100,000 or more high school pupils are expected to enroll. Boston will have a Town Meeting for Radio Technicians during the first half of Radio Week, Nov. 15-17, under sponsorship of RMA.

Cooperation of the four national networks was assured with the release of tentative plans of the American Broadcasting Co., Columbia Broadcasting System, Mutual Broadcasting System, and National Broadcasting Company.

Telegrams offering other program assistance in the week's celebration have been received by NAB President Justin Miller from such network veterans as Fred Waring, H. V. Kaltenborn, Fibber McGee and Molly, Arthur Godfrey, Phillips H. Lord, Inc., and Ed Byron, producer of "Mr. District Attorney".

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Exclusive American television rights to 52 major British films, featuring such stars as James Mason, Gracie Fields and Michael Redgrave, have been acquired by the Columbia Broadcasting System.

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## RCA COMMUNICATIONS 25-YEAR CLUB CELEBRATES IN N.Y., SAN FRAN.

The fifth annual dinner of the 25 Year Club of RCA Communications was held at the Downtown Athletic Club in New York on October 28th. The 25 Year Club now has 127 members, including the 30 employees who are celebrating their silver anniversaries this year. The Club was established at the suggestion of the late W. A. Winterbottom, formerly Vice President and General Manager of RCA Communications, who had completed more than 30 years' service at the time of his sudden death a few years ago. At the same time members of the West Coast staff of the Company celebrated the occasion with a dinner at the Domino Club in San Francisco.

As is the custom, each new member was presented with a watch and among those so honored was F. P. Guthrie, Assistant Vice President in charge of the Washington office, and E. C. Rundquist, now a member of the staff at the Rocky Point station of the Company but originally an operator at Station WRC in Washington.

Maj. Gen. Harry C. Ingles, who presented the watches to each new member of the Club, was practically the only person present who was not a veteran employee. The toastmaster was George E. McEwen, veteran Commercial Representative in New York, and in addition to General Ingles' remarks, brief addresses were made by Mr. E. J. Nally, now 89 years of age but still a member of the Board of Directors, and by General David Sarnoff, Chairman of the Board of RCA Communications.

At the head table were also Mr. C. H. Taylor, now retired, but formerly Chief Engineer of RCA Communications, and Mrs. Arthur H. Tuttle. Mr. Taylor's service with the Canadian Marconi Company began in 1899. Mrs. Tuttle, whose husband, the Treasurer of the parent company, is also a member of the Club in his own right, is the former Marjorie MacInnis, and was secretary to Mr. Winterbottom during his entire service as an executive of the Company. Her sister, the wife of Maj. E. H. Armstrong of Superheterodyne and FM fame, was secretary to David Sarnoff prior to her marriage.

"Those of us who think of radio as a comparatively new development are reminded by these meetings that many years of steady and consistent work were necessary to lay the foundations of the art", Mr. Guthrie said. "It is also a tribute to the stability of employment, and small personnel turnover, when a Company which has not a very large staff, comparatively speaking, has as many as 127 employees who have completed a quarter of a century of service."

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## THE CONGRESSMAN WHO INVESTIGATED THE FCC

Drew Pearson in the Washington Post paid this post-election tribute to Representative Harness (R), of Indiana:

"When newsmen exposed Miller's operations for the power lobby, Harness started an investigation of Government propaganda; thunderously accused the Government of lobbying for health, housing and reclamation. He pushed passage of rider refusing appropriation for Reclamation Commissioner Mike Strauss for alleged propaganda, but meanwhile let the real estate and medical lobbies tell him what to do. Now Harness is defeated.

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BRITISH FILMS NEAR DEAL ON TELEVISION

Appointment of Norman Collins, a controller of the state-owned British Broadcasting Corporation's television service, to the new Board of Governors of the British Film Institute, announced in London this week, was taken in film and broadcasting circles there as confirming reports of plans for a close link between the film industry and the BBC's television services.

According to authoritative reports, the New York Times states the new Film Institute, which has obtained a generous grant from the Government, will form soon a "telecine committee", on which representatives of the film industry, the General Post Office and the BBC will sit. The Committee will pass upon proposals for televising of public events, such as boxing matches, horse races, football games and stage presentations for which the BBC itself could not afford to purchase television rights.

The proposal, which has reached the final stages of consideration, is that theatres wired for television put up funds to purchase television rights and make special charges for seats in their theatres for the public to view televised events on motion-picture screens.

For instance, in case of a big fight at Wembley Stadium, the promoter might be willing to have the contest televised but demand £25,000 (about \$100,000) for television rights. Under Government regulations, BBC cannot pay more than £200 for television rights. The new plan would permit theatres to put up the difference and give them the right to advertise and hold special shows charging special prices.

So far, the J. Arthur Rank organization and the Monsiegnor News Reel Theatre chain are the only two companies pressing for the new facilities, but it is expected that other chains and independents would come into the deal once it was formally launched.

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MRS. ROOSEVELT MAKES PAGE 1 IN NEW BROADCAST SERIES

Mrs. Roosevelt proved to be her own best press agent when she socked the Dixiecrats in the first of a series of new broadcasts from the U.N. in Paris, last Monday. Mrs. Roosevelt also in an apparent effort to get herself back on the Truman bandwagon said she would like to see the permanent ousting of the Southerners from the Democratic Party.

Mrs. Roosevelt made her statement in the first of a series of American Broadcasting Co. programs entitled, "Eleanor and Anna Roosevelt". The program each Monday at 10:45 A.M. features Mrs. Roosevelt and her daughter, Anna Roosevelt Boettiger, in a "combination of forum and commentary."

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PETRILLO, RECORD MAKERS REACH ACCORD ON REMOVING BAN

A new labor contract ending the 10-month union ban on making musical recordings has been reached between the American Federation of Musicians, AFL, and the recording industry, it was announced on Tuesday, November 9.

The making of new records was expected to start within hours after the contract is given approval by the Attorney General's office. It will be submitted in Washington today.

A.F.M. President James F. Petrillo ordered the 125,000 union members to cease making recordings Jan. 1 when contracts expired and the Taft-Hartley law made illegal the old contract provision for a royalty on each record to be paid into the union welfare fund. About 7,000 recording musicians actually were affected.

The union and the companies previously had come to terms on a trust agreement providing for payment of royalties from records into a form of union welfare fund. The fund will be administered by an impartial trustee to employ jobless musicians for free public concerts.

In addition to revising the method of financing the welfare fund, the new contract increases the wage scale for musicians, making recordings. Under the old contract, musicians received \$41.25 for a basic three-hour recording session and \$13.75 for each half hour of overtime.

Frank White, President of Columbia Records, Inc., spokesman for a committee representing the industry, announced that both sides had "come to an understanding on the form of a trust agreement and the labor contract which have been under discussion during recent weeks."

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CONFEREES STUDY RELATION OF CRIME TO FILMS, RADIO

How to keep comic strips, movies and radio thrill-dramas from making criminals of American youth was the subject in Washington Monday and Tuesday of a conference sponsored by the American Bar Association.

George Maurice Morris, attorney and spokesman for the conference, said no conclusions were reached: that representatives of all groups concerned gave frank expressions of their views.

Attending the two-day conference at the Mayflower, he said, were representatives of publishers, motion picture producers, advertising agencies and the bar association.

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RECALLS EARLY DAYS OF STARZEL, NEW AP HEAD; ALSO GALLUP

The appointment of Frank J. Starzel as General Manager of the Associated Press caused Larry Wolters, Chicago Tribune radio and television editor, to recall Starzel's campus journalism days at the University of Iowa. Also Larry knew another celebrity, one whose name became a household word following the election.

Back in 1928, Wolters succeeded George Gallup as editor of the Daily Iowan. Wolters, in turn, appointed Frank Starzel, who had come to the Iowa campus the year previous from Notre Dame, as Managing Editor of the student newspaper.

"Starzel had left Notre Dame, where he had played football and was injured so he could no longer play, and had come to the University of Iowa to complete his college work in the State where his father owned a semi-weekly", Mr. Wolters was quoted as saying in the Editor and Publisher.

"Frank worked hard as managing editor his junior year and was slated to become editor-in-chief his senior year. But, through some unusual professorial action, the society editor of the Daily Iowan was appointed by the publication's board. The appointment at the time, not only stunned Frank, but the entire Iowan staff."

Mr. Wolters related how Starzel left college and became Managing Editor of the Iowa City Press Citizen, demonstrating to his college professors that they had overlooked a promising young newspaperman, who continued his climb upward in the newspaper business, joining AP in 1929 and becoming AP General Manager at the age of 44.

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WICHITA GIRL FIRST "VOICE OF DEMOCRACY" WINNER

Miss Joan Olden, a 15-year old pupil in the Cathedral High School of Wichita, Kans., is the first local winner in the nationwide "Voice of Democracy" contest to qualify for state eliminations, it was announced today.

The contest, open to all pupils of the 10th, 11th, and 12th grades, is sponsored jointly in connection with National Radio Week by the U. S. Junior Chamber of Commerce, the Radio Manufacturers' Association, and the National Association of Broadcasters. It has the endorsement of the U. S. Office of Education. Contestants write and deliver five-minute broadcast scripts on the subject "I Speak for Democracy".

More than 100,000 high school pupils are expected to enroll in the National Radio Week contest which will be formally launched the week of November 14-20.

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"TV FUTURE RESPONSIBILITY RESTS WITH PEOPLE", STANTON, CBS

The first responsibility for what television will become rests with the American people, Frank Stanton, President of the Columbia Broadcasting System, Monday night (Nov. 8) told the nationwide Columbia network radio audience.

Mr. Stanton spoke on the opening broadcast of the new CBS conversational-interview series, "You and..." Opening week's programs are devoted to the subject "You and Television", with Lyman Bryson, CBS Counselor on Public Affairs, doing the interviewing (CBS, Monday-Friday, 6:15-6:30 P.M. EST).

"Television", said Mr. Stanton, "like radio should be a medium for the majority of Americans, not for any small or special groups. Therefore its programming should be largely patterned for what these majority audiences like and want.

"I say 'largely' rather than 'entirely' because we do not want, nor intend to ignore minority interests in television programming any more than we do in radio. Ideally, there should be something on the air for everyone, whether this is television or radio air. And since the whole purpose of television programming is to attract and please the audience, you can be assured that we will get something on the air for everyone, as much as it is humanly possible."

Another reason television must please its audience, thus giving the American people themselves control of television programming, Mr. Stanton pointed out, is that television "must pay its own way."

"Television does not operate in America, anymore than radio, under any system of government subsidy or government funds", he said. "This is a different system than is common in other countries, where radio - and presumably television - will be operated and controlled by the government. What this means, in these other countries, is government control of programming. The people there can only hear what the government thinks they should hear. That's very different from the American system of putting on the air what the people want to hear."

