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April 6, 1949

WILSON, RCA, HITS BACK SHARPLY IN TV OBSOLESCENCE SCRAP

A powerful new element entered the fight which seemed to have the television manufacturing industry almost on the ropes when J. G. Wilson, Executive Vice-President, in charge of the RCA Victor Division, declared that predictions that a future shift of television broadcasting to higher frequencies will make present receiving sets obsolete are absolutely unfounded, and are not based upon scientific or economic facts.

Up to now RCA has been silent and significance is added to Mr. Wilson's entrance into the melee by the fact that Brig. Gen. David Sarnoff, RCA Chairman of the Board, after a call on President Truman last week to report on his European trip, was quoted as saying to the newspapermen that present television sets would not become obsolete "for many years" and would continue to receive normal service if UHF (ultra high frequency) were introduced.

Mr. Wilson took off the kid gloves when he waded into the fight. Though no names were mentioned, his remarks were obviously directed to Commander E. F. McDonald, Jr., President, and the Zenith Radio Corporation newspaper ads which started the whole fight.

"For any manufacturer to boast economic superiority for a television receiver that will not be obsolete eventually because it is provided with a few components for receiving higher frequency channels is unjustified and misleading", Mr. Wilson declared. "And to adapt such a set to receive higher frequencies would be an expensive job, probably more costly in total than the simple converter needed to keep present receivers in line with progress. With such a converter no modifications whatever are required inside the set."

Prefacing this, Mr. Wilson said:

"Naturally, the majority of manufacturers in designing their television receivers have the public interest continually in mind, and they adhere to standards set by the industry and by the FCC. But they cannot build receivers today for the future when it is not known what channels will be used. Engineers must know which higher frequency channels will be allocated to television and what the standards will be to supplement those already in use, before they can design the set of the future.

"Never in the history of wireless, radio broadcasting, or television have scientists and engineers been able to guarantee 'positive built-in assurance' that a receiver will not be made obsolescent by any contemplated changes in channels. Such a statement is no more true in radio and television than in the automotive, aviation, or any other field which thrives upon science and continually improves and advances in bringing new and added benefits to the public.

"The Federal Communications Commission has not proposed that the existing television channels be replaced by others. On the

contrary, Chairman Coy stated on March 23, as reported by the Associated Press, that the twelve channels 'will not be eliminated' and that 'present television sets available on the market will get service from these channels continuously.' Service on these channels is constantly expanding, and thousands of new receivers for these channels are reaching American homes daily.

"If and when additional channels in the higher frequency band are opened to television, their function will be to supplement, not to replace, the channels already in use. Instruments now in service will continue to serve, and new instruments also will come into American homes in much the same way that a new streamlined automobile takes to the road alongside cars that are 10, 20 and even 25 years old -- and all continue to give service to the public.

"Until it is definitely known which higher-frequency channels will be available for television it is impractical to design a set and unjustified to assert that it will efficiently pick up all channels by the mere adjustment of the tuning turret.

"If, as, and when the Federal Communications Commission decides that the higher frequencies are to be utilized for television, then and only then can the proper sets be designed. But when that day comes, the simple converter can be used with present sets to extend their tuning range into the higher-frequency spectrum.

"If a manufacturer has partially provided for possible conversion to UHF in current receivers, the customer is paying for such provision today for an arrangement which may prove inadequate tomorrow.

"RCA Victor considers it economically unsound to add to the price of existing equipment, costs that might not eventually be justified. This includes turret tuners or any other device built in to provide only partial coverage of the full range of ultra-high frequency channels which may be allocated by the FCC in the future."

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NEW DAYLIGHT SAVING RECORDING PLAN FOR DELAYED BROADCASTS

A completely new recording operation that includes 10 of the latest type RCA Victor magnetic recorders has been installed by the National Broadcasting Company in its Chicago Merchandise Mart Studios to handle delayed broadcasts when the network begins operating on Daylight Saving Time, Sunday, April 24th.

The new equipment will record all of NBC's daily 18 hours of network programming so that the affiliated stations remaining on Standard Time will receive these programs on special lines by transcription one hour after the live broadcast time.

The netire new tape recording operation will originate in the Merchandise Mart Studios, where 25 persons have been assigned to work on the new equipment.

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KOBAK SUCCESSOR TO BE CHOSEN AT MBS MEETING APRIL 8 - WEISS

That Edgar Kobak will be replaced as President of the Mutual Broadcasting System at a meeting of the Board of Directors in Chicago, Friday (April 8) was confirmed by Lewis Allen Weiss, of Los Angeles, Chairman of MBS. There was nothing definite said as to who might be Mr. Kobak's successor, but one frequently mentioned at this writing is Frank K. White, President of the Columbia Recording Company.

Although it was erroneously assumed by some that Mr. Kobak would maintain his \$100,000 job, the Board named a special four-man committee to select a successor, consisting of Ted Streibert, WOR; Ben Gimble, WIP; Tom O'Neill, the Yankee Network, and Mr. Weiss.

A canvas of able and available executives since Mr. Kobak's resignation, says the Hollywood Reporter, finally selected Mr. Kobak's successor, a man with "legal background, experience in network operation, and about 45 years of age." He has agreed to take the job immediately with only the forman announcement of the Board to be awaited.

"In an effort to clarify his own status in the widely-publicized issue", the Reporter continues, Mr. Weiss said that there has been general dissatisfaction with Mr. Kobak for the past two years over his programming policy and lack of organization ability. Mr. Kobak refused to replace Phil Carlin as Program Manager until he was forced to several weeks ago.

"Mr. Weiss pointed out that although Mr. Kobak had publicly complained about the inadequacy of \$1,500,000 as a yearly program budget, he had been frequently told by the Board that anytime he saw a program he wanted in excess of his appropriation, all he need do was telephone Mr. Weiss for okeh. At no time was such a call made, Mr. Weiss Said.

"Another complaint lodged against Mr. Kobak was the single-handed manner in which he administered his job, Mr. Weiss went on, with no reliance on his executives. Despite an autonomy exceeding any other network president, Mr. Kobak was wont to hold complete authority within his own hands to the point of morale deterioration, Mr. Weiss declared, so much so that Robert Swezey, the network's General Manager until recently, resigned for this reason.

"Indicative of the unanimity of the Board's action in replacing Mr. Kobak, Mr. Weiss said that at last month's meeting there was not a single vote of the eleven Directors dissenting or abstaining. This included the two of the Chicago Tribune (WGN) which up to that time had been considered as favorable to Mr. Kobak by many.

"The new man, according to Mr. Weiss, will be given wide authority in all phases of the network's operation, with the Board 'pointing only to general objectives.' One of these is raising the chain's total sales from the present 22 to about 25 million dollars. Another is executing the Board's idea of 'mood' programming

which, briefly, places similarly-themed programs, such as mystery or drama or comedy, together successively for a period - and then keeps them on long enough for audiences to get in a habit of tuning there and then.

"Contrary to rumors of internecine troubles between the 'rugged individualists' in the Mutual directorate, Mr. Weiss invited attention to the unity which has ultimately existed in all of their actions once matters have been threshed out. Beyond that, he added, the network is one of the wealthiest in resources with such stockholders as the Chicago Tribune, Gimbels, Bamberger, General Tire (Yankee Network) and Don Lee. There will never be any trouble about picking up network programs, he said, if those programs are good. That, he stated, was Mr. Kobak's trouble - stations simply wouldn't pick up inferior shows.

"In June, when WOR goes on with its video adjunct, Mutual will announce a television network, Mr. Weiss said. At that time, MBS will have stations in such key cities as New York, Washington, Chicago, Detroit, Philadelphia, Los Angeles and others. In a couple of weeks Don Lee should have a CP for KFRC in San Francisco and that station will additionally augment the network's TV coverage.

"Radio is still supporting television, Mr. Weiss said, and will continue to for several more years. Although he was one of the first boosters of TV, since 1931, when Don Lee's experimental station went on the air, Mr. Weiss supports the contention that radio is a long ways from being extinct. His own KTSL, for example, will be carried along as a loss for at least a couple of years longer. And, insofar as radio in general, there is enough business available to keep every station loaded with advertising if they will only go out and work aggressively for their revenue."

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N.Y. FIRE DEPARTMENT TO USE WALKIE-TALKIES

The first experimental walkie-talkie radio sets, for two-way communication between firemen and supervisors on a test basis, are being ordered by the New York City Fire Department for early use at large fires. Ten units are being purchased at a cost of about \$250 each, and an application for an operating license has been made to the Federal Communications Commission.

New York sets being ordered are crystal-controlled type transmitters, with receivers, so that supervisors outside burning buildings can speak to firemen inside.

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FCC ADOPTS CITIZENS RADIO SERVICE RULES; EFFECTIVE JUNE 1

Rules for the licensing of Citizens Radio Service stations on a regular basis were adopted as final by the Federal Communications Commission last week and will become effective Wednesday, June 1, 1949.

The prelude to the Citizens Radio Service dates from May 1945, when the Commission's allocations report established a band for the operation of "citizens stations". In accordance with this allocation, technical regulations for citizens stations came into effect December 1, 1947, and were designated as Part 19 of the Commission's rules. To supplement these technical requirements, proposed regulations dealing with the licensing and administration of citizens stations were issued by the Commission August 12, 1948 as proposed rules. In finalizing these procedural requirements, the Commission is recognizing Citizens Radio as a full-fledged service.