That does not mean, however, that the government has no function to perform in American radio and television, Mr. Stanton said, adding:

"There is a very vital function the government performs that has made an extremely important contribution to the development of radio, and will do so again in the development of television.

"The Federal Communications Commission has the responsibility for deciding just where television stations will be located, how many of them there will be, and when they can be built. This involves many complex engineering and economic factors to insure maximum service in any area, and for the nation as a whole, and we broadcasters are giving all the possible help we can to the Commission in its engineering planning.

"The Commission also has the responsibility to regulate the technical operation of television and radio stations generally, and to insure their general operation in the public interest. But in accordance with our deepest American tradition of freedom of the press, of speech and of radio, the Commission, we feel, does not have the power to control what particular types of programs television or radio may offer to the audience. Only the people, in the final analysis, can vote yes or no on that."

Development of television networks, Mr. Stanton said, will play a major part in the future of television, as it has in radio. In fact, he pointed out, networks seem even more essential to television than they proved to be to radio, for "programming costs to the individual station are so very much higher in television than in radio, that only by sharing these costs over many stations can the quality and scope of television programs be consistently expanded."

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ASSERT SAME THING THAT HAPPENED TO TRUMAN HAPPENED TO FMA

"Charged with the current of progressive thinking that is electrifying postwar America, FM broadcasting has grown 100-fold from a \$10,000,000 business in 1946 to a billion-dollar industry", the FM Association stated today (Wednesday, November 10).

"A survey, revealing FM's astounding growth, was begun by the FM Association late last Summer under the regime of Everett L. Dillard, who retired as Association president in late September.

"The same thing happened to President Truman that has happened to FM", said an FMA statement. "In the past two years FM has become strongly entrenched in the hearts of the people. This is evidenced in the growing demands for FM sets as new stations begin operations almost daily."

"Many top personalities in radio failed to see FM's future", commented Mr. Dillard after checking results of the survey. "They overlooked the facts. The political pollsters in the recent Presidential campaign likewise became aware that the facts did not support the theories."

The former FMA president has kept in close touch with FM developments since the advanced art of broadcasting was introduced to the public in November, 1935, by its inventor, Dr. Edwin Howard Armstrong. Mr. Dillard heads the first post-war commercial FM network - Continental Network, and operates two independent FM stations, the pioneer KOZY, in Kansas City, Mo., and WASH, in Washington, D.C.

When the third quarter of 1948 closed September 30, RMA member manufacturers had produced a total of 2,409,522 FM units. It is conservatively estimated that an additional 175,000 FM sets were incorporated in postwar television receivers produced by RMA members but not reported as FM units by the RMA.

Another 300,000 FM units were estimated to have been turned out by non-members of the RMA, the FMA statement continues, bringing the total as of September 30, 1948, to approximately 2,880,000, an increase of 2,794%. FM stations on the air have increased 942% since 1946.

In line with the vast expansion of FM as an industry, the FM Association also has grown. Since offices were opened in Washington, Feb. 1, 1947, the FMA membership has jumped 266%, the Association reported.

"Straight FM sets at less than \$30 are now on the market", said the FMA. "Table model FM-AM receivers selling at less than \$60 also are available. Soon we will have FM sets for automobiles and FM in battery portables. Why? Because the American people are demanding them. These are facts uncovered by the FMA in its Progress Study.

"The sooner the radio industry as a whole begins dealing in facts concerning FM, rather than theory and opinion, the sooner the 'experts' will realize that they're wrong if they feel the people of the United States don't want FM. They certainly do."

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METAL TUBES USED IN DU MONT VIDEO

Allen B. Du Mont Laboratories, Inc. last week introduced four new television receivers with fifteen-inch metal cathode ray direct viewing tubes at a dealer showing in the Pierre Hotel, New York City. The company is the first major producer to place television sets with metal tubes on the market.

Ernest A. Marx, General Sales Manager of the Receiver Division, declared that quantity production of metal tubes is the first concrete step taken to reduce prices of television shortage bottleneck. He said they can be manufactured more cheaply than all-glass tubes and will force glass blank producers to lower their prices. Savings effected in tube production costs will be reflected in lower end-product prices, according to Mr. Marx.

Tube construction is in the form of a chrome steel cone which seals the actual viewing face made of glass. No performance difference is evident between all-glass and metal tubes, according to Irving G. Rosenberg, General Manager of the Tube Division. He emphasized that DuMont, which acts as quantity tube supplier for other manufacturers, will use the metal tubes to fill its own needs for some time before shipping to competitors.

Mr. Rosenberg also stressed that the metal tubes were developed to aid in breaking the tube bottleneck only and added that production will still center on all-glass tubes. He pointed out, however, that metal tubes will be used in some twelve and twenty-inch models.

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::: SCISSORS AND PASTE :::  
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After the Victory Bawl!

(Mary Van Rensselaer Thayer, in "The Washington Post")

Starting around 10:30 Tuesday evening, red faces became de rigeuer in our fancier fashionable, as well as intellectual, circles. At that hour what promised to be a frenzied Republican victory party at the Statler was beginning to dissolve into exceedingly thin and chilly air. Instead of bright lights and whoopee, like Mickey Mouses scurrying from a burning building, sober Republicans exited from the side door in a steady stream. Turning up collars, tightening furs against damp, not as much as a dimple was shown, there wasn't a smile in a carload.

Upstairs suite after suite was semifilled with stunned Deweyites. The largest room, equipped like a theater, offered television and a ceiling-high blackboard for chalking up returns. As the audience began to melt a brace of pretty girls stepped to the microphone, launched a round of songs. The audience responded lukewarmly, voices quavering unhappily off key.

In the corridors radio men set up shop, sitting on sofas, murmuring confidentially into their mikes. When one signed off, the chief broadcaster linked his office: "No, no, no, NO! We've given you everything we've got. We don't know any more than you!" he snarled sourly.

Intruders were barred from a door marked "Press". "We're not serving drinks", snapped the distraut guardian.

In smaller rooms where important Dewey workers beehived, radios droned unheeded, talk rippled low "Illinois, California, New York, Pennsylvania, Ohio" ran the mumbled refrain. Small groups huddled, searching some out, balancing electoral, popular votes like overloaded jugglers. Gloom was a physical fact, you could practically lay hold of it, touch it with a finger.

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"What, Me Climb Up There?"  
("Variety")

The question of making annual inspections of high radio and television sending towers in St. Louis has become a perplexing one for Building Commissioner A. H. Baum, who sees a solution by the introduction of an ordinance requiring radio stations to hire and pay competent engineers to make the inspections.

In addition, the ordinance will require the radio stations to pay a \$2 annual fee for the filing of the engineers' reports.

Baum said, "I wouldn't send one of my men out to do it. And I wouldn't climb one of those towers myself. Yet, they can't be inspected from the sidewalk."

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O'Dwyer And Radio  
("Editor & Publisher")

New York's Mayor William O'Dwyer told members of the Federal Communications Commission last week that it may become necessary for the city to have its own radio station "to tell our own side of the story in our own way." (New York City already has its own station, WNYC, and the Mayor was originally pleading on behalf of its petition for authority to broadcast election night returns. FCC denied the appeal this week.)

Mayor O'Dwyer's statement about the necessity of telling "our own story" was prefaced by an insinuation that newspapers and radio stations do not now tell the city administration's own story adequately or fairly.

He implies, therefore, that if the administration doesn't get a "better break" in news and editorials WNYC may be forced to become a strictly propaganda station for the city. Such a development would not only be contrary to rulings of the Federal Communications Commission but against the public interest.

Firstly, the Commission has not yet ruled that radio stations may broadcast their own "editorial policy." The activity proposed by O'Dwyer would certainly give WNYC such a policy.

Secondly, when governments (local, or otherwise) start using communications facilities for their own ends they become strictly propaganda organs and perform only one function - to perpetuate the administration in office.

We hope the FCC will guard against this, or any succeeding administration, turning the city-owned radio station into a 100% propaganda organ for the selfish aims of incumbent politicians.

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British Have New Television Camera  
(Wm. Holt in BBC Magazine "London Calling")

The latest product of the factories I have visited is an entirely new television camera that is many times more sensitive than the ordinary kind in use today. Outdoor broadcasts will now be possible until dark. In the case of sporting events, poor light will stop play before it stops television. The firm also claims that viewers will be able to enjoy television in a room where there is just enough light for other people to read, or write, or knit.

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"Candid Microphone" Dropped Lacking Sponsor  
("Variety")

Chalk up another K.O. for the Sad Saga of Sameness. "Candid Microphone", despite the kudos it piled up as one of the freshest radio ideas to come along, has been shown the exit door, for want of a sponsor.

One of the most talked-about shows of recent years, Allen Funt's stanza was optioned many times and ABC program veepee "Bud" Barry steadfastly believed it would eventually land a bankroller. When the budget axe fell recently, however, and "Miko" still was sponsorless, Barry reluctantly loped it off. The filmed version, though will stay on ABC-TV.

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::: TRADE NOTES :::  
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Lon A. Cearley has been elected Vice President and Controller of RCA Communications, Inc., 66 Broad Street, New York City, it was announced Monday by H. C. Ingles, President. Mr. Cearley, a native of Arkansas, joined RCA Communications in February, 1945. He previously served as Chief Accountant of the Arkansas Department of Public Utilities and as Accountant-in-Charge of the St. Louis and New York offices of the Federal Communications Commission.

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Philco Corporation and 43 of its distributors in "television cities" have provided thorough training courses in television installation, maintenance and repair to more than 5,000 servicemen.

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The "transistor", an electronic device expected to replace the radio tube, will be demonstrated at a meeting of the Washington chapter of the Armed Forces Communication Association at 6:30 P.M., November 18 in the officers' club at Fort Leslie J. McNair. The device will be demonstrated by Dr. J. W. McRae, Director of Electronic and Television Research for the Bell Telephone Company. Dr. McRae also will discuss current research in connection with microwave transmission, electron tubes and fundamental physics, Frederick G. Macarow, chapter president, said.

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John F. Hardesty, Sales Promotion and Publicity Director for Station WOL, Washington, is resigning from that position as of December 1 in order to assume the post of Director of Special Events, Publicity and Sales Promotion for Television Station WOIC, Washington.

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A mechano-electronic triode transducer, first commercial electronic device capable of translating mechanical vibration into audible or visual signals, has been announced by the Tube Department of the Radio Corporation of America.

The new measuring instrument is an electron tube, smaller in diameter than a cigarette, only half as long, and weighing 1/16 of an ounce. The diameter is only 0.328 inch. The tube is capable of measuring vibrations as delicate as those caused by a fly walking on a steel beam or those of a remote earthquake.

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A revised map of the standard time zones of the United States and adjacent parts of Canada and Mexico has been issued as Miscellaneous Publication M190 of the National Bureau of Standards. The time zone boundaries, based on the most recent rulings of the Interstate Commerce Commission, are shown as of January 1, 1948. This map is available only from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C., at 15 cents a copy.

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# HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W.

Washington 8, D. C.

Robert D. Heinl, Editor

Founded in 1924

NATIONAL BROADCASTING CO., Inc.  
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November 17, 1948

DR. ARMSTRONG O.K.'S "PHONEVISION" AS "THOROUGHLY WORKABLE"

In an endorsement of the system of television by telephone, known as "Phonevision", devised by the Zenith Radio Corporation, Dr. Edwin H. Armstrong, outstanding radio engineer, stated last week that it was entirely feasible. In fact, Dr. Armstrong, himself the inventor of the superheterodyne radio circuit and the method of eliminating static in radio by means of frequency modulation (FM), recalled that some years ago he had tried out the "phonevision" idea but had to give up the experiments because of the demands upon his time in developing FM.

With regard to "phonevision", Dr. Armstrong, who is Professor of Electricity at Columbia University, wrote to Commander E. F. McDonald, Jr., President of the Zenith Radio Corporation, as follows:

"As I promised you in Chicago, I am writing to tell you my opinion of your phonevision system, after having thought over carefully the demonstration that I saw. I am satisfied from the experiment that I saw at Mr. Brown's house in Glencoe that the system is a thoroughly workable and practicable one and that the method of accomplishing the results is novel.

"Almost fifteen years ago I had the idea of transmitting a part of the television picture over the telephone lines and eliminating that part from the picture transmitted by the radio circuit, with the same purpose you have in mind -- furnishing the solution of the 'box office' problem. However, the methods that I used would not work out on the existing telephone lines and as I had the FM system to develop I did not continue work on it. The scheme that you are using today did not occur to me.

"Your boys have exercised an extraordinary amount of ingenuity not merely in overcoming existing troubles but in arriving at a solution for difficulties that may arise in connection with the commercial installation of the system on a large scale, and I am quite satisfied that you now have the technical solution of the box office problem. After having overcome the technical difficulties, all you have left to overcome are those forces set in motion by men, the workings of which are known to both of us from our experience in getting the FM system into operation.

"You understand, of course, that the last thing I want to do is to assume the role of an expert in the field of commercial exploitation, and while I would not want to say that television stations may not support themselves in other ways, it looks to me as though the greatest attraction of all -- movies in the home -- will have to be paid for directly, and phonevision seems to me to be the only way to do it."

Although accompanied by little publicity, it has been known for sometime that high officials of the Federal Communications Commission and top executives of the broadcasting industry have personally

witnessed demonstrations of "phonevision" in Chicago. Among these have been Wayne Coy, Chairman of the Federal Communications Commission, FCC Commissioner George E. Sterling, formerly Chief Engineer of the Commission, Niles Trammell, President of the National Broadcasting Company; Dr. Frank Stanton, President of the Columbia Broadcasting System; Edgar Kobak, President of the Mutual Broadcasting System, Commander T.A.M. Craven, former FCC Commissioner and Chief Engineer, now Vice-President of the Cowles Broadcasting Company, and W.R.G. Baker, Vice-President in charge of television of the General Electric Company and whose television station WRGB at Schenectady bears his initials.

Likewise it is no secret that motion picture industry people are also following the development of "phonevision" and among those who have witnessed demonstrations in Chicago recently have been Eric A. Johnston, President of the Motion Picture Association of America, Charles Moscourtz, Vice-President of Metro-Goldwyn-Mayer, and others.

Most of those who have sought a close-up of "phonevision" have done so from the program content or box office standpoint but Dr. Armstrong is the first one to appraise it from a technical angle.

Contending that advertisers haven't sufficient money to pay for the type of continuous television programs that will be necessary, Commander McDonald has been telling his visitors:

"I have not been a visionary or an economic ostrich. For twenty years I have been saying that television would be a great industry one day, but it would be economically sound only when a box office for television is found. That box office has been found.

"In the very near future, you will be able to pick up your telephone receiver and say to the telephone company, 'I want to see 'Gone With the Wind' tonight in my home.' For a fee, which I believe will be about one dollar, which will be added to your bill by the telephone company, you may see this picture in your home. The movie producer can receive about 50 per cent of this dollar. The other 50 per cent can be divided between the television broadcaster and the telephone company.

"'Phonevision' makes television give a dual service. The television set of the future (and the first of these should be on the market in the Fall) will provide two types of television programs -- one that the television set owner receives free and the other, Phonevision, which will permit the same television set to receive, over the telephone wire for a fee, the pay-as-you-see movies. The additional cost to make a television set receive Phonevision is negligible (under five dollars)."

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## SKOURAS SEES U.S. TV-FILM MERGER

A majority of bigger theatres will be equipped for large screen television by 1952, is the prediction of Spyros Skouras, President of 20th Century-Fox. And by 1955, he is convinced, video and movies will be woven into one great entertainment industry.

Text of Skouras' statement follows, as prepared expressly for The Hollywood Reporter's booklet, "Television - And What The Motion Picture Industry is Thinking and Doing About It", soon to be issued:

"Large screen theatre television is moving ahead rapidly and by 1952 a majority of important theatres in the country will be equipped for television projection. The motion picture industry will then receive its greatest impetus since the advent of sound. It will be possible to form a large circuit of theatres numbering as many as 3000 or more and situated throughout the country.

"Because of their number they will be able to put on a type of entertainment that no single theatre could possibly afford. Obviously such programs could not be commercially telecast for free home consumption because of the cost. Feature films, of course, will always be the basic attraction in theatres; around them the television program will be built. For example, a theatre chain will be able to present symphony orchestras, concert artists, and popular entertainers, all on the same program. They will also be able to present adaptations of musical comedy hits, successful plays and famous operas.

"Because of the wide variety of people to whom such programs will appeal, theatre patronage will increase tremendously. Last June, 20th Century-Fox, using equipment developed in collaboration with RCA and Warner Bros., successfully projected the Louis-Walcott fight on the screen of the Fox Theatre in Philadelphia. This was the first time a major news or sports event originating at a distant point - in this case New York - was projected directly on a theatre screen in another city. The response of the audience was enthusiastic.

"Television will revolutionize the entire entertainment industry. The film business will benefit, after an adjustment period, because a large part of its overhead and distribution costs will be substantially reduced. And, since feature films will always be basic fare on theatre programs, more good pictures will be required than ever before. It is my opinion that within seven years, television and motion pictures will be woven into one big entertainment industry. Home and theatre television will complement each other.

"The 40 to 50 million people who cannot go to theatres, either because they live in remote areas or because the order of their lives makes it impossible for them to do so, will take advantage of home television. The other millions will find their principal entertainment source in the movies. There is no question that in television the motion picture industry faces an immediate challenge, but it has at the same time the greatest opportunity of its history to open up new and unprecedented entertainment frontiers."

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## BRITISH MOVIES AND BBC SEAL TELEVISION PACT

The British film industry and the British Broadcasting Corporation reached reciprocal agreement in London last week on an exchange of motion picture and television programs. Under the deal, the motion picture industry will supply films to the BBC for television showing, and in return, according to the New York Herald-Tribune, will get the rights to put BBC television features on the screens of Britain's movie houses. Details are yet to be worked out but at least six big London movie houses already are being wired for screening television; probably BBC current events features to start with.

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## NEW YORK AD EXECUTIVE JOINS DON LEE NETWORK

Appointment of Ward D. Ingram of the New York office of John Blair and Co., national advertising representatives, as Director of Advertising for the Mutual Don Lee Broadcasting System, was announced in Hollywood this week by Lewis Allen Weiss, network President and Mutual Board Chairman.

In his newly created post, Mr. Ingram will have charge of all selling, advertising and promotion for the network of 55 stations and also will be in charge of all Western Mutual Network sales.

Mr. Ingram, a native Californian, was made Sales Manager of Don Lee station KFRC in San Francisco by the late Tom Breneman when the latter was station manager there in 1936, and subsequently became Assistant Manager to William D. Pabst, who succeeded Breneman as Manager.

Mr. Ingram was graduated from the University of California in 1931 with a Bachelor of Science degree. He then joined radio station KJBS in San Francisco where he remained four years, most of the period in the Sales Department.

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## U.S. CHAMBER FEATURES BROADCASTS; STUDIO COMPARABLE TO NETS

The United States Chamber of Commerce is currently producing a coast-to-coast radio series over the network of the American Broadcasting Company under the title "Let Freedom Ring". It is broadcast at 10:30 P.M. EST, every Tuesday night from the Hall of Flags in the National Chamber Building in Washington.

There are several unusual features involved. For these broadcasts the National Chamber has built sound effects comparable to those employed by the networks in Hollywood and New York. A portable control booth has been installed. Damping screens had to be installed to minimize the echo in the large auditorium.

The broadcast of Tuesday, November 23rd, will tell about the founding and growth of Sears, Roebuck and Company. The last broadcast of the month - November 30 - will be a story of oil coming to the Cajun country of Louisiana - pioneering work of Standard Oil.

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SERVICING HOME SETS BECOMING BIG BUSINESS, SAYS BALCOM, RMA

In a Radio Week pep talk, Max F. Balcom, Vice-President of the Sylvania Electric Products, Inc., and President of the Radio Manufacturers' Association, gave to a "town meeting" of the Boston Radio Technicians last Monday night, he said in part:

"The servicing of home receivers, particularly the new TV sets, is rapidly becoming a big business, and it will require well trained technicians who are familiar with the instrument they are servicing and the most modern techniques for detecting and correcting any trouble that may develop.

"All of us in the radio industry are having to, in effect, go back to school to keep abreast of the rapid developments in television. While closely akin to radio, television is different in so many respects that everyone - from the design engineer to the dealer-salesman - has had to start from scratch to produce and market this new and exciting product. Television requires new production techniques and know-how. It requires new marketing and selling methods. And TV sets require new servicing knowledge and practices. \* \* \* \*

"No competent radio technician today need have any fear that television or any other new broadcasting service will put him out of business. On the contrary, his chances for increasing his profits and making his economic position more secure were never so good as they are today. But he will have to do what every other professional man has to do - learn everything he can about new equipment and techniques as they appear in his field.

"There are many reasons why television and, to a lesser degree, FM broadcasting have made all of our jobs more difficult and more painstaking. However, there is one obvious reason why neither an incompetent set manufacturer nor an untrained serviceman can hope to stay in the television business very long. That is because, in broadcasting at least, the ear is much easier to fool than the eye.

"No doubt all of you have met the radio listener who is so used to listening to the distorted tone of his old radio that he thinks there's something wrong when he hears the clear tones of a modern set. Many listeners are tone deaf or have tin ears and consequently fail to appreciate the high quality reception and amplification found in today's better radios. The ability of an FM receiver to reproduce music with much higher tonal ranges than can an AM set, for instance, means little to such listeners.

"However, almost anyone, whether or not he wears glasses, can immediately detect a faulty television picture. He doesn't need a musical education to note that reception is distorted or unclear. And he's even more at loss than he was with his radio as to what he can do about it. So he just picks up the phone and calls a serviceman or the dealer from whom he bought it.