After the effective date of the new rules, licenses in the Citizens Radio Service will be issued on a regular service basis, rather than under the Commission's experimental rules as heretofore. Under the newly adopted regulations, licensing procedures have been simplified, and persons desiring to operate type-approved transmitting equipment may submit application on a single card form, soon to be available at the Commission's field offices and the Washington office.

Generally, any citizen of the United States who is 18 years of age or older will be eligible for a station license. Licenses will be valid for a period of five years and the station license is normally the only authorization that will be required for operation of a citizens station.

The Citizens Radio Service is designed primarily to afford a two-way short-range private communication service. Part 19 of the rules defines it as a "fixed and mobile service intended for use for private or personal radio-communication, radio signalling, control of objects or devices by radio, and other purposes not specifically prohibited herein."

Although the issuance of licenses in the Citizens Radio Service to persons and organizations who may be eligible for licensing in another type of radio service has been temporarily suspended by the Commission, the possible uses of citizens radio stations are many and varied. They may be employed for communication on farms, such as between house and buildings or workers in remote locations; for outlying camps and work crews, and for industrial plants and construction projects. Citizens stations may also be used to communicate with vehicles within a limited area and, as in the case of other radio services, for emergency communication when regular wire line facilities have been disrupted or rendered ineffective.

In addition, the short-range coverage of the Citizens Radio Service opens possibilities of radio control of devices such as gates and garage door openers, model aeroplanes, and display signs. However, the operation of such radio-controlled devices must be inter-

mittent in nature, in order to preclude undue interference to other users of the citizens band.

Citizens radio stations will not be permitted to charge for messages, to carry broadcast material, to transmit directly to the public, or to engage in communications which are contrary to law. Individual communications must be kept as short as possible because of the large number of persons expected to share this service. In these respects the Commission's monitoring network and field staff will be on the watch for any violations of the regulations.

Compact personal transmitting and receiving units are now being commercially manufactured, and additional models are planned, for the new service. The range of the units will depend upon local conditions and may vary from a distance of a few city blocks in the presence of high absorption or reflection to considerably greater distances under favorable unobstructed conditions. Stations in this service will be able to communicate with other Citizens stations within range, but not with stations in other services or with foreign stations.

Although Citizens radio transmitters may be operated temporarily by any person designated by the licensee, the latter must be in control of and responsible for the station at all times. Citizens stations using manually operated telegraphy may be operated only by the holder of a radiotelegraph license issued by the Federal Communications Commission. As in the case of other radio services, any transfer or modification of the station license will require approval by the Commission.

The Commission has established a procedure for "type approving" equipment to be used in the Citizens Radio Service. Transmitters or transmitter-receivers tested at the Commission's Laboratory and found to conform with the technical engineering standards set forth in the rules will receive a certificate of type approval. At the present time one transceiver has been approved and there are indications that others will soon be submitted for testing.

Two types of Citizens stations may be authorized, with the distinctions based on technical and operating specifications, including input power of 10 watts for one type and 50 watts for the other type. All Citizens operation will be in the 460-470 megacycle band previously allocated to this service.

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NEW WGN-TV ANTENNA MAY 1; NEW BUILDING IN FALL

By May 1st the new WGN-TV antenna will be installed and in operation atop the Chicago Tribune Tower. The 100-foot combination RCA TV-FM antenna system will be supported by a steel mast that rises 33 feet above Tribune Tower, bringing the top of the WGN-TV tower to 610 feet above ground level.

A new General Electric TV transmitter is in the process of being installed on the 29th floor of Tribune Tower where it will share space with the WGNB-FM transmitter.

Carl J. Meyers, WGN Engineering Director, gave details of the television facilities in the new building that are expected to be ready for operation late this Fall.

There will be three studios devoted exclusively to television and three other studios in the building will be available for TV programs. The master control room will have an adjoining projection room and an announce studio. The projection room will house two 35mm projectors, two 16mm projectors and several slide projectors. The announce studio will be utilized for standby operations and interview programs such as "Sportsmen's Corner".

The WGN main audience studio will be modified to handle AM and TV shows simultaneously, through the installation of a combination AM-TV control room, special light control booths, and automatic curtains for regular stage productions. This studio, seating about 400 people, will be utilized for all types of audience shows and participating programs.

According to present plans the entire television operation and all facilities including executive and business offices will be moved to the new building by the first of the year, Mr. Meyers said.

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STRIKE CUTS OFF WASHINGTON NEWSPAPERS; RADIO BUSINESS BOOMS

Out of a clear sky as far as the average reader was concerned, the Washington Post and the Washington Times-Herald failed to reach the streets this morning (Wednesday, April 6). Up to noon today, neither the Washington Star or the Washington News (Scripps-Howard), evening newspapers had appeared.

Washington broadcasting stations immediately added news broadcasts and took over what advertising they could. The Star and Post have their own stations, WMAL and WTOP, but the Times-Herald and the News have no radio outlets.

Both the Post and The Times-Herald reported that the failure of the pressmen to report for work was a surprise to them. Negotiations between the union and the four major Washington papers have been in progress several months.

The former contract expired February 7th. George Walker, an official of the union local, said the entire contract was open to negotiation. He said "nearly every issue" was in dispute.

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FORT INDUSTRY TAKES ON NEW V-P; JONES, DETROIT

Fort Industry has added another top executive to its staff. Richard E. Jones has been promoted to Vice-President. Mr. Jones joined the organization last year as Managing Director of WJBK, Detroit, which included WJBK-TV and FM.

Mr. Jones has been associated with radio in Detroit for many years. He was formerly commercial manager of CKLW, Detroit-Windsor.

WJBK recently moved its studios into the Detroit Masonic Temple Tower. Its TV affiliate is the Detroit outlet for both the Columbia Broadcasting System and DuMont television networks.

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FM 1948 SET PRODUCTION 3,000,000; ARMSTRONG DEMONSTRATES

Everett L. Dillard, President of the Continental (FM) Network, summarized at the FM Association meeting in New York last week the gains made by both television and FM in the past year. Operating commercial FM stations in 1948, he pointed out, had advanced from 370 to more than 700; television from seventeen to fifty-two. FM set production in the year had reached 3,000,000, and television 1,000,000. The FM figure, he explained, did not include a large number of FM tuners built into television receivers.

Broadcasters have been selling "too much poor listening over bad AM reception" whereas "FM the 'life saver' - the radio industry's only means of giving every person good reception" has virtually gone begging, Edgar Kobak, President of the Mutual Broadcasting System, charged.

Enlarging on what he termed a strange broadcast apathy with regard to FM's wider and better use, Mr. Kobak disclosed that a recently taken Mutual coverage study of FM vs. AM had indicated that the Mutual System's 160- odd frequency-modulation affiliates do a "better job" of serving radio families in the area studied than do all of the system's nighttime AM stations, numbering nearly 500.

Major E. H. Armstrong, the inventor of FM, discussed the growth in use of his invention, current low-priced table receivers from more than a dozen manufacturers were on exhibit.

Major Armstrong contrasted these with one of his first experimental sets, a huge contraption of wires, tubes and gadgets which cost thousands of dollars and yet which was the forerunner of the inexpensive sets now available to the public, and which will perform the same miracle of ridding radio of its nemesis static. Major Armstrong also provided the audience with a demonstration of tape records of broadcasts from typical New York AM and FM stations which showed a marked superiority, not only in fidelity of broadcast but the greater coverage of the FM signals.

Ted Leitzell of the Zenith Radio Corporation, declared: "There are already areas in these United States where FM stations with alert, promotional minded management represent a better buy for advertisers, and will do a better job for them, than AM stations in the same city.

Any advertiser who buys network time without valuing above AM the FM outlets that he gets for little or nothing is just as crazy as a silver miner who throws away his by-products of gold and platinum."

Mr. Leitzell reported to the meeting on the results of a recent promotion campaign undertaken in cooperation with dealers and broadcasters all over the country, to the effect that, at a time when AM sets were backing up on dealer's hands, the public demand for FM sets had been such that the company had to increase its production since January, although during this period the demand for radios normally falls off seriously.

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RMA \$100,000 TV GROUP SEEKS TO SOOTHE TRADE, REASSURE PUBLIC

With the industry a degree calmer, the members of the Committee just appointed by Max F. Balcom, President of the Radio Manufacturers' Association, will meet soon to outline plans "for giving public, trade, and government a accurate television information".

The Committee is headed by Paul V. Galvin, RMA Past President and Motorola President. Other members: Benjamin Abrams, Emerson Radio & Phonograph President; Dr. W. R. G. Baker, RMA Engineering Department Director and General Electric Vice President; H. C. Bonfig, Zenith Vice President; James H. Carmine, Philco Vice President; James W. Craig, Avco's Crosley Division Vice President; Dr. Allen B. DuMont, Allen B. DuMont Laboratories head; Joseph B. Elliott, RCA Victor Division Vice President, and William J. Halligan, Hallicrafters Co. President.

In the meantime, a letter written by E. F. McDonald, Jr., President of the Zenith Radio Corporation, to Wayne Coy, Chairman of the Federal Communications Commission, was released by the FCC Chairman's office. In this, Commander McDonald wrote, in part:

"I have read every word of your address before the Advertising Club of Baltimore and I am not in disagreement with a single statement that you make. I can see that great care was used in preparing it; it is informative and factual.