"Similarly, this televiewer may not have the slightest idea what you're doing when you repair his TV set, but you'll hear from him mighty quick if the results aren't satisfactory.

"The radio technician today is one of the most important factors in the industry in this rapidly expanding television field. Unless a television set owner can get proper servicing, he may soon lose his initial enthusiasm for this new medium for home entertainment or even turn sour against it. A shortage of qualified television servicemen may prove a deterrent to television set buying and thus actually reduce receiver production and sales.

"Moreover, the radio technician who calls at a home to install or service a TV or radio set is the liaison man between the set manufacturer and the buyer. He is in a position to do an excellent public relations job for the industry because of his personal contact with the set owner - a contact the manufacturer seldom, if ever, makes."

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MULLEN ASSURES FCC RICHARDS STATIONS CHARGES UNFOUNDED

Frank E. Mullen, President of the three radio stations controlled by G. A. Richards, KMPC, Los Angeles, WGAR, Cleveland, O., and WJR, Detroit, has expressed fullest confidence that "news-slanting" and other charges made against Mr. Richards will be disproved.

Mr. Mullen, formerly Vice-President and General Manager of the National Broadcasting Company, made this statement in connection with an announcement by the FCC that it would hold public hearings on the manner in which news broadcasts had been handled by three large radio stations controlled by G. A. Richards of Los Angeles.

The Radio News Club of Los Angeles, composed of radio station employees there, filed a formal complaint with the FCC last February concerning KMPC's news broadcasts.

The complaint alleged that Mr. Richards had instructed his staff that news concerning specified individuals, groups and events "should be slanted, distorted, treated in a fashion specified by Richards in order to promote his private views and interests" in the political, social and economic fields.

The Club alleged that one KMPC employee was dismissed for failure to follow the alleged instructions.

The Commission, on its own motion, broadened the resulting investigation to include news broadcasting by WGAR and WJR, the other Richards stations.

Today's announcement said the Commission investigation had developed evidence "tending to substantiate the information submitted by Radio News Club."

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COY, FCC, AGAIN WARNS RADIO, MOVIES, TV MAY CUT THEIR REVENUE

At "Television Day" of Radio Week staged by the Rotary Club of Chicago yesterday (Nov. 16), Wayne Coy, Chairman of the Federal Communications Commission said that where the advertising support will come from to support television is a matter of conjecture.

"Many people in the industry believe that television will not necessarily get its advertising support by depriving other media of its present advertising support", Chairman Coy said. "They point to the fact that with the advent of radio, it was believed that we had already reached the all-time high advertising expenditure.

"Those expenditures in 1927 were less than five hundred million dollars. In 1947 the advertising volume on radio alone was in excess of the total of all advertising expenditures in 1927. And, the total expenditure for the major media were in excess of two billions of dollars.

"Sound broadcasting has not been particularly successful in tapping any substantial portions of the advertising budgets of department stores and similar retail services. Television, as a demonstration sales medium, may be able to tap this source without serious adverse effects on radio advertising. But it may have serious consequences in terms of newspapers and magazines.

"My own impression is that as television grows, there may be a temporary loss of advertising volume by one medium or another to television, but that in the long run television will serve to create larger advertising expenditures. Perhaps the most significant thing of all in terms of the competition of the various media for the advertising dollar will be the kinds of adjustments which the various media will make.

"The great industry of sound broadcasting, with its 3,000 stations in operation or under construction, is in for serious re-adjustments. When television comes into a home, the interest swings sharply away from the sound broadcasting set. A recent check indicates that people who own television sets use those sets twice as much as people in non-television homes use their radio sets. As television progresses, persons conducting both television and sound radio stations will, I believe, abandon the latter to concentrate on the former because of the incompatibility of the two services under one management.

"Sound broadcasting in the metropolitan areas will always be necessary to supplement television. In the rural areas it will be expanded.

"Newspapers will need to readjust to new competitive conditions when thousands of their subscribers see and hear the big news events of the day just as they happen.

"The motion picture industry seems to be in for a period of great readjustment. This new electronic medium, television, becomes a competitor to the motion picture exhibitor in more ways than one.

Surveys show that when families acquire television sets their attendance at theaters dwindles seriously. Theaters may meet this challenge by improving their programming, and it is altogether possible that they may use the very art of television to bring to their theaters outstanding public events simultaneously with television. Until there is a saturation of television receivers in this country, there will certainly be a large audience for such events in theaters.

"The phenomenal growth which television has had and the predictions for its future development have been accompanied by all sorts of dire predictions as to the future of other media of information, entertainment and education. I think it is certain enough that television itself has a very bright future and that within a very few years it will grow to be a tremendous industry. I think it is likewise equally certain that the growth of television is destined to have far reaching effects on other means of information, entertainment and education. But it seems to me to be a serious mistake to suppose that television must inevitably grow as an incubus, by sucking out the life blood of other media.

"Contrariwise, I think it would be most unfortunate for the economic well-being of our country if other media should stick their heads in the sands and assume that this new development may not affect them adversely. In the first place, television is going to get its audience from someone. In fact, it may get its audience from a composite of places -- from radio, from the movie houses, from the legitimate theaters, and from sports events, and it may attract listeners who otherwise devote their time to reading the newspapers and the magazines. It's a cinch that no one can listen to the radio and watch television at the same time. It's a sure bet that no one can attend a prize fight and see a televised vaudeville show at the same time. There will be competition between these events and the different media. But the indications are that television is going to be the most dynamic media of all in terms of attracting audience -- that is, if the programming of this new service is of high quality."

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RADIO INVENTORS KEPT BUSY

The Radio Corporation of America last week received patent rights in an electrolytic signal recording system patented (No. 2,453-484) by Charles J. Young of Princeton, N. J.; a sound-to-image transducing system apparatus for ascertaining the structure of an object in water (No. 2,453,502) by Glenn L. Dimmick of Indianapolis, Ind.; and an electrostatic microwave energy measuring apparatus (No. 2,453-533) by Lowell E. Norton of Princeton Junction, N. J.

A field-intensity indicator for high-frequency radio waves (No. 2,453,160) was patented by Abraham Ringer of Eatontown, N.J., and assigned to the United States as represented by the Secretary of War; a searchlight control system (No. 2,453,175) by Donald A. Youngson and Robert E. Matthews of Devon, Conn., assignors to the General Electric Company, and a microwave power measuring apparatus (No. 2,453-283) by John W. Tiley of Philadelphia and David E. Sunstein of Elkins Park, Pa., assignors to the Philco Corporation.

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SEN. BRIDGES QUESTIONS RADIO, MOVIE, SALES SERVICE

The question of whether some top-flight radio and screen performers are paying their full share of income taxes was raised by Senator Styles Bridges, Republican, of New Hampshire.

Writing to George J. Schoeneman, Commissioner of Internal Revenue, Mr. Bridges said, according to the New York Times, he had been advised that some stars had contracted their services on a "sale of a business" basis and that the sale had been negotiated under the capital gains provisions of the tax laws.

"It is my understanding", the Senator said, "that the result is an avoidance of normal income tax payments on personal income derived from personal services rendered."

(The capital gains rate is a flat 25 per cent, while income tax rates graduate to about 75 per cent.)

Without naming any persons, Mr. Bridges stated that he understood further that other "sales of services" were being planned, then added:

"I am told that officials of the Bureau of Internal Revenue have made an official ruling regarding the legality of these transactions, and I should like to be informed regarding that ruling and the basis for it.

"It is apparent that this 'sale of a business' procedure by high salaried persons whose income is derived from what is ordinarily considered to be personal services is resulting in a loss of revenue to the Government, and if continued the total loss would be sizable.

"Therefore, I should appreciate it very much if you would make available to me at your earliest convenience a copy of the Bureau of Internal Revenue ruling which I am told has been made and inform me regarding the basis for that ruling."

Mr. Bridges said that he would present any information he received to Senator Eugene D. Millikin of Colorado, Chairman of the Finance Committee, which handles revisions of tax laws.

At the Bureau of Internal Revenue, it was said that no official general ruling had been made, but that there had been "correspondence" in connection with such sales of service.

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The New York Police Department will acquire 350 new radio cars in the near future, some 175 of which will be used to replace old equipment. He said that 100 new motorcycles and thirty-three new sidecar motorcycles also would be added soon, all radio equipped.

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RADIO STATIONS FILE CONTEMPT CASE ANSWERS

Four of five Baltimore area radio stations cited for contempt for handling of news concerning the Eugene James murder case have now filed answers to the charges, according to an Associated Press report Monday, November 15.

The latest reply, from Station WITH and its News Editor James P. Connolly, charges the controversial Baltimore court rule under which the stations were held in contempt is unconstitutional.

Supreme bench Rule 904 prohibits publication or broadcast of information about an accused man if the information is obtained between the time of his arrest and the time of his trial.

WITH and Connolly contended that James, who was sentenced last week to be hanged for the knife-slaying of 11-year old Marsha Brill, was not in custody of the court at the time the alleged contempt was committed.

They said the information they broadcast after James was arrested was obtained by telephone from a "responsible public official" at 7 P.M., July 8. James, they claimed, was not formally charged until 45 minutes later.

In addition, they contended the alleged offense did not constitute a "clear and present danger . . . to the impartial administration of justice"; that Supreme Bench Rule 904 violates the declaration of rights and is a restraint on publication, that the rule is discriminatory.

In previous replies, WFBR and WCBM called the rule vague and indefinite and a violation of freedom of the press.

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DECLINE IN CUBA'S RADIO IMPORTS

Cuban imports of radio receivers during the first 8 months of 1948 totaled 56,275 units valued at \$1,497,914, compared with 90,303 units valued at \$2,637,932 during the corresponding period of 1947. Of the total imported in the 1948 period, 55,546 sets were from the United States and 729 were from European sources, the U. S. Commerce Department reports.

The decline in imports was caused principally by the receipt of large numbers of 5- and 6-tube models in 1947, according to trade sources. Normal annual requirements for receiving sets are estimated at about 35,000 units, but the trade estimates that a maximum of 50,000 new units can be marketed in extraordinarily good years - the average import rate per year in 1946, 1947, and 1948 (the latter based on data for the first 8 months) was roughly 100,000 sets. A drastic price reduction on present stocks is reportedly contemplated in order to step up sales and gradually permit the importation of newer models.

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"DON'T SELL RADIO SHORT YET" - MARK WOODS, ABC PREXY ADVISES

Despite the fact that the American Broadcasting Company is apparently going places on television developments, Mark Woods, its genial president, advises against singing a swan song just yet for the present system of broadcasting sound. Mr. Woods sees plenty of room for both for sometime to come. He says there will be a place for audie networks and it is his belief that such networks will consist of many FM stations supplemented by strategically located high powered AM transmitters to serve the more sparsely populated areas of the nation.

"As the potential of television is further explored and developed, as transmission facilities are extended, as more TV stations go on the air and sets in use increase, TV, on a network basis, will greatly expand our present system of radio networks," Mr. Woods wrote in Variety recently.

"This belief is predicated on several factors. One of these is that news and music will come more and more to the fore in the sound broadcast field as television develops, and FM is ideally adapted to the presentation of both. While television, with its immediacy to the listener, can do a wonderful job on pre-arranged special events, sound broadcasting can still do a faster job on spot news events.

"Another factor that will operate to insure continuance of sound broadcasting is that many of the favorite musical features heard on radio today would not, in my opinion, be greatly enhanced by being televised. You can enjoy a piano recital, a concert, a chorus or a soloist audibly without seeing the artist - witness the listening of any group of music lovers. FM can do a splendid job in the music field.

"A third factor in the continuance of a system of sound broadcasting is the economic one. There are areas throughout the country where, at least for many years, it will be almost physically impossible or financially unprofitable to offer television service. All of these areas, however, are now served by AM broadcasting and can and will be served by FM outlets, or by the high power AM transmitters I mentioned earlier.

"Nonetheless, the broadcast picture of the future is that on the television screen. And broadcasting techniques and thinking will have to be geared immediately to the potent new medium.

"Certain types of radio programs, I think, will be readily adaptable for television and will be considerably enhanced by the combination of sight and sound. A 'Breakfast Club', for example: a Fred Allen or a Fred Waring program will undoubtedly have greater entertainment value in video than in an AM broadcast. Drama will really come into its own with the addition of sight to sound and so will comedy. You'll see the antics that produce those studio-audience laughs which sometimes puzzle you when you merely hear them."

As to television itself and ABC's plans, Mr. Woods concludes:

"To the advertiser, television offers the greatest conceivable medium for his message. Television's impact will be tremendously greater than that of radio, up to now the most potent of the mass media. To utilize it to its utmost capacity will call forth new advertising techniques which will open up new opportunities in the advertising and merchandising fields. These, in turn, will evoke new advertisers and advertising revenues by which the medium will be supported, as has our current system of network broadcasting.

"All of us in that system of broadcasting, networks and independent stations alike, are moving forward steadily in the development and refinement of the video medium. The American Broadcasting Co., for one, will have ABC-owned and operated television stations on the air in New York, Chicago, Detroit, Los Angeles and San Francisco by the end of this year. We are adding TV affiliates steadily. We are already programming to a television network on the eastern seaboard.

"Our plans call for the establishment of three regional TV networks - one on the East Coast, one in the Midwest and a third on the Pacific Coast - which eventually will be linked into a coast-to-coast network. We are determined to achieve and to maintain a dominant position in the television-broadcasting picture.

"For television, in my belief, will become the catalyst which will accelerate the whole field of communications and of entertainment."

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GEN. AKIN ADDRESSES ARMED FORCES COMMUNICATIONS ASSOCIATION

Many of today's advances in the field of communications are directly attributable to the joint efforts of industry and government, Maj. Gen. Spencer B. Akin, Chief Signal Officer of the U. S. Army, declared at a luncheon meeting of the Philadelphia chapter, Armed Forces Communications Association.

The luncheon, which was held at the Hotel Barclay Nov. 15 in conjunction with the Signal Corps' exhibit at the World Hobby Exposition in the Commercial Museum, stressed the necessity for continued cooperation between the armed forces and industry.

"Liaison between the government and the communications industry, is achieving great advances in electronics", General Akin said. "Today's unsettled world conditions make imperative even greater cooperation."

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::: SCISSORS AND PASTE :::  
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Better Programs Increase the Chicago Television Business  
(Larry Wolters of the "Chicago Tribune" guest contribu-  
tor to the radio page of the "New York Times")

Television hereabouts meanwhile is beginning to bring in something more than a houseful of guests. Up to last April, when Chicago got its second station in WGN-TV (WBKB had been on the air since 1940) the neighbors complained about the character of the television shows as well as the quality of the images. But they came back. Then along came WGN-TV and WENR-TV, and now WNBQ is just beginning to do its first programming.

With four stations to choose from Chicagoans have been rushing out to buy receivers and have swiftly joined the ranks of those who complain because two good shows are on TV at the same time. A year ago our household was the only one in the block that had a television set. Up to early last week there were eleven.

Viewers are seeing plenty of junk, but they are also finding some exciting looking on their screens. Chicago spawned many a great radio program in the early days and it is showing some disposition to use its think-tank in the video realm. Knowing that it cannot hope to compete with New York or Hollywood in the realm of glamor, it is coming up with numerous idea shows. Some of these are terrible and are promptly scrapped after one try. But a small group of sufficient appeal has already been developed so that "jean-agers" grades already have dropped two points and home-work seems to be out of the question in video-equipped living rooms.

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Editors, Fearing Radio Accused Of Withholding News  
("Editor & Publisher")

In its report on AP membership participation, the continuing study committee of the Associated Press Managing Editors Association said the presence of radio competition caused many editors and publishers to refuse to give their local news to the AP promptly.

Newspaper executives who still think of radio as a news competitor are overlooking the historical record.

Radio has expanded tremendously in that period and contrary to the expectations of many 15 years ago it has not won away any newspaper readers or sapped the public's interest in the printed word. Instead, the flashes and bulletins of news on the air, which of necessity are brief and sketchy, have whetted the public's appetite for more news, more details.

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Toscanini Again Televised; Critic Unenthused  
("R.P." in "New York Times")

Arturo Toscanini went before the television cameras for the third time yesterday when his regular Saturday concert with the NBC Symphony was both telecast and broadcast from Radio City studio.\* \* \*

In this there were interesting double images, the handsome conductor being seen in close-up while the chorus was seen on a smaller scale in a dimmer exposure that gave the illusion of showing behind and through his head. And throughout there was a studied attempt to relate the camera work with the music.

But the conviction was deepened in one watcher that concerts should be heard and not seen. The images on the screen fought for the mind's attention and generally won out over the ears that were trying to concentrate on the music's sound. And the images certainly succeeded in shifting the emphasis from the music to the performers.

This stress on performers rather than on music is one of the things bedeviling music in this country. If television concerts catch on, it is sure to be accelerated. The likelihood of wide popularity, though, is still to be determined.

Because there were only three cameras in stationary positions and they were obliged to pick up their shots under concert conditions, yesterday's program on the television screen seemed like an inferior motion picture.

But after this one grew tired of the switching back and forth from a limited number of shots at fixed distances. It was good to return to the studio for the closing Hungarian Dance No. 1 in G minor, where the orchestra could be heard in its full splendor and the eyes were no longer limited to a small rectangular screen.

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"Voice of America" Also Guessed Wrong"  
(Drew Pearson)

There was a good reason why the Voice of America so consistently informed Europe that Dewey was going to be elected. Charles Thayer, New York manager of the "Voice", was in constant touch with Allen Dulles, brother of John Foster Dulles, and one of Dewey's right-hand men.

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::::  
:::: TRADE NOTES ::::  
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Dr. Vladimir K. Zworykin, Vice President and Technical Consultant of RCA Laboratories Division, Radio Corporation of America, received Monday last the Chevalier Cross of the French Legion of Honor for his outstanding contributions in the field of television. The award coincides with the 25th anniversary of Dr. Zworykin's invention of the iconoscope, television's first electronic "eye".

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A seven-member industry committee will be named to encourage employment of the Standards of Practice adopted by the National Association of Broadcasters at its annual meeting in Los Angeles this year.

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Edward Johnson, General Manager of the Metropolitan Opera Association of New York, testified last week in the Association's suit to bar the Metropolitan Opera Company of Chicago from using that name. He said that subscriptions from opera-lovers last year amounted to \$700,000 and that broadcasts of the company's Saturday matinees on an ABC national network brought in \$100,000 more.

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Dr. Frank Stanton, President of the Columbia Broadcasting System, is a member of the committee of research authorities appointed by the Social Science Research Council to find out why or where poll takers erred in predicting the outcome of the presidential election.

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The new RCA 50-kilowatt FM transmitter installed by Station WTMJ-FM, of Milwaukee, Wis., which is said to be the nation's first high-band, super-power FM station, is affording excellent reception to listeners within a radius of 105 miles, it was disclosed by the RCA Engineering Products Department. The transmitter began commercial operation on September 18.

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"Radio and Television Law" is the title of a book by Harry P. Warner, a Washington lawyer and published by Mathew Bender & Co., Albany. It is a history of broadcasting with all the multiplication of rules and regulations that has marked its development, written for owners of radio stations or anyone interested in the laws and history governing them.

It is more than 1000 pages, bound so that changes that affect the subject may be added as they occur.

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According to estimate advertisers spent \$1,000,000 sponsoring newscasts Election Night.

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Contents of Radio Age, published by the Radio Corporation of America for October include:

Ultrafax: Million Words a Minute; Television Presents "Task Force TV"; Sarnoff Speaks at Eisenhower Ceremony; New Large-Screen Television Projector; More Channels for Television; Training Technicians at RCA Institutes; Making Fine Mesh Screens; Pack Transmitters Grow Smaller; The Meaning of Trade-Marks, etc.

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No. 1852

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November 24, 1948

## ARMSTRONG STIRS RADIO CLUB WITH 35-YEAR OLD FM HOAX STORY

Major Edwin H. Armstrong, Professor of Electricity at Columbia University, in presenting a paper before the Radio Club of America at the Engineering Societies Building in New York, under the innocuous title "A Study of the Operating Characteristics of the Ratio Detector and Its Place in Radio History", made disclosures last Friday whose repercussions it was said would be heard for a long time to come.

One of those present at the Radio Club meeting even went so far as to declare:

"Not since the brief filed a year ago by Major Armstrong which was followed immediately by the resignation of former Chairman Charles R. Denny from the Federal Communications Commission, has such an explosion occurred in the radio industry."

This was caused by Major Armstrong going back 35 years ago at the Radio Club, and recounting the story of a hoax that he said had been put over on the men then in the art by a device known as the ultraudion. This device, which was the same as the regenerative circuit - Major Armstrong's first invention - had its diagram drawn in such a way that it could be presented as something different from Major Armstrong's invention. By way of documenting the story, the speaker referred the audience to published articles and quoted liberally from the Proceedings of the Institute of Radio Engineers of the past, which showed how he said the hoax had been exposed.

Dr. Armstrong then drew the parallel of RCA's ratio detector circuit which had been explained to the art as something different from Major Armstrong's FM and which was supposed to operate in a very mysterious way.

By redrawing the diagram of connections and by showing oscillographic pictures of the currents in the circuits, Major Armstrong demonstrated that the explanation advanced by R.C.A. was not correct and that the ratio detector was nothing but another form of his FM invention. He also showed the apparatus working in the lecture hall and repeated the tests with an oscilloscope to demonstrate the effect before the eyes of the audience, which consisted of many members of the legal profession besides leading engineers of the industry.