"I do not envy you in trying to keep everybody pleased, but I again say to you that the laboratories of our competitors are working night and day to produce two band sets. They will start marketing them shortly and thereby somewhat relieve the situation that is going to exist with new stations going on the air in the UHF, with practically no receivers to receive them."

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Ninety-six loud speakers carry the Minister's words into all parts of the new \$1,000,000 Baptist Temple at Akron, Ohio, and there is apparatus for recording his speech as well as for radio service. Special ear phones are provided for the hard of hearing and those totally deaf may participate in the sermon by a translator who uses sign language.

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WNYC, NEW YORK MUNICIPAL STATION, WOULD BROADCAST NIGHTS

New York City's radio Station WNYC is seeking Federal Communications Commission authorization to broadcast until 10 P.M., EST.

Coincidentally, S. N. Siegel, Director of the station, disclosed that WNYC had just received an extension until September of its temporary permit for broadcasting through the evening hours. Except for such a permit, broadcasting over the city's station would have to cease at 5 o'clock every afternoon.

Formal application for the permanent authorization will be submitted to the FCC within two weeks, Mr. Siegel said. For seven years, WNYC has operated daily until 10 P.M. under successive renewals of temporary permits, most of them for six-month periods.

The station expects to make a strong case for its long-term application on the ground that, as the only municipally-operated non-commercial outlet of its kind in the country, its services through long hours of the day and evening are vital to the public. Its functions go beyond entertainment to include disaster warnings, and other public services.

Mr. Siegel said:

"We do not have just a few sponsors, as most stations do. We cater to 8,000,000 sponsors."

And many of these 8,000,000 sponsors are quick to use the mails and the telephone to tell WNYC what they think. Bona-fide pieces of mail concerning programs received by the station numbered 38,105 in 1946, 54,947 in 1947 and 64,594 in 1948.

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GERMANS FEAR ALLIES' BAN OF BERLIN RADIO INDUSTRY

A german official expressed fear last week that American, British and French negotiations in London have agreed to ban Berlin's radio transmitter industry.

Wolf Steinbrucke, chief of the electrical industry section of the Berlin city government, the Associated Press reported, said German officials had unconfirmed reports that the industry is to be put back on the list of prohibited war potentials. He said the reports were that the British, fearing competition, had exacted the ban as a price for their agreement to save about 150 German plants from dismantling for reparations.

Steinbrucke said such a decision would have "disastrous" political repercussions in Berlin's Western sectors, which repeatedly have demonstrated support for the Western powers in the blockade.

The industry, employing a large number of persons, has been kept going by supplies from the airlift.

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RCA TO MANUFACTURE THEATRE TELEVISION EQUIPMENT

The Radio Corporation of America expects to start manufacture of instantaneous theatre television equipment in pilot run quantities by the end of this year and figures on marketing such video equipment for theatres at less than \$25,000 per single unit, Barton Kreutzer, head of the company's film recording and theatre equipment activities, disclosed during a demonstration held in conjunction with the 65th semi-annual convention of the Society of Motion Picture Engineers. New RCA theatre TV equipment demonstrated is said to be more practical than any previously shown in that the only element of equipment required in the theatre auditorium is an optical barrel projector, 30 inches in diameter and 36 inches long, mounted on a seven-foot-high pipe standard.

All other equipment, power supply, etc. are in cabinets, which can be stored at some distance away. The projection throw of theatre TV has been increased from 40 to 65 feet. At 65 feet it is capable of projecting a picture 15 by 20 feet. The demonstration was limited to an 11 by 15-foot picture because of room dimensions.

Questioning the economic feasibility of commercial theatre-size television at present, except for a limited number of major sports attractions, Dr. Allen B. DuMont suggested selective use of regular TV broadcasts in motion picture houses until video receivers become more plentiful. DuMont recommended theatre spotting of home telecasts during an address at a luncheon opening the convention.

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TRUSTEES' SUIT FACES EX-HEAD OF MAJESTIC RADIO CORPORATION

Federal Judge Walter J. LaBuy last week in Chicago gave trustees of the Majestic Radio and Television Corporation permission to sue its former president. Attorneys said they might sue for \$500,000.

Martin A. McNally, lawyer representing trustees John E. Dwyer and Donald J. Walsh, said they proposed to sue Eugene A. Tracy, In outlining their proposed suit to the court, they cited these charges:

That Mr. Tracy unlawfully exercised stock options and thereby realized \$273,000; that he shifted certain personal obligations to the corporation; that employees had realized "substantial profit" through company stock deals arranged by Mr. Tracy; that he realized \$72,000 in profits from a partnership to sell radio crystal controls in competition with Majestic, contrary to his contract with Majestic; that he received excessive salary and bonuses, and that he voted to pay a former president's family two years' salary of the former president after the latter had died.

Judge LaBuy postponed to may 16 a hearing on a trustees' plan for reorganization of the company under Federal bankruptcy law. Creditors opposed the postponement.

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SAM ROSENBAUM TAKES OVER FREE MUSIC PROJECT FOR PETRILLO

The welfare fund won five and a half years ago by the American Federation of Musicians, AFL, is going under new management, writes A. H. Raskin in the New York Times.

"After distributing nearly \$4,500,000 to provide free public music programs, the union's brash, bouncy president, James C. Petrillo, is turning control of the fund over to a scholarly, soft-spoken Philadelphia lawyer who left the presidency of a radio station to become a wartime colonial in military government overseas.

"The change in administration of the fund is not likely to be as spectacular as the change in administrators. Samuel R. Rosenbaum, who has been designated as trustee of the fund by the manufacturers of records and transcriptions, is lavish in praise of Mr. Petrillo and the union for the way in which they have run the fund.

"The money paid in as royalties on records has been used as a public service and not a feed bag', Mr. Rosenbaum says. 'The union has never treated the money as a slush fund and has administered it effectively and economically.'

"The new trustee's freedom to make changes in use of the fund is severely limited by the deed of trust under which he was appointed three months ago. The money must continue to be used to provide free musical programs and it must be allocated on a geographic basis that corresponds exactly with the formula used by Mr. Petrillo in distributing funds among his 640 locals.

"The principal change that Mr. Rosenbaum foresees is in the type of musical service that will be provided through the fund. He expects to put much more stress on musical programs in schools and less on music in hospitals. He thinks this will help to create a new interest and appreciation for music.

"The transfer of administrative control over the fund from the union to a neutral trustee was made necessary by the provisions of the Taft-Hartley Law. Mr. Petrillo and his attorneys drafted the proposal finally approved by the Department of Justice for the change, which permitted revocation of the union's ban on the making of new musical records.

"The new agreement, which runs until Dec. 31, 1953, has a clause transferring control back to Mr. Petrillo if the Taft-Hartley Law is repealed or amended in such a way that the union may legally designate the trustee. It is generally thought, however, that the union president would favor retention of Mr. Rosenbaum, who has long been a partisan of the union in its battles with the radio and recording industries.

Mr. Rosenbaum concedes that the new system of trusteeship will result in the spending of a bigger share of the fund for overhead. Under the terms of the agreement, the trustee receives a salary of \$25,000 a year. In addition, he must maintain a central office from which some 15,000 checks a month will be issued to musicians in all parts of the country.

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:::: SCISSORS AND PASTE ::::
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Charges Admiral TV Set Performance Claim Not Provable
(Report of Chicago Better Business Bureau)

The current television advertising free-for-all has recently produced a new absurdity in superlative statements -- this with the publication by Admiral Corporation of the claim that its produce ia "guaranteed to outperform any set, anywhere, any time."

In reply to a protest by the Chicago Better Business Bureau that the claim by its very nature is impossible to substantiate, the Admiral Corporation described the statement as "a summation of competitive demonstrations wherein Admiral Television Receivers outperformed all other sets." The Admiral Corporation also said that some time in the future, it planned to hire an independent engineering laboratory to make conclusive tests.

The advertising agency handling the Admiral account offered to eliminate the word "guaranteed" from all future copy. The claims would then read "outperform any set, anywhere, any time".

Obviously such a revision still leaves a statement which has not been proven as fact. It is objectionable because it is physically impossible for any one manufacturer to make tests sufficiently extensive to support such a claim.

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Number Of Movie Theatres Using Advertising Films Doubles
("Hollywood Reporter")

The number of theatres getting a dded revenue from playing advertising films has almost doubled in the last ten years, it was revealed this week in a survey which showed 13,185 houses of a total of 18,351 are available for such commercial showings on their regular bills.

Seventy-two percent of the U.S. screens, with an estimated 53,494,900 weekly attendance, are open to commercial advertising at present, while in 1939, 6,787 of the then 17,541 houses, or 38.6 percent, were showing ad-plug pictures.

It was also learned that about 2000 theatres, pressed for more revenue in a declining entertainment market, have joined the commercial film list only in the last six months.

Showing of advertising films has become a multi-million dollar business for the exhibitors as well as the companies making and distributing the pictures which range from a one-minute short, and 90-second animated cartoon up to the more expensive one-reel or more short subject.

Judging from the rate care of one commercial distributing company, to show a one-minute subject for one week in every one of the 13,185 theatres would cost the advertiser more than \$225,000.

Every state has shown an increase in the theatres using ad films, and in 21 states, their number has doubled or tripled during the last ten years.

Arkansas, Kentucky and Louisiana evidence the largest increases, the first going from 98 to 296; the second, 83 to 268, and the last, 123 to 366.

State leading in actual number of theatres playing the subjects is Texas with 1,177; in 1939 the tally was 531.

Illinois is next with 660, then Pennsylvania with 597.

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Wireless Covering 32 Miles O.K. But Skeptical As To Future
("Fifty Years Ago" Column in The "Washington Star")

"The successful test of the Marconi system of wireless telegraphy which has just taken place with the French Channel as a barrier between stations", said the Star editorially on March 29, 1899, "will probably demonstrate to most observers that the science of electrical manipulation is entering upon a new phase, the ultimate development of which no man can now foresee. The Marconi method of sending messages may not acquire much commercial value for some time. Despite the success of this first long distance test, it is apparently still in the experimental stage. But it is a distinct gain to prove that words can be sent by a current without the use of a conductor over a considerable space. The distance in the present instance was 32 miles. It is too much to say that in the present stage of the system this distance can be indefinitely extended, for it is stated that as far as the experiments have gone success comes only when the instruments and the vertical conductors are elevated high enough at each end of the line to clear the horizon. In other words, account must be taken of the curvature of the earth, as the existing methods permit only horizontal transmission". The Star, however, was sanguine about such difficulties being overcome.

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The Unintentional Influences Of The Wireless
("London Calling")

While there is much of practical interest of the student of broadcasting in No. 3 of Volume 3 of The BBC Quarterly, now published, one of the most penetrating and thought-provoking contributions is in the field of sociology. It is written by a well-known broadcasting priest, the Rev. Canon V. A. Demant, and his theme is: "The Unintentional Influences of the Wireless".

What effect has broadcasting, he asks, "not upon the discriminating listeners who get their 'education' elsewhere, but upon those for whom it is the regular and almost the only contact with the world of recreation, art, thought, and religion?" What kind of a mind and person does broadcasting produce "among populations for which listening has become an important part of the life-habit?" The erudite analysis of motives and reactions, conscious and subconscious, that follows constitutes a thesis commanding the consideration of all who recognise the influence of, and the dangers implicit in, broadcasting's function as a social force.

"It must be impressed on listeners in some way", Canon Demant concludes, "That the perspective they get from what comes over the air is a highly skillful and artificial creation of human ingenuity. If it is mistaken for 'second nature', it will incapacitate men for coping with the real problems the world presents to them."

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TRADE NOTES

That Atwater Kent had drifted far from his old radio manufacturing associates was indicated by the fact that none were mentioned among the 73 friends he left \$442,000 to. Approximately \$1,335,000 went to charities and educational institutions, \$2,000,000 to his estranged wife, and it was estimated that his estate probably would exceed \$4,500,000.

Bendix Radio and Television, Division of Bendix Aviation Corporation, has formulated a new price structure on television that will allow the Bendix dealers to accept liberal trade-ins on television sales.

"In the past", said Edward C. Bonia, General Sales Manager, "the low discount structure on TV has precluded the possibility of the retailer accepting trade-ins which is a most potent weapon of merchandising. Under our new pricing effective April 1, 1949, the consumer will receive a very substantial allowance for his old radio or TV set against the nationally advertised list prices on Bendix Television receivers.

A new technique for selecting suitable television and FM transmitter sites based upon actual field tests employing airborne equipment, was outlined in Chicago by Edward S. Clammer, Commercial Engineer of the RCA Engineering Products Department, before the annual convention of the National Association of Broadcasters.

As outlined by Mr. Clammer, the new system would provide information on field strength and incidence of echoes within the proposed service areas by employing transmitter and antenna radiating pulses of short duration, high peak power and low recurrence rate from a helicopter or balloon. A receiving equipment capable of indicating strength of received pulses and the amplitude of delayed echoes is assembled together with signal generator, oscilloscope, motor generator and an extension mast and dipole antenna in a mobile unit that can be deployed throughout the area under study.

The Washington Television Circulation Committee, representing the four operating television stations in Washington, D. C. (WMAL-TV, WNBW, WOIC, WTTG) reports that the April 1 official estimate of sets installed and operating in the Washington area is 40,750. This represents an increase of 3,350 sets over the March 1 figure of 37,400.

Television sets in Chicago now number more than 115,000, an increase of almost 100,000 since WGN-TV, Chicago, went on the air a year ago, according to a WGN-TV press release.

A television wage increase for union musicians has been agreed upon under a new one-year contract signed with the networks, James C. Petrillo, President of the American Federation of Musicians, AFL, announced Tuesday. Under the new arrangement, musicians on local telecasts will receive 80 per cent of the comparable rate for standard radio broadcasts instead of the previous 66 and 2/3 per cent. For network telecasts they will receive 90 per cent of the rate for standard broadcasts, compared with the former 75 per cent.

Other terms of appearances by union musicians on television had been settled last May 1 when a new three-year contract for radio was signed by the union and the networks. The television wage question, however, had been left open for further negotiation, and the new agreement was reached after several weeks of discussions.

WINX-FM will become WTOP-FM at 5:30 A.M. last Friday when WTOP programs were available for the first time to FM radio listeners.

The 20,00-watt station, at 96.3 megacycles on the FM dial will duplicate all programs broadcast over WTOP-AM, operating weekdays and Saturdays from 5:30 A.M. to 1:05 A.M. and Sundays from 7 A.M. to 1:05 A.M. the next day.

The station changed hands officially Thursday, when papers were signed transferring ownership from the WINX Broadcasting Co. to WTOP, Inc., which is owned 55 per cent by The Washington Post and 45 percent by the Columbia Broadcasting System. Purchase price was \$160,000.

The first FM station in the Washington area, WTOP-FM began as W3X0, an experimental station, in 1938. It was purchased by The Washington Post October 30, 1945 and began broadcasting WINX programs June 14, 1947. Its present transmitter building at 5232 Lee Highway, Arlington, Virginia, (across the river from Washington) went into operation January 1, 1948.

A wire recorder that's not a wire recorder is the newest and most revolutionary equipment to be introduced in the office dictation field.

Developed and being released starting April 1st by the Peirce Wire Recorder Corp. of Evanston, Ill., the new machine actually utilizes wire as a high fidelity recording medium. But the development of a Wire-o-matic Cartridge and of other design features that are failored to office dictation needs make the new Peirce a dictation system, completely unlike conventional wire recorders in appearance, operation and applications.

Developed after 7 years of research, the cartridge is regarded as the outstanding feature of the new equipment. It eliminates handling of the wire; it simply slips in and out of the machine by the touch of a spring lever. It can hold any amount of dictation up to an hour, and a magnetic erasing feature makes possible its being re-used more than 100,000 times.

All sections of the New York-Philadelphia-Washington-Pittsburgh radio beam network are now in operation, the Western Union 1948 annual report reveals. "Experience with radio transmission clearly indicates the value of this method of communication", the report states. "These circuits demonstrated their unusual stability during severe storms in the early part of 1948 when parallel pole lines were prostrated. The Company owns sites for radio relay towers as far west as Minneapolis and as far south as Atlanta, so that its radio beam network may be expanded as needed.

"Radio beam towers between New York and Philadelphia have been equipped to provide two television channels. Commercial operation of these channels is dependent upon decisions by the Federal Communications Commission in the matter of rates to be charged for such facilities and whether they may be interconnected with the facilities of another common carrier."

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April 13, 1949

"HOW DO YOU KNOW?" McDONALD, ZENITH, TO WILSON, RCA, IN TV FRAY

As a result of our carrying the statement of J. G. Wilson, Executive Vice-President in Charge of the RCA Victor Division, last week (April 6) in connection with the television scrap, the following letter has been received from Commander E. F. McDonald, Jr., President of Zenith, who touched off the original explosion:

"I was interested in reading your lead story quoting Mr. J. G. Wilson of RCA. In your next issue I would appreciate it if you would, in my name, ask Mr. Wilson why he, in one paragraph, states 'Engineers must know * * * what the standards will be to supplement those already out, before they can design the set of the future', and in a succeeding paragraph, in the same article, he states 'A simple converter can be used with present sets to extend their tuning range into the higher frequency spectrum.'

"I would like to know why Mr. Wilson leads the public to believe that converters will make present receivers work on the new frequencies, if he does not know what the standards are to be. He should know that if the present 6 mc standards are changed, no converter will work on the new frequencies and none of the present receivers can be made to function properly on the ultra highs.

"The answer to this question, to me, will be the answer to the soundness of his entire statement."

Commander McDonald also sent a letter to all of the television manufacturers which read in part:

"The time is here for the radio and television industry to move as a body if we are going to build for the future to make television a great national industry.

"Television can come into its own nationally only when there are many, many additional television stations on the air. Everyone with an adequate knowledge of the situation concedes that the 12 present channels cannot serve the country. Television can expand only by moving into many additional UHF channels, which means that sooner or later every thinking manufacturer will have to provide receivers that will tune both the old VHF and the new UHF channels.

"While it is generally accepted that the present 12 bands are not to be eliminated, the fact remains that it has been stated repeatedly by FCC that the new ultra highs will have to go into some cities that now have the old VHF bands.

"It is ridiculous to assume that there will be separate markets for VHF and UHF. If many satellite cities like Waukegan, Illinois, near Chicago, or Camden, New Jersey, near Philadelphia, are assigned stations in the new UHF only, it does not mean that they will provide a market for single band UHF receivers. People in these cities will insist on reception from VHF in their areas and will demand two-band receivers.