Then, making a most unusual departure for a technical paper, Major Armstrong recounted some Civil War history in which a copy of General Lee's orders fell into the hands of General McClelland and enabled the Union forces to repel the first Confederate invasion of the North in 1862. Major Armstrong brought forth what he termed a "similar document" which had fallen into his hands.

This document turned out to be a report by the Patent Counsel of the Philco Radio Corporation on the R.C.A. ratio detector. The report, which had been filed with the Securities and Exchange Commission, pointed out that the R.C.A. theory was incorrect and stated that

the device infringed Major Armstrong's invention. The audience roared with laughter as Dr. Armstrong read excerpts from the report stating how Philco proposed to infringe the Armstrong patents. The report concluded with the remark that while Armstrong might be a good inventor he would probably not conduct his patent suit effectively - hence it was worth while for them to take a chance on infringement after setting up a reserve for possible damages.

Dr. Armstrong also produced another document signed by the Patent Counsel for the Radio Corporation of America in charge of FM developments. This report was written shortly after the invention was disclosed to the Radio Corporation in 1934 by Major Armstrong and admits the importance and novelty of Major Armstrong's invention to radio. It is directly contradictory to R.C.A.'s present position. In view of the suit pending against the Radio Corporation by Major Armstrong, this document also aroused extraordinary interest among the audience.

The paper wound up on a most unusual note. Major Armstrong recalled how when he last appeared, some thirteen years ago, before the Radio Club and presented his original FM paper, he had made the prediction that the day was coming in broadcasting when the noise of the thunder coming in the window was going to be more disturbing to the radio listener than the effect of the lightning to his radio set. That prophecy, he said, has now come to pass in the areas served by the 673 FM stations now on the air.

The speaker stated he would now venture another prophecy - that the time was surely coming when the direction of engineering by members of the legal profession would come to an end because the unholy mess that had been made of radio had become apparent to everyone. Dr. Armstrong predicted that engineering would again be directed by engineers and he even thought that the day might come when some highly successful executives would believe that there was something, after all, to the text of the Eighth and Ninth Commandments - adding that in case the audience could not immediately place them by number that they were "Thou shalt not bear false witness against thy neighbor", and "Thou shalt not steal".

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JOHN KENNEDY, KSDJ, HOBNOBS WITH TRUMAN; SUPPORTED HIM

John A. Kennedy, publisher of the San Diego Journal, and operator of Station KSDJ, accompanied President Truman to the beach at Key West the last day the latter was there.

Mr. Kennedy, once a Washington newspaper man, and President of WCHS, Charleston, West Virginia, was an all out supporter of Mr. Truman in the recent campaign.

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FREEZE THAW, HIGH BAND TV BY MAY - COY SPEECH INTERPRETATION

The industry is buzzing with speculation as to exactly what Wayne Coy, Chairman of the Federal Communications Commission, meant when he said to the Rotary Club of Chicago:

"I estimate that in another two years we will have 400 television stations on the air."

Those following the situation closely are wondering if this was simply a figure of speech or if Mr. Coy meant it literally. If the latter, it would mean that there would have to be a thawing of the freeze within the next six months in order to give time for manufacturing the equipment required for as many as 400 television stations tooled for the higher or additional band or bands.

When Chairman Coy on October 1st issued the freeze order on television, he said it was "possibly for six months" which would have been next April. In another quarter at that time, Mr. Coy was quoted as saying privately it would probably be more nearly a year before the situation was ironed out. The 400 station in 2 years calculation would point to next May, however, as being more nearly the time of the big thaw and the renewal of granting television licenses.

Prefacing Chairman Coy's estimate that in another two years there will be 400 stations on the air, Mr. Coy said:

"As of today, 45 stations are in actual operation. Seventy-seven other applicants have permits to construct stations. In addition we have 311 applications pending.

"Meanwhile, the Commission is studying the possibilities of adding more channels, employing those in a higher part of the radio spectrum. We are now holding conferences with industry leaders to determine if equipment can be developed to operate in this upper region. I predict that we are going to be able to add those higher channels soon.

"My opinion is that we will have 1000 stations on the air in seven or eight years from now."

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AFL ASKS DEFEAT OF SEN. CAPEHART; NINE OTHERS

The American Federation of Labor Political League in Cincinnati last week fired the first shot of the 1950 election by marking nine Senators for defeat in a follow-up to the 1948 drive for repeal of the Taft-Hartley labor law.

The list included "the following exceptionally bad public servants": Senators Homer E. Capehart, Indiana; Forrest C. Donnell, Missouri; Bourke B. Hickenlooper, Iowa; Clyde M. Reed, Kansas; Eugene D. Millikan, Colorado; Robert A. Taft, Ohio, and Alexander Wiley, Wisconsin, all Republicans; Walter F. George, Georgia, and Millard E. Tydings, Maryland, both Democrats.

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WHEELER ASKS COURT TO DECLARE LOBBYING ACT UNCONSTITUTIONAL

Former Senator Burton K. Wheeler of Montana, ex-Chairman of the Senate Interstate Commerce Committee, now a Washington lawyer, asked Judge Edward M. Curran in District Court to hold the National Lobbying Act unconstitutional.

Mr. Wheeler argued 13 motions to dismiss an indictment drawn under the law, against the Agriculture Commissioners of Texas and Georgia and others. He contended the act is so vague that even the Justice Department has difficulty in interpreting it. The defendants, he said, are at a loss properly to prepare their defense and, therefore, the charges should be dismissed. He argued that the act violates freedom of speech, due process of law and the Constitutional requirement that an indicted person be clearly informed of the charge against him.

The defendants charged with failing to register under the act and neglecting to file various reports under it, are:

Robert M. Harris of New York, cotton broker; Ralph W. Moore, Washington commodity broker; Commissioner of Agriculture Tom Linder of Georgia; Commissioner of Agriculture James E. MacDonald of Texas, the Farm Commissioners Council and the National Farm Committee.

Mr. Wheeler said the District Bar Association, which "always gets in its say on appointments to the judiciary", might run afoul of the act. He said it is "an amazing situation" where the Government cites Congressional Committee reports on this law which are clearly against it. At one point, Mr. Wheeler asked, "What is the meaning of 'trying to influence legislation' - just talking to a Senator expressing opposition or favor of a bill?"

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TAXICAB COMPANY GUILTY OF ILLEGAL RADIO OPERATION

When Federal Communications Commission field engineers discovered an unlicensed transmitter being used by the Victory Cab Co. at Shawness, Oklahoma, for dispatching purposes, the case was referred to the Attorney General. As a result, the operator was found guilty of violating Sections 301 and 318 of the Communications Act, which requires the licensing of transmitters and operators. The offender, now wiser, is on probation for one year.

Mounting interest in radio for business and personal use makes it necessary for the Commission to reiterate that all types of radio operation must be authorized under prescribed rules and regulations to insure proper performance and protect the many services from interference.

The FCC patrol of the radio spectrum is such that illegal operation is quickly detected. And Section 501 of the Act makes the unlicensed operator liable to fine or imprisonment, or both.

The number of illegal radio transmitters located through FCC field operations during the past fiscal year amounted to 153, an increase of 26 percent over the preceding 12 months.

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MANY IOWANS LIKE GIVEAWAY RADIO PROGRAMS, SURVEY REVEALS

Radio "giveaway" programs receive a convincing nod of approval from most Iowans, The Iowa Poll, conducted by the Des Moines Sun-Register, and the Cowles Broadcasting Company, of which Gardner Cowles, Jr. is President, discloses.

A recent poll shows that 7 out of 10 Iowans have listened to giveaways such as "Stop the Music" in the past few months. Among those who listen, 8 out of 10 say they enjoy that type of a program and 6 out of 10 think they are good for radio.

A Clinton (Ia.) woman summed up her feelings by saying: "They are lots of fun and exciting." Another woman said: "They keep up your spirits."

The giveaways are frowned upon by some Iowans. This disapproval is voiced by less than 2 out of 10 who have listened to them, however.

A housewife over 40 years old sums up her opinion by saying: "They are hard on people, gets them nervous and upset." A young Iowa priest simply says: "There're too many of them."

There are numerous giveaway programs on the air. Some of the better known ones are "Hit the Jackpot", "Sing It Again", "Winner Take All" and "Stop the Music".

Prizes run as high as \$30,000 for answering various types of questions on some of these programs.

Iowa adults from all parts of the State and in all walks of life were asked:

"In the past few months, have you listened to any radio giveaway programs such as 'Stop the Music'?"

The answers were:

	Total	Men	Women
Yes . . . . .	75%	68%	82%
No . . . . .	23	30	17
Don't remember . . . . .	2	2	1

More Iowans in the younger age groups listen to this type of radio program than the older folks. In addition, those with high school and college educational backgrounds pay more attention to these programs than those with grade school training.

Those who have listened to these programs recently were then asked:

"Did you enjoy listening to that type of radio program?"

	Total	Men	Women
Yes . . . . .	85%	80%	89%
No . . . . .	10	12	8
Undecided . . . . .	5	8	3

Age and education apparently do not have any influence upon the enjoyment Iowans receive from these programs. Substantial majorities of young and old alike say they enjoy them, and those with high and low educational backgrounds also say they like radio giveaways.

Some radio officials feel that the giveaways are bad for radio. Paul A. Porter, onetime price administrator who now represents an eastern radio station as attorney, said giveaway programs, if not checked, will result in the continuing deterioration of program standards throughout the country.

Fred Allen, No. 1 anti-giveaway crusader, was quoted as saying: "Giveaways are the buzzards of radio. If left to pursue their scavenging devices, they will leave nothing but the picked bones of the last listener, lying before his radio."

Iowans who listen to these programs were asked:

"Do you think radio giveaway programs are good or bad for radio?"

	Total	Men	Women
Good . . . . .	61%	57%	65%
Bad . . . . .	15	18	12
Undecided. . . . .	24	25	23

In defense of the radio giveaways, some of the typical comments expressed by Iowans were: "They are educational"; "Creates more interest in radio"; "Some needy people are benefited"; "Audience takes part and is not cut and dried"; "It's good advertising."

Some of those who disapprove of giveaways volunteered the following comments: "Miss better programs because you have to listen"; "Makes people think they can get something for nothing"; "Money is wasted foolishly."

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RURAL FM COVERAGE FEASIBLE WITH NEW 50-KW TRANSMITTER

Extension of FM service to wide rural areas was proven practicable when Station WBRC-FM, Birmingham, Ala., said to be the world's most powerful FM radio outlet, received reports from listeners that its super-power broadcasting, begun last week, had been heard as much as 200 miles away.

The station's new RCA 50-KW FM transmitter, in conjunction with an RCA eight-section Pylon antenna with power gain of 12, developed an effective power of 546,000 watts on a frequency of 102.5 megacycles.