"Some owners of VHF broadcasting stations now on the air have disputed the need for two-band receivers, evidently on the theory that the coming of UHF will dilute their audience. In other words, they seem to feel that if sets sold today will tune only the old VHF channels, there will be no danger of losing their audience to new UHF stations. What these gentlemen fail to realize is that if we manufacturers were to build, in the future, some sets that would tune the new UHF only, present stations would have no chance of getting these new set owners into their audience.

"We in the industry know that every television broadcasting station now on the air is losing tremendous sums of money and some of them may not be able to carry on and continue sustaining these losses. It has been charged openly that many owners of construction permits are stalling to the limit of their ability, hoping to wait until there is sufficient audience to make profitable television broadcasting operations.

"In spite of more than one million VHF receivers in the public hands today, broadcasting stations are suffering staggering losses. What is going to happen to the new UHF broadcasters when the band is opened if there is no large reservoir of UHF sets in the public hands to provide an audience. These entrepreneurs are forced to start with an audience of nearly zero, and I don't need to draw pictures of what is going to happen to them when you have before you the losses that are being sustained by present television broadcasters with over a million sets now equipped to receive them. If the industry is to anticipate this situation - as they should - every manufacturer should place on the market as quickly as possible, two-band receivers capable of receiving both the old and the new frequencies so that these new UHF broadcasters coming in on the ultra highs will have an audience waiting for them.

"The public has been misled on the value and useability of converters in the old short wave days; in the transition from 50 to 100 megacycles on FM. I know that we are not fooling ourselves, and we should not try to fool the public into believing that converters are going to be satisfactory in television, which is much more difficult to convert than either short wave or FM.

"Some manufacturers have protested the statement in our advertising that only Zenith has built-in provision for accommodating the ultra highs. That statement was true when made -- but we no longer will use it because we now know of other manufacturers who soon may be on the market with two-band sets. We welcome this growth of competition and look for the day when every manufacturer can make the statement that they also have two-band receivers. * * * *

"No industry can be built by misleading the public or by keeping them in the dark on future developments with the hope of making two sales instead of one.* * *"

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TV NOW ACCOUNTS FOR OVER HALF OF SET DOLLAR SALES, BALCOM SAYS

More than half of all set manufacturers dollar sales are currently in television rather than radio, Max F. Balcom, President of the Radio Manufacturers' Association, said last night (Wed., April 13) in an address before the Chicago Town Meeting of Radio Technicians.

TV set sales passed the half-way mark in January, Mr. Balcom said, "and from now on we can expect that television will move steadily ahead of radio in dollar volume". Radio set production in units, however, still is far ahead of television, he pointed out.

Mr. Balcom warned the service technicians against assuming that "radio is on its way to extinction like the Dodo bird".

"I personally believe", he added, "that radio will continue to provide entertainment for the home for many years to come although readjustments of listening habits with viewing time probably will be necessary in cities which have both television and radio broadcasting."

The public today has about a half billion dollars invested in approximately 1,500,000 TV sets, Mr. Balcom declared.

"This year our industry expects to manufacture two million or more television sets, and in 1950 I believe the production of television receivers probably will reach or exceed three million", he added.

"By 1951 we can expect at least six million TV sets to be in operation in the United States with a public investment in them of about \$1.8 billion."

Service technicians can look forward to an expanding and more stable business as television receiver ownership expands, the RMA president said. Most manufacturers will gladly turn over the job of TV set servicing to local technicians, he added, when they are assured that competent and well trained servicemen are available.

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GENERAL ELECTRIC WOULD CUT RADIO SET PRICES \$15 TO \$90

General Electric Company this week suggested to dealers and distributors price reductions ranging from \$15 to \$90 on three radio-phonograph combinations in seven models. Walter M. Skillman, Manager of Sales for the Receiver Division of GE, said the new prices were suggested to apply on merchandise shipped from the factory after April 1. Figures for the price reduction, he added, are for the Eastern price zone, with prices slightly higher in the West. Receivers affected by the reductions are a table model radio-phonograph and two console radio-phonograph combinations, Mr. Skillman said.

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ST. LOUIS "GLOBE-DEMOCRAT" BACK INTO RADIO VIA TV ROUTE

Usually it is the radio station and then the television development but with an acquisition of a minority interest in Station KWK, St. Louis, by the St. Louis Globe-Democrat to go with the paper's \$1,500,000 television station now being built, something really new has been added. Furthermore, it marks the Globe-Democrat's second entrance into radio.

Although announcement of details awaited filing of the formal contract with FCC, it was understood the newspaper is buying about 15% interest for around \$125,000, may acquire additional shares later, and will make still further purchases when and if KWK's television application is granted.

The Globe-Democrat closed down its four-month-old KWGD (FM) coincident with announcement of the merger with KWK.

Withdrawal of the Globe-Democrat's television application will leave six bidders (including KWK) for the four channels available in St. Louis under FCC's present and proposed allocations plans. KSD-TV, on the air for about two years, is St. Louis' only operating television station.

The KWK-Globe-Democrat agreement was announced by Robert T. Convey, President and General Manager of KWK, and E. Lansing Ray, publisher of the newspaper.

Mr. Ray promised that "the cooperative support that the Globe-Democrat can lend to KWK, one of St. Louis' veteran radio stations, will bring to the community a new and modern community service."

The merger revives a radio association which started almost a quarter-century ago. Mr. Ray and Thomas Patrick Convey, founder of KWK and father of the station's present president, were stockholders in KMOX, St. Louis, when that station went on the air in 1925. Mr. Convey organized KWK in 1927, when he bought KFVE University City, changed the call letters and moved studios to the Chase Hotel.

KWK-FM will use KWGD's equipment and 525-foot tower atop the new building, which faces the newspaper office on 12th Blvd. The permit for KWGD, operating on 98.1 mc., is being returned to FCC but KWK-FM plans to seek the use of that frequency in lieu of its present 99.1 mc.

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RADIO ADVERTISING IN NEWSPAPERS ZOOMS TO \$14,401,000

As compared with 1941, radio advertising in newspapers has shot up 554%. This represents \$14,401,000 and includes both radio and television sets and broadcasters advertising, the Bureau of Advertising of the American Newspaper Publishers' Association reports. National advertisers' investment in newspaper space climbed to a new all-time high of \$389,261,000 in 1948.

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CHICAGO STATION ASKS W.U. "HOW COME?" EXTRA BASEBALL LEVY

Station WIND in Chicago, owned by Ralph L. Atlass, who is not afraid to hit back when he thinks anybody is pushing him around, has protested against Western Union's proposed new rates governing use of its baseball play-by-play service, claiming they would discriminate against radio stations as compared to newspapers and press associations.

The protest said WIND is the originating station for the Mid-west Baseball Network, furnishing baseball broadcasts to some 30 stations in Illinois, Iowa, Michigan, Nebraska, Minnesota, Indiana and Wisconsin.

Contrary to Western Union's interpretation, the Chicago station claimed WU's past tariffs contemplated use of the Western Union baseball service over more than a subscriber station.

The proposed new rates, to become effective April 18 unless set aside by the Federal Communications Commission, would call for payment of \$2 per game by each station using the service, plus the regular fee paid by the subscriber or originating station. These additional payments, WIND claimed, "would constitute a net profit since no additional payments, costs or charges are incurred" by WU.

WIND also argued that the "identical service is furnished to newspapers, and/or press associations, which subscribers may incorporate information received from (Western Union) in news services furnished to non-subscribers without additional charges of any kind."

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CATHODE RAY TUBE SALES ROSE SHARPLY IN 1948

Indicative of the sharp rise in television receiver production in 1948, sales of cathode ray tubes during the year increased more than 361 percent in number of units and more than 312 percent in value compared with sales in 1947, the Radio Manufacturers' Association reported last week.

Based upon individual company reports received by the RMA Transmitter Division and the National Electrical Manufacturers' Association, cathode ray receiving tube sales in 1948 numbered 1,265,472 valued at \$31,985,461 compared with 274,000 tubes valued at \$7,756,203 in 1947.

Sales of television receiver type cathode ray tubes to equipment manufacturers during the year totalled 1,179,444 units valued at \$29,804,018. Renewal or replacement sales to users and distributors amounted to 84,230 tubes valued at \$2,140,682. U. S. Government and export purchases in 1948 accounted for 1,380 units valued at \$29,603 and 418 tubes valued at \$11,158, respectively.

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CHARGE HIGH NEWSCASTING RATES SUBSIDIZED NON-PAYING SERVICES

It was brought out in the proposed findings in the matter of charges for communications service between the United States and foreign points filed with the Federal Communications Commission last week by the Mackay Radio and Telegraph Company, the intimation that high rates previously charged were for the purpose of aiding non-paying lines. A brief submitted by James A. Kennedy, Mackay counsel, stated, in part:

"A witness for United Press, one of the large American news distributing agencies, testified before the FCC that until the offer of service by Mackay, the newscast rates of American carriers offering such service were in almost every case considerably higher than any rates the news agencies paid for similar service in foreign countries and, as a result, it was suspected that the high rates then paid for newscasting service from the United States were subsidizing uneconomic point-to-point channels.

"United Press, before the end of the war and prior to the establishment of Mackay's 'newscast' service, endeavored to persuade Press Wireless - a specialized carrier in the field of press communication - to provide a world-wide newscast service at rates commensurate with the extensive use of such service for transmission of large volumes of news, but found Press Wireless unwilling to do so. United Press became a user of Mackay's service when it was established. The news agency distributes news directly to 951 newspapers and 151 radio stations in 71 countries or territories outside the continental United States, plus approximately 900 more served indirectly."