WBRC's new broadcasting station achieves maximum program coverage by its location atop Red Mountain, famed iron-ore mountain overlooking Birmingham. The mountain-top is more than 1000 feet above sea-level, and the 108-foot antenna surmounts a 450-foot tower.

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CHICAGO GETS NEW ZENITH TV SETS NOV. 29; ELSEWHERE SOON

Zenith Radio Corporation has begun mass production of television receivers. E. F. McDonald, Jr., President, said that they will go on sale in the Chicago area on November 29, and will be introduced into other television areas throughout the country as rapidly as production permits.

"Instead of a conventional rectangular picture the new Zeniths feature a luminized 'Giant Circle' screen which is built in three different sizes for different models", H. C. Bonfig, Vice-President, explained. "The picture is larger, sharper, clearer, and brighter, and is fully equal in quality to a 16 mm. movie. It is so brilliant that it can be watched comfortably in a well lighted room, and can be seen distinctly from wide side angles that are impossible with conventional design.

"Another Zenith innovation is the 'Bull's Eye' automatic tuner, which makes these television sets as easy to operate as a radio with automatic tuning. In ordinary operation all that you do to go from station to station is turn the tuning knob, which automatically locks into proper position all of the tuning factors for both audio and video circuits. There is also a volume control and contrast control which may be set for individual preference, and supplementary adjustments for special uses.

"Each Zenith television set has a plug-in for connection to Phonevision, Zenith's method of making possible home showing, for a fee, of first run Hollywood movies and other costly entertainment that is too expensive for advertising sponsorship. In any community where Phonevision systems become available, a serviceman can attach the adapter unit. Then owners will be able to enjoy the fine theatrical entertainment that Phonevision will make possible, and be billed for it at the end of the month."

Zenith television sets are being produced in nine different models: two table, four console, and three console combinations that include television, FM and AM radio, and a silent speed record changer with twin Cobra tone arms for playing both regular and long play records. Models include both period styles in mahogany finish, and blonde modern designs. Prices range from \$389.95 to \$1,150, not including installation.

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TRAIN COLLISION FATAL TO WGN ANNOUNCER

Ralph V. Eddy, 32, staff announcer for Station WGN, Chicago, died at the Oak Park Hospital last Monday shortly after his car was struck by a diesel engine at the Grand Avenue crossing in Franklin Park. He was enroute from his home at 2806 Hawthorne Avenue in Franklin Park to the WGN studios, where he was scheduled to open the station at 5:30 A.M.

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## 20TH CENTURY-FOX DICKER TO BUY ABC REVEALED; TV INVOLVED

The Twentieth Century-Fox Film Corporation is negotiating for outright purchase of the American Broadcasting Company, including all of its radio and television facilities, Spyros P. Skouras, president of the motion picture company disclosed Tuesday to the New York Times.

The two companies have been discussing the deal for the last six weeks, but terms have not been agreed upon yet, Mr. Skouras said. He added that he did not know how soon the deal could be closed. Sale of ABC would have to be approved by the Federal Communications Commission.

A spokesman for ABC said last night (Tuesday, Nov. 23) that the company had no comment to make on the negotiations.

Mr. Skouras said that Twentieth Century-Fox is attempting to buy the radio-video network "for its management and for its television permits."

It was pointed out that acquisition of ABC by the film company would supplement Twentieth Century-Fox's position in the world of entertainment, provide the company with an outlet for television films and make available leading motion picture artists for television programs.

ABC operates one of the four nation-wide standard radio broadcasting networks. It owns and operates five key stations - WJZ, New York; WENR, Chicago, KGO, San Francisco; KECA, Los Angeles, and WXYZ, Detroit. In addition, it has about 252 affiliated radio stations and is producing television programs over WJZ-TV, New York, and thirteen affiliated television stations. The company's New York television station began operations on last August 10th.

Twentieth Century-Fox, like Paramount Pictures, has manifested considerable interest in television. Twentieth Century-Fox has organized affiliates ready to operate its own television stations in San Francisco, Boston, Kansas City, St. Louis, and Seattle. ABC holds permits for television broadcasting stations in New York, Chicago, Los Angeles, San Francisco and Detroit and other cities, such as Philadelphia and Washington, through affiliates.

ABC was incorporated in March, 1943. In October of the same year, it acquired for \$8,000,000 all of the capital stock of the Blue Network Company, Inc., which had been organized as the so-called "Blue Network" in 1927 by the National Broadcasting Company, Inc. Edward J. Noble, Chairman of ABC, provided half of the purchase price for the Blue Network. He now holds 53.38 per cent of the 1,689,017 outstanding shares of common stock, \$1 par value, of ABC. The company's long-term debt consists solely of \$5,000,000 of 4 per cent promissory notes due on May 1, 1960.

Having undertaken considerable expansion, improvements and commenced television operations, ABC is now worth "at least double

or triple" its purchase price of five years ago, it is said in radio circles.

If Mr. Skouras cannot arrange the 100 per cent acquisition of ABC that he is seeking, it is understood he will settle for a controlling interest.

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MAX BALCOM, RMA PRESIDENT, KIDS FRED ALLEN

Max F. Balcom, President of the Radio Manufacturers' Association, and Vice-President of Sylvania Electric Products, Inc., put a humorous touch into his address to the Radio Executives Club in New York last week, saying:

"As you have just heard from your President, Mr. Haverlin, this is National Radio Week - the 28th anniversary of radio broadcasting.

"My friend, W. B. McGill - or 'Mac' as he is best known - told me that last week was National Hearing Week. I don't know whether it was planned that way or not, but it doesn't seem like such a bad idea. Now, if someone would schedule 'National Seeing Week', we might be ready to observe National Television Week in 1949.

"With so many national weeks it is not surprising that the public becomes confused. However, I was astonished to hear Fred Allen last Sunday night say this is 'National Cat Week'. I asked RMA headquarters to investigate and learned that National Cat Week was observed last week, not this week as Mr. Allen reported. Which reminds me that two years ago Mr. Allen opened one of his Sunday night broadcasts with the comment 'This is National Radio Week'. That was very obliging of him, but unfortunately Radio Week had ended the previous Saturday night."

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TIN SHORTAGE COULD CURTAIL TV SET PRODUCTION IN 1949

The shortage of tin, now allocated by the Commerce Department could develop into a bottleneck in TV set production in 1949, according to information obtained by the Radio Manufacturers' Association from parts manufacturers and government officials, and already the pinch is being felt by both set and component manufacturers.

While some allowance has been made by government officials for the much greater tin requirements for television than for radio, the overall tin situation has forced these officials to cut allocation requests of both set and parts manufacturers. It is estimated that a TV set on the average uses about ten times as much tin in components and soldering than does a radio receiver.

Commerce Department officials pointed out, however, that radio and radar equipment used as "implements of war" are exempt from the government restrictions on and allocation of tin under provisions of the conservation order M-43.

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RADIO NEWS A FACTOR IN AP PARTICIPATION

Following announcement by Kent Cooper, Association Press Executive Director, in Chicago, of the \$250,000 campaign to re-educate AP members on the value of their loyalty in sharing news within the cooperative press association, the Associated Press Managing Editors' Association heard a detailed analysis of the radio problem as it affects membership participation from V. M. Newton, Jr., Tampa Tribune, Chairman of the continuing study committee in this field.

Quoting the AP by-law that members furnish local news to the AP and that no news so furnished will be distributed to any other member within that district, the report stated:

"Your committee found one in five of those who answered our questionnaire are delaying furnishing their local news to the AP to prevent it from being put on the AP's radio wire, thus violating the first half of the by-law. At the same time, the AP is charged with furnishing newspaper members' news to radio members in the same district and thus violating the second half of the by-laws."

The Committee sent a questionnaire to 210 publishers and editors selected at random from the Editor and Publisher Yearbook and received 156 replies.

One hundred and five answered "no" to the first question: "Do you approve of the AP taking your local news and putting it on the AP's radio wire for broadcasting in your city before your newspaper reaches the street?"

Thirty-two said they purposely delay local news to AP in answer to question two which asked what members have done to combat it. Nine said they had "working agreements" with AP bureau.

Thirty-nine suggested placing "hold-for-release" on local newspaper stories for radio release. Fifteen said "radio should pay fair share of load." Three thought radio should credit newspapers as source of stories. Four thought radio should get its own news and four said radio should provide same quantity of news as newspapers. Eighteen thought radio news whets reader's appetite.

"Your committee's poll indicated that many publishers and editors are disturbed over three points. These are:

- "1. Protection of newspaper members' exclusive news.
- "2. Newspaper assessments vs. radio assessments.
- "3. Radio's part in furnishing news to the AP."

According to Alan Gould, AP Executive Editor, 400 of the 960 radio stations now served supply the AP with news. "AP is getting an increasing and substantial volume of local news from radio members", he said, with the potential almost unlimited. Members from the floor disputed whether this news was reliable or detailed enough for newspapers.

Frank Starzel, AP General Manager, replying to protests from newspapermen in the middle and far west over the release agreement between press associations and radio chains, agreed there might be some inequities in those areas caused by automatic seven o'clock release time in New York.

He explained this agreement was an attempt to bring some order out of the release time chaos that existed before. "However, this release time only affects stories where the source fails to control the release time," he said.

Mr. Starzel explained briefly the method of radio assessments had been developed over a period of time and stated he believed they are as equitable as can be devised.

The Committee report concluded: "In view of the foregoing, in which a representative group of AP publishers and editors expressed themselves predominantly against the AP's present policy of permitting members' local news to be used on the AP radio wire before the members' newspapers are printed, and in view of the number of publishers and editors who already are holding up their local news from the AP until their papers are printed, and in view of the danger to the AP as a cooperative from this dissatisfaction among a considerable segment of AP members over the present radio policy within the AP, and keeping in mind the fact that the AP, now supplying some 960 radio stations with the world's news, is in the radio business to stay, your committee hereby recommends:

"1. That the APME go on record in a resolution reaffirming the right of an editor, as recognized in the AP by-laws, to maintain exclusively in his territory on local stories 'originated through deliberate and individual enterprise.'

"2. That the APME create a permanent continuing study committee on radio to examine the question . . . with the purpose of protecting the rights of AP newspaper members.

"3. That, in view of the voluntary working arrangements already in force between AP-members and the AP in nine cities, this new radio committee be instructed to draw up a workable plan to protect AP newspaper members from having their exclusive local stories broadcast through the AP radio wire before their newspapers are printed.

"4. That this new radio committee be further instructed to work out with the AP management a plan whereby all radio stations using the AP radio wire would conclude each broadcast of AP news with the following statement or one embodying the same idea: 'This news is from the wires of the AP, a cooperative news-gathering enterprise of newspapers and radio stations; for further details, read your AP newspaper.'