The brief stated further:

"Since the point-to-point rate increases authorized by the Commission would add approximately 6% to Mackay's point-to-point revenues, Mackay undertook to increase its presscast rates sufficiently to yield approximately 6% additional revenue from this service. RCA Communications having then in effect a rate of \$6.00 per hour for this type of service, Mackay could not competitively increase its own \$6.00 rate. Consequently, in order to meet the requirements of the Commission's order, Mackay could only increase, as it did by 25%, the rate of \$2.00 applicable to additional transmitters and the Tangier relay service.

"Mackay's gross revenue from presscast service, following the application of the 25% increase to rates for additional and relay transmitters, amounted to \$19,418 for July, \$20,074 for August, and \$18,925 for September, 1948. On the basis of a study of costs associated with the performance of this service, Mackay shows net operating revenues of \$1,979 for July, \$2,604 for August and \$2,051 for September, 1948."

The conclusion was that Mackay's revision of its tariff effective last June, increasing by 25% the rate applicable for additional and relay transmitters was a sufficient and proper compliance with the Communications Commission's order of last April.

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CREATES NAB CONVENTION SENSATION BY PREDICTING RADIO'S DOOM

The man who almost stopped the show at the National Association of Broadcasters' Convention in Chicago this week wasn't on the program. In fact, he didn't even speak, but most everyone was acquainted with or had heard of him. It was an old-timer, Merlin H. Aylesworth, first President of the National Broadcasting Company, and because of an article he had written in the current (April 26) issue of Look Magazine entitled "Radio Is Doomed".

Imagine what a hit the prediction that radio would be replaced by television in the next three years must have made at a broadcasters' convention. The first person to dispute this was Wayne Coy, Chairman of the Federal Communications Commission. However, Mr. Coy said that the essential difference in his and Mr. Aylesworth's points of view "is one of time".

Three years, Mr. Coy asserted, seemed much too short in terms of the radio manufacturing industry's ability to build the receivers necessary to give television real country-wide circulation.

"I predict that within three years the broadcast of sound, or ear radio, over giant networks will be wiped out", "Deac" Aylesworth wrote in Look. "Powerful network television will take its place, completely over-shadowing the few weather reports and recorded programs left to the remaining single independent ear radio stations. And stars who are now big in ear radio will be the best in television."

"If you think this is too rash, consider these facts:

"Today, 1,600,000 American homes have television sets.

"By the end of this year, 4,000,000 homes will have television - and 1949 is only the second year of major distribution.

"Already television reaches by coaxial cable from New York to Chicago and St. Louis. And a coaxial cable will reach the West Coast early next year.

"Television sets are not, as most of us might think, luxuries that only people with big incomes can have. You may be surprised, as I was, to know that among the 4,100,000 electrically wired homes in the New York metropolitan area and New Jersey there are: At least 600,000 television sets.

"Of these 51 per cent are installed in homes of people in the two lower income brackets.

"Fully 20 per cent are in homes that don't even have telephones.

"In other words, the television set is becoming a necessity, not a luxury, in the home. Here's a sample of what I mean:

"A few days ago, I was riding with a taxi driver. We missed two green lights while he told me how wonderful he thought his new television set was.

"Cost me 400 bucks", he said. "But it's worth it."

"Yes?" I said. "How do you mean."

"Keeps my wife home all day, for one thing. I come home tired, see? I don't want to go out. I don't want to do anything except sit there and watch Milton Berle. My wife, she likes to do the same thing. So we stay home - and laugh."

"You feel, then", I asked, "that you need it?"

"I need it", he said, "like I need my next dinner."

"Technical qualities of television, as in early ear radio and the movies, are far ahead of the programs we see. Technically, television is growing faster than most of us realize. At this moment there are 55 entertainment television stations in this country. Building permits have been granted for 67 more. And 314 applications are pending. Smaller stations will be built to serve smaller communities. But network television will be handled by five major networks: American Broadcasting Company, Columbia Broadcasting System, DuMont, Mutual Broadcasting System and the National Broadcasting Company. And they'll soon reach wherever you are.

"If you live in a town that has no television station today, but radio stores are selling sets, go ahead and buy one. Then start shouting for a station and good programs. You'll get both. You'll get them because, as my friend Owen D. Young, the industrial statesman, once told me, 'the dollar follows the service'. * * * * *

"A number of publishers today are worried that television will cut into the reading of newspapers, magazines and books. But I predict that just as ear radio helped increase this nation's literacy, helped build the reading of papers, books and magazines, so television will help step up the numbers in literate groups. * * * *

"I've read a number of news stories and seen surveys saying that television will bring an end to the movie business - or greatly handicap it. I feel that the exact opposite will be so. Television will not only increase the movie audience by leaps and bounds, it will also be a great leveller of motion picture costs - which have always been a handicap to the industry.

"I've heard considerable gossip about coin gadgets to have televiewers pay the costs of television. But it won't work. It will be the sponsor who pays the bill for television programming. * * * *

"Soon television will become a six-billion-dollar industry. It will be one of America's ten biggest industries, may well be the shock absorber in the national economy.

"In whatever complex ways television will affect our morals, our manners, our thinking, our economy, I feel confident in summing up these things I'm sure it will do:

"1 - It will increase the number of sports fans and build up attendance at sports events.

"2 - Educators will find it a big boon in teaching people of all ages.

"3 - It will bring religion to more non-church goers, will encourage more attendance at church.

"4 - It will increase the number of movie fans and send more people into the movie theaters.

"5 - It will provide another big industry for American job-holders.

"6 - Just as ear radio helped increase literacy in this country, television will increase the numbers of readers of good books, good magazines, good newspapers.

"Television, here to stay, is already a necessity in the home."

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NEW ULTRA HIGH FREQUENCY TV BAND SOON, FCC HEAD PREDICTS

Keynoting the Annual Convention of the National Association of Broadcasters in Chicago last Monday (April 11), Wayne Coy, Chairman of the Federal Communications Commission, predicted that before many months, "a new ultra high frequency television band will be opened which will make it possible, given imaginative leadership rather than the Maginot Line type, to bring video service to all of America."

He envisaged the day when large cities would be surrounded by a series of secondary, or slave, television stations fed by coaxial cable or relay towers from the main stations in the city. The secondary stations also might tap the main cross-country coaxial cables. None of the slave transmitters would originate programs.

"One can build up a network similar to that of a railroad system", Mr. Coy said. "The video system would include major terminals, intermediate stations, short side spurs and secondary lines."

The Chairman stated further:

"There is also little doubt that TV and sound radio are entering a period of intensive competition", he said. "Make no mistake about it - television is here to stay. It is a new and irresistible force unloosed in the land."

Mr. Coy said that "there is grave financial risk in starting a new aural radio station today", adding:

"More than half of 340 new AM (standard) stations last year lost money as did 15 per cent of all stations licensed before 1946. Part of the blame must be laid at the door of excess profits tax, however."

All television networks and stations reported losses last year, but the trend is toward reduced radio incomes and increased television revenues, he said. "I see nothing on the horizon which indicates this trend will be altered."

The FCC Chairman urged broadcasters who might be tempted to lower program quality because of reduced radio incomes to "read the Communications Act and study the obligations for public interest, convenience and necessity."

"The public interest, I can assure you, is not expendable", he emphasized.

Referring to the large number of Americans still outside of television service areas, Mr. Coy said:

"People on Main Street know about television, are excited about it, and if they don't see signs of getting it in a reasonable time, they are going to start asking questions. The day of the hinterland, the backwoods and the sticks have passed in America."

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WASHINGTON STATIONS AGAIN CARRY NEWS BURDEN; PRESS STRIKE

Once more the radio stations in Washington, D. C., have taken over local news broadcasting facilities because of a strike on the four newspapers, - Post, Times-Herald, News and Star. The strike began Monday afternoon and is still on at this writing (Wednesday, April 13).

It was the second stoppage within a week. An unauthorized walkout of pressmen halted publication for twenty-four hours last Tuesday and Wednesday.

Stereotypers joined in this latest walkout, which had the sanction of the two international unions involved. The pressmen and stereotypers together control the two final stages of newspaper production.

The workers are seeking higher wages and shorter hours, among other things. The publishers say they are willing to submit the dispute to arbitration, but the unions have rejected the idea.

The Washington Publishers' Association said the two unions involved rejected not only arbitration but also a Federal Mediator's proposal for a fact-finding board whose conclusions would not be binding on the parties to the dispute. The unions had no comment.

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HERBERT BAYARD SWOPE BECOMES RCA CONSULTANT

Herbert Bayard Swope has joined the Radio Corporation of America in the capacity of Adviser and Consultant. His work with the Radio Corporation of America will not require his full time and he will continue his independent practice with other and non-competing organizations.

Mr. Swope recently resigned as Director of the Columbia Broadcasting System, Inc., of which he was a Director and Member of the Executive Committee, since 1932.

Mr. Swope was formerly a reporter on "The World", of which he later became the Executive Editor, during which time it won three Pulitzer prizes, as well as one Pulitzer prize awarded personally to Mr. Swope. Recently, he was a Member of the United States Atomic Energy Mission to the United Nations, which was headed by Bernard M. Baruch.

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RCA DISPLAYS COMPLETE 500-WATT TV STATION AT NAB CONVENTION

RCA this week revealed for the first time its "BASIC BUY" in television as a complete 500-watt television broadcast station. Designed to bring television facilities to the nation's smaller communities, the complete TV station layout was unveiled by the RCA Engineering Products Department at the 1949 exposition of the National Association of Broadcasters.

Unlike anything previously offered, the "BASIC BUY" comprises 182 TV equipment items which provide complete basic television broadcasting facilities and allow for local origination of film shows as well as network rebroadcasts.

The system is built around new RCA TT-500A or TT-500B television transmitters, which produce the same high quality pictures as the famous 5 KW TT-5A television transmitter; the widely-used super-turnstile type antenna; and the radical new RCA TC-20A switching console which can provide transmitting control, dual monitoring, audio and video control, fading and switching, and film control in one simple console.

"The BASIC BUY has been developed to permit stations in the smaller communities an opportunity to buy-in, right now, to the fastest coming medium in the long history of entertainment", said T. A. Smith, General Sales Manager of the RCA Engineering Products Department, in announcing the new TV package. "With the BASIC BUY equipment, a video service comparable to 250-watt AM is possible right now in many areas."

The "Basic Buy", Mr. Smith explained, will operate on film and coaxial cable network to start. However, in locations where no live network service is available, it is still possible to operate exclusively on film, using kinephoto transcriptions as the backbone of television service. Kinephoto service is now available from the major networks. Such film is already being turned out in New York, Chicago, and Hollywood studios at a rate that exceeds that of the entire motion picture industry in actual footage.

Priced to sell from approximately \$70,000 to \$85,000 (depending on channel frequency and amount of antenna gain required), RCA foresees the new "Basic Buy" as establishing a significant trend in the broadcast industry. Already marketing plans for 1949 and 1950 are being formulated on the growth of television in the smaller communities across the nation.

With the "Basic Buy" television can be brought to any community with the following additional outlay -- suitable site, tower facilities, small transmitter-film-control house (a one-story 30 x 40-foot structure is adequate), and proximity to co-axial cable, existing station or other source of programming.

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PRIMARY HIGH-FREQUENCY VOLTAGE STANDARD DEVELOPED

Recognizing the importance of high-frequency standard voltage in the field of radio and electronics, the National Bureau of Standards is developing primary standards of voltage for radio frequencies up to several hundred megacycles. This work is being carried on by M. C. Selby, under the direction of W. D. George of the Bureau's Central Radio Propagation Laboratory, as part of a broad program to develop national standards for electrical quantities at all radio frequencies.

Precision voltage standards are urgently needed by communications services and research groups in the adjustment of many laboratory and field instruments operating at high frequencies. The calibration of signal generators, field-intensity meters, radio receivers, and vacuum-tube voltmeters depends on the accuracy of available reference standards.

A practical high-frequency voltage standard must combine reliability with maximum precision and should approach as closely as possible the accuracy of the direct-current voltage standard - the standard cell. With this in mind, the Bureau has concentrated on methods of measuring single-frequency voltages directly in terms of a standard direct-current cell. Specific techniques have been chosen for best time-efficiency and accuracy over the widest range of voltage and frequency, without using frequency corrections. Reliability has been achieved by cross-checking the results of several independent methods based on different principles. Reproducibility of results and agreement between individual primary-standard methods is required within plus or minus 1 percent, since measurements to that accuracy are considered to be of good precision in the high-frequency region.

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PRIEST'S QUIET WORDS GET PRAYING YOUTH OFF 540-FT. TV TOWER

The public is quite accustomed to the Empire State and other tall buildings, bridges, etc., being the places for demonstrations, suicides, etc., but now the tall television tower enters into the picture.

A man identified as William Mooney, 22, this week climbed to the top of the 508-foot television tower of Station KGO, on Twin Peaks near San Francisco, where he hung by his feet and shouted prayers to a crowd below.

A priest's question, "Are you coming down?" brought the young religious eccentric from the precarious perch where he had climbed to "pray" for the salvation of the city of San Francisco.

Clad only in shorts, barefoot, with a rosary strung around his neck, he had spent nearly two hours on the wind-swept steel framework of the slender Station KGO-TV tower that juts up atop Mount Sutro. In plain view of thousands of San Franciscans who trained binoculars and telescopes on him, but obscured from ground observers at the foot of the tower by a dense ground fog, he had dangled by his knees, upside down, telling his beads and chanting.

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 ::: SCISSORS AND PASTE :::
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The Silent Press
 ("Washington Post")

(Note: This editorial appeared last week following the first newspaper strike in Washington which lasted only 24 hours, and before the second strike which is on at this writing which again included all four Washington newspapers.)

On Wednesday, thanks to the eccentric behavior of Local No. 6 of the International Printing Pressmen's Union, the inhabitants of Washington were given a brief taste of what a world without newspapers would be like. The decision of the pressmen to remain in "continuous meeting", as they chose to call it, was so unexpected that out-of-town newspapers lost the opportunity to benefit by the episode. And by the time most Washingtonians were aware of what had happened the shelves of all the newsstands had been emptied.

The strike, however, did not continue long enough to test the truth of the adage about no news being good news. Indeed, it must be confessed that there were many who wholly failed to notice the disappearance of the public prints until they were informed of it by neighbors or acquaintances or heard announcements of the strike broadcast by the local radio stations. Among those who did notice, more were more concerned about the further adventures of favorite comic-strip characters than about the progress of the cold war, or of the crusade against the local gamblers or the status of the European recovery bill, or the closing prices on the New York Stock Exchange, or the outcome of the exhibition game at Orlando, Fla., between the Senators and the Kansas City Blues.

We are also obliged to confess that the Congress and the executive departments of the Government somehow worried through 24 hours without benefit of the usual Delphian advice from the editorial pages and the syndicated columnists. Of course, most newspapers, including The Washington Post, put up proofs of their editorial opinions outside the buildings for the benefit of those who were seeking instruction and guidance on matters of great pith and moment; but the number of such persons was hardly great enough to constitute any serious traffic problem for the police.

You may imagine, then, that after these somber reflections, we are grateful to Mr. Ed Murrow of the Columbia Broadcasting System who told his listeners that the strike had proved that newspapers do have a place in the world. We tend, said Mr. Murrow, to take the secondary uses of newspapers entirely for granted. For without newspapers, as he observed, some of the most commonplace operations of life, such as the lighting of log fires, or the packing of glassware, or the lining of garbage pails, or the wrapping of fish, would become infinitely more difficult and complex.

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Johnson Feels Broadcasters Should Have Preference At TV Licenses
 ("Hollywood Reporter")

Sen. Edwin W. Johnson, Chairman of the Senate Interstate Commerce Committee, said recently he thinks broadcasters should be given preference over picture people in competition for television

licenses. But he thinks the question of their comparative qualifications to go into TV is rather academic because he is convinced that there will be no serious shortage of channels once the ultra-high frequencies are made available.

While he would not want to see the major film companies in the TV picture if only the present commercial channels were available, he would not be concerned at having them in the TV ranks when more channels are to be had.

Senator Johnson said he doubts that TV will close many theatres, but he thinks it will force many radio stations out of business. For this reason, as well as their "historical right" and the fact that many broadcasters have heavy investments in the development of TV and other advances in the broadcasting art, he thinks they deserve the first crack at TV licenses.

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Doesn't Favor Putting On The Advertising Heat
(Robert U. Brown in "Editor & Publisher")

While we're on the subject of free publicity, we've just received the best explanation of why an advertiser should not try to get free space just because he is an advertiser.

George Jordan, former AP and Washington Star man, now head of the public relations department of Olmstead & Foley, Minneapolis advertising agency, in addressing the Minnesota Savings and Loan League recently, said:

"Never try to force an editor or a radio station to use your publicity on the basis of your importance as an advertiser. I can tell you why in about three sentences. First, it probably won't work. Second, if it does work, you have richly earned a large dividend of ill-will on the part of the news side of the newspaper or radio station. Third, you have done what you could to reduce the value of your own advertising.

"You know, you pay good money for newspaper space or for radio time on the assumption that readers or listeners, who came to be informed or entertained, will stay to hear your message. The number of readers or listeners who come depends upon the reputation the news or radio editor has built for informing or entertaining. If he has done a good job - you get a chance at many readers or listeners. If he has done a poor job, your advertising is worth less. So every time you try to pervert his judgment by forcing him to decide on the basis of a false consideration - like the amount of money you spend with his advertising department - you are making it that much harder for him to pull in the readers or listeners you are paying to reach."

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TRADE NOTES

Former President Herbert Hoover, Chairman of the Commission on Organization of the Executive Branch of the Government, will make five broadcasts over the Columbia network during the week of April 18, reporting on the work of the Hoover Commission.

Mr. Hoover will appear each day during the week as the guest of Lyman Bryson, CBS Counsellor on Public Arrairs, for an informal, a d lib discussion of "You and The Hoover Commission" (CBS, Monday through Friday, 6:15-6:30 P.M, EST, April 18-22).

The radio assembly business in Moxico expanded during 1948 from fewer than 2,500 sets to an output of approximately 72,000 units, mainly United States brands. Practically all parts are imported from the United States. No receiving tubes are made in Mexico, but quartz crystals are produced in quantities to supply domestic demand.