"5. That, in view of the fact that the AP is the world's greatest news service only because of the news gathered and furnished by the AP newspaper members, the APME respectfully request the Board of Directors of the AP to re-examine the AP's system of charges for news to radio stations with the purpose of bringing those radio rates more on parity with AP newspaper assessments and of putting an end to the AP's apparent present policy of meeting news price competition of inferior news services."

Recommendations two and three were adopted by the APME Board which announced plans to create such a committee. A formal resolution asked AP bureaus and offices to keep records of radio and newspaper radio participation.

OCTOBER TV SET OUTPUT AGAIN SETS RECORD

Television receiver production, continuing its consistent trend upwards, established another new monthly record in October with a total of 95,216 sets, according to a tabulation last Friday of RMA member-company reports.

October set production by RMA member-companies brought the total TV sets manufactured in ten months of this year to 583,349 and the number of TV receivers produced by RMA set manufacturers since the war to 768,396.

The rapid rise in TV set production is emphasized by the fact that the weekly output in October was 34.9 percent over the average weekly production of the preceding month and 90.2 percent above the rate of the first three quarters of 1948. The weekly rate during the last week in October was 28,008 sets.

FM-AM radio production in October was also high with 170,086 sets of this type reported for the four-week period. FM-AM sets were produced at a weekly rate of 42,522, an increase of 23.8 percent over the average weekly production in September when a record number of these sets were manufactured. September figures, however, covered a five-week period.

Total radio receiver production again passed a million mark, following a production decline during the Summer months, with a total of 1,039,162 sets reported for October.

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EX-SEN. CLARK RECOMMENDS ALL OR NOTHING FOR CHINA

A quasi-official recommendation that the United States give heavy military aid, or none at all, to the Chinese Nationalist Government, in its desperate struggle against the Communists, was made public last Saturday.

This was the policy suggested by D. Worth Clark, a former Democratic Senator from Idaho, who went to China on a special mission for the Senate Appropriations Committee.

(Editor's Note: When he was Senator, Mr. Clark served on the Interstate Commerce Committee and brought James C. Petrillo to Washington for a broadcasting investigation. Later Clark was defeated for re-election and there were those who believed there might have been some connection between Mr. Petrillo's trip to Washington and Senator Clark's defeat.)

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Sen. Johnson To War Again On Clears; Expects To Win  
 (Al Williams in "Variety")

Colorado's Sen. Ed Johnson, longtime standard bearer against the super-power and clear channel interests, will take up the cudgels again in the next Congress, and this time expects to get the matter settled.

In an interview in Denver the Senator expressed the view that the seekers after clear channels were the well-established old-timers who had made money consistently since the early days of broadcasting, and that the time had now come to give a helping hand to the newcomer and the small market operator who is scrambling for a foothold.

As chairman of the Senate Interstate Commerce Committee in the upcoming session, Johnson will sit in the driver's seat. In previous hearings the Rocky Mountain solon fought against losing odds, and lost his support when Senators Brooks of Illinois and Capehart of Indiana raided the committee in the interest of clear channel operators in their states.

Johnson's views are generally applauded by Rocky Mountain and Southwestern broadcasters, both areas where there has been a more-than-average increase in new construction since the war, with the newcomers hard put to make ends meet in the face of network and regional spot competition. Radio operators in Colorado were circulated by Montana broadcaster Ed Craney during the primaries, being urged at that time to get behind Johnson's push for re-election in the interests of the indie operators as a whole.

The Senator's position doesn't come from any antagonism against network operations as a whole, he explained, but from a feeling that networks which hope to further extend their normal coverage with a skeleton structure of clear channel and high powered stations will take advantage of listeners in rural areas who depend as much on local independent service as they do on network feature coverage.

He hopes to set in motion a grass roots analysis of clear channel operations in the entire half of the hemisphere as a foundation for consideration of domestic problems. Attempts must be made to include Mexico, Cuba, and Canada in any long-range solution to the problem in order that border area audiences can be protected from high-power operations outside the U.S.

Johnson feels that the station owners and the network operators are doing a top job in the field of programming, and doesn't contemplate any moves in the direction of giving the FCC greater powers of content supervision. He is a consistent radio listener, and a family show fan.

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Newspapers Hold Out On Giving AP News For Radio  
 ("Editor and Publisher")

Reports delivered at the Associated Press Managing Editors' meeting reveal many editors and publishers are concerned about radio news competition and are determined not to give their local exclusive news to the AP as long as it may be broadcast before the papers hit the streets.

The AP by-law stating that such local news shall not be serviced to other AP members in that town is ineffective where radio is concerned, according to these editors, because local newspaper readers frequently listen to stations in other cities.

We are still convinced that radio news is no competition to newspaper news but whets the listeners' appetite for more details and produces more newspaper readers. Few of the editors or publishers polled by the AMPE agree with that thesis.

Perhaps the problem could be solved by the simple expedient of giving credit, quoting the source, on the air. In other words, a newspaper's exclusive local story when broadcast would state "according to the Siwash Enterprise in an exclusive story" such and such happened today.

Add to that control of the release time and the problem is practically solved. An AP newspaper would not be scooped on its story, and it would get a radio plug.

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Urges NBC Get Toscanini On Television Often  
(By Harry MacArthur, "The Washington Star")

The third television appearance (the first this season) of Arturo Toscanini and the NBC Symphony (WNBW - Saturday, 6:30 P.M.) has aroused, as was expected, a certain amount of well-mannered controversy. There are those who welcomed the opportunity to watch Toscanini summoning Brahms from his orchestra and who felt a richer experience in the music through the intimacy of this television medium. There are others who contend that watching the video picture detracts from the music, that it places undue emphasis on the performer, rather than on the work performed.

It is true enough that the cameras can distract. It doesn't seem to follow that they must distract, however. Video seems to be suffering the same disease as the movies when faced with the problem of adding the sight of a symphony orchestra to its sound - a nervous insistence on keeping the picture moving, as if the music itself would not hold your attention. The problem hardly is an insuperable one, though.

The discussion is largely academic right now, anyhow, since NBC is reported to have decided that pictures of an orchestra, a chorus and a conductor do not make good television. Further telecasts of the weekly Toscanini broadcasts will be scheduled, apparently, only when the music allows for some visual embellishments. It is hard to see which faction that policy favors; "embellishments" could be more diverting than sub-standard camera work would be.

It is to be hoped, at any rate, that NBC finds a way to get Toscanini before its video cameras often. He's the most vital personality the new art has yet discovered.

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TRADE NOTES

Opening of a new one-way radiophoto circuit between Shanghai and San Francisco was announced last week by H. C. Ingles, President of RCA Communications, Inc., New York City. Service from San Francisco to Shanghai, he said, also will be available shortly.

The third annual radio script writing contest for New Jersey school students, which closes Jan. 31, was announced in Trenton on Monday by the Department of Economic Development, 520 East State Street, Trenton, from which entry blanks and detailed information may be obtained.

The Chicago Daily News has cancelled the Gallup Poll because of Gallup missing it so far on the re-election of President Truman.

Robert W. Sarnoff, son of Brig. Gen. David Sarnoff, formerly an account executive in the NBC Network Sales Department, has been appointed Assistant to Norman Blackburn, Program Director for NBC Television.

The Department of Commerce has been warned by the U. S. Embassy in Mexico of possible interference to certain American broadcasting stations caused by the increased power output of some Mexican stations. According to the report, the trend of Mexican stations towards higher power output may possibly affect service of U. S. stations on 720 or 740 kc.

A woman's reach for her auto-radio dial touched off a freak, four-car collision, police of Arlington, Va., a suburb of Washington, D. C., reported this week.

They said Miss Nell R. Bennett, 29 of Washington, was sitting in the right front seat of the car Sunday evening when the accident happened.

Reaching for the radio dial, Miss Bennett brushed against the car's gear-shift lever. The auto, its motor idling while the driver was in the restaurant, lurched into reverse.

According to police, it struck a car driven by Earl May, 40, of 3841 Calvert St., N.W., Washington, then nudged a second car driven by Alden W. Wood, 44, of Washington, which in turn hit a third one driven by Wallace E. Gramlick, 34 of Arlington.

The "Voice of Firestone", one of radio's longest continuously sponsored programs, will celebrate its 20th anniversary on Monday, Nov. 29 (NBC, 8:30 P.M., EST).

Harvey S. Firestone, Jr., Chairman and chief executive officer of the Firestone Tire and Rubber Company, and Niles Trammell, President of the National Broadcasting Company, will speak briefly.

Phillips Carlin, whose name probably will be more familiar to those who discovered radio by investigating the intricacies of the crystal set, was honored at an informal dinner last night (Tuesday, November 23). His host was Edgar Kobak, President of the Mutual Broadcasting System, where Mr. Carlin now is an executive, and the occasion will be the celebration of 25 years in radio for the guest of honor.

Mr. Carlin started in radio at WEAJ in New York on a staff which consisted of himself, the manager, two girls and the late Graham McNamee. He was at the microphone when Alabama kept shoving the name of Oscar W. Underwood before the Democratic Convention in 1924.

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There are indications that Brazil may be the first South American country to institute a television broadcasting service, according to a U. S. Embassy report to the Department of Commerce made available to the Radio Manufacturers' Association last week.

Brazil has announced plans for the installation of three TV stations, two in Rio de Janeiro and one in Sao Paulo, and equipment for two of the television outlets has been purchased from American manufacturers, the report said. In addition to these plans experimental work is being carried on in Rio de Janeiro with television equipment installed in vehicles and aeroplanes by a French concern. Images in this equipment are composed of 525 lines, the report added.

Only 10 or 12 television receivers are in the country at the present time and these are for advertising purposes only.

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The Board of Estimate of New York City approved a bill recently enacted by the City Council creating in the Mayor's office a Division of Radio Broadcasting under the Mayor's direct charge and supervision. The bill, which now goes to the Mayor for a public hearing, removes jurisdiction over the municipal radio stations WNYC and WNYC-FM from the Department of Public Welfare.

Purchase of ten walkie-talkie radio units for use by the Fire Department was also authorized by the Board at a cost of \$2,700.

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WBAP, the Star-Telegram's Fort Worth-Dallas broadcasting and telecasting station, has concluded negotiations with RCA for one of the largest domestic custom audio layouts in the company's history, it has been announced by the RCA Engineering Products Department.

The contract calls for master control equipment for a straight line design, with the master control switching system built into four racks, flanked by sixteen racks of equipment, eight on each side of the center section.

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Wayne Coy, Chairman of the Federal Communications Commission, will be guest speaker at the luncheon session highlighting the annual TBA Television Clinic, which is scheduled to be held at the Waldorf-Astoria Hotel on Wednesday, December 8th.

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Charles C. Barry, Vice-President in Charge of Radio and Television Programming of the American Broadcasting Company, has been named Vice-President in Charge of the Western Division of ABC with offices in Hollywood, Mark Woods, ABC President, announced Monday. In his new post, Mr. Barry will report to Robert E. Kintner, ABC Executive Vice-President.