WJR, Detroit, gives us this reminder of communications in the "good old days":

"On April 3, 1860, the first Pony Express Ridor mounted a swift pony at St. Joseph, Missouri, and dashed across the prairie picking up a fresh pony o very twenty milos with a now rider taking over every seventy-five milos. In this manner the precious saddle bags were rushed across the plains, the Rockies and the Cascades to Sacramento, California, where the swift steamer "Antelope" hurried the bags to San Francisco completing the eleven day trip and forging another link in the mighty chain of communications which binds this great country together."

A 41-year-old wholesale grocery salesman, James Locke, of Tulsa, Okla., won \$20,000 in merchandise prizes on CBS' telephone quiz program, "Sing It Again", Saturday, April 9, by naming Charles Correll, Andy of the "Amos 'n' Andy" radio team, as the "Phantom Voice".

Immediately after Mr. Locke cracked the riddle of the "Phantom Voice", emcee Dan Seymour told listeners about the new "Sing It Again" jackpot, starting at a record-breaking \$50,000.

The new prize offer consists of a minimum of \$25,000 in merchandise for the listener who can come up with the correct name of the "Phantom", with the added opportunity of winning \$25,000 in cash if he can answer one other question about the "Phantom".

A deal to provide video material for Crosley television and at the same time guarantee against losses for amateur athletic clubs has been set this week by Telesports, Inc., sports subsidiary of Crosley Broadcasting in Cincinnati, Dayton and Columbus.

Terms of the Telesports-boxing club contract call for Telesports to guarantee certain operating expenses of the individual club. If gate admissions do not pay these expenses, Telesports will pay them; if admission revenue from the matches exceeds operating expenses, all profits will be the exclusive property of the individual club.



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April 20, 1949

HAS COY "TALKED TOO MUCH"? HIS REVEALING CRITICISM SURPRISES

That Wayne Coy, Chairman of the Federal Communications Commission, should have let his hair down at the National Association of Broadcasters' Convention at Chicago last week to the extent of revealing that he had been criticized for talking too much, is still a black market topic of conversation in the industry. Even more surprising to the broadcasters apparently was that Mr. Coy would further admit that the call-down apparently had made him good and mad. Whether or not he resigns for a more lucrative position, as has been so often reported, it was evidently figured by the critics that the "too much talking" revelation would not be particularly helpful to him either at the FCC or on the new job if he should change.

As told in Chairman Coy's own words at the Broadcasters' Convention, the account of the much talked about incident follows. Said Chairman Coy:

"I have had a lot of trouble with this speech. I have been unduly pestered about a title for it so that, as they said, it could be properly billed.

"I didn't realize the significance of the repeated requests which my office received from NAB's Washington headquarters until I read a story last week reporting industry gripes about the agenda for this Convention. This story, quoting an anonymous industry topper, said in part:

"It's time we were getting down to specifics, since the industry is now faced with an economic crisis. Instead of playing around with the birds, bees and flowers, why doesn't the NAB dish out the facts of life?"

"Now it seems that what this writer, who is as anonymous as the industry topper just quoted, was driving at is some supposedly irreconcilable conflict within NAB. The small operators versus the big operators. The large segment of NAB's membership versus those who pay the larger share of the dues.

"All of that made interesting reading. However, I was really upset when I read the next to the last paragraph which said in plain language that the answer to the gripes about the agenda not coming to grips with the problems facing the industry 'won't be found in the star billing given Attorney General Tom Clark and FCC Chairman Wayne Coy. It's the feeling that with Coy now having virtually completed the gab circuit with a multiplicity of speeches, his value as a drawing card has diminished. And how, one griped, can Tom Clark tell us how to sell SearsRoebuck as a national account?"

"You can understand my feelings, I am sure. To put it mildly, I was disillusioned and frustrated. I was a failure. I have

talked too much. You people in the broadcasting business know entirely too much about what I think. When you stop to think about it then you realize just how bad things really are. It is almost to the point where there is no element of surprise left. (Underlining is ours. R.D.H.)

"What is expected of Tom Clark and me? Are we to tell you how to stay out of jail and out of the red?"

"Maybe the Attorney General can tell you how to stay out of jail. Maybe he has worked out a formula in this field for broadcasters. I am sure that if he gives you such a sure-fire formula for staying out of jail and I should propose to adopt it as an FCC rule or regulation there would be loud and vociferous objections from the industry on the grounds that (1) such a regulation would be in violation of Section 9(a) of the Administrative Procedures Act, and (2) that the broadcasters ought to be free, under the First Amendment, to decide for themselves whether or not to go to jail."

Evidently Mr. Coy was pretty sure he could get away with this rebuke judging from his telling the Rotarians in New York a few days earlier how they felt they had to bow down to the FCC even to laughing their heads off at the Chairman's jokes whether they were funny or not.

Said Mr. Coy:

"I have found out that the way Rotary gets a speaker is to do it by indirection. They have him approached by a member who knows him or is in the same line. They had me approached by a friend whom we shall call 'Bill'. Perhaps 'friend' is too strong a term. After all, he is one of those fellows we regulate -- or try to regulate. He is classified as a radio broadcaster. When the give-away programs total \$10,000,000 annually, I suggest that Rotary reclassify all broadcasters as philanthropists. But he is not too bad a fellow at that!

"Since this Bill is responsible for my being here, he has been anxious that I make a good impression. He has been giving me a lot of suggestions. 'Don't make your speech too technical', he said, 'or the members of the club will go to sleep.'

"'Also,' he admonished, 'be sure to tell them some funny stories. Rotarians like a good laugh.'

"Well, I have been Chairman of the Federal Communications Commission for about a year and a half and a lot of things have happened to me in that time but none of them have been funny. I like a good laugh as well as anyone, but you won't find it at the Federal Communications Commission.

"Oh, there have been some laughs during some of the speeches I have made. But those speeches were made to members of the industries that the Federal Communications Commission regulates. And you have no idea how easy it is for a man to get laughs from a

group when he happens to be the Chairman of the government agency that regulates them. Even the faintest sign that he might be a human being is good clean fun to them.

"His feeblest wheezes being down the house. You would think he was a combination of Charlie McCarthy, Milton Berle and Schnozzle Durante.

"An sometimes they even laugh when I'm in earnest."

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RICHARDS WOULD RESIGN FROM ALL STATIONS; SEEKS TRUST CONTROL

Retirement of G. A. Richards from active control of Radio Station WJR in Detroit, WGAR in Cleveland and KMPC in Los Angeles was sought in an application filed with the Federal Communications Commission in Washington last Monday.

Upon approval of the Commission, control of the three stations will pass to three trustees, all residents of Michigan, who have accepted the appointments, subject to FCC approval.

The trustees named are: Dr. John A. Hannah, President of Michigan State College at East Lansing; L. P. Fisher, Vice-President of Fisher & Co., Detroit, and Harry J. Klingler, Vice-President of General Motors and General Manager of the Pontiac Motor Division of GM. Mr. Fisher lives in Detroit; Mr. Klingler in Bloomfield Hills, Michigan.

In applying for consent to relinquish control of the three radio properties, it was said, Mr. Richards is following a long desire to retire from active business on his 60th birthday which occurred last March 19th, according to a statement by Don Hogate, Public Relations Counsel in Washington, which continues: "His retirement also conforms with the general retirement policy of the company. In recent years, Mr. Richards has not been in good health, and he has spent most of his time in Beverly Hills, California, where he now resides.

"I have been actively engaged in the radio broadcasting business for more than a quarter of a century", said Mr. Richards. "In my long association with radio, I have seen the industry develop as a major factor in national public opinion. In that development, our goodwill stations have always adhered to the highest and fairest standards of broadcasting. Citations received from the American Legion, Veterans of Foreign Wars and many other groups, coupled with thousands of commendations from every group and strata of the general public testify to the public service our stations have performed. I am confident that my successors will continue to carry on these constructive policies."

"Mr. Richards has owned WJR, the Goodwill Station in Detroit since 1926, and has developed it into one of the major radio stations in the country. It is a basic Columbia station with 50,000 watts

power. Mr. Richards and his wife, Mrs. Frances Richards, own 62.39 percent of the stock outstanding.

"Station WGAR in Cleveland was founded by Mr. Richards in 1930, and has been one of the outstanding radio properties in Ohio. It is also a 50,000 watt station on the basic Columbia network. Mr. Richards owns 71.64 percent of the stock outstanding.

"Station KMPC, known as the Station of the Stars, was acquired by Mr. Richards in 1937. It has 50,000 watts daytime power. Mr. Richards owns 64.8 percent of the outstanding stock.

"The three trustees of the property will exercise general supervision over policies and operations of the stations, as soon as approval is granted by the Commission.

"Dr. Hannah has long been recognized as an outstanding educator. He is President of the Association of Land Grant Colleges and Universities; President of the Michigan State Board of Agriculture, and is a member of the Michigan State Council of Defense; the Michigan Council of Education, and the Michigan State Board of Control for Vocational Education.

"Mr. Fisher retired from General Motors as a vice-President in 1944, but remains a Director of the Corporation. At one time, he was General Manager of the Cadillac Motor Car Division. He is also a Director in the Continental Illinois National Bank of Chicago.

"Mr. Klingler has been General Manager of Pontiac since 1933, and is widely known in automotive circles."

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FCC ASKED FOR SPEEDY APPROVAL OF KLAC, L.A., TO RALPH ATLASS

Warners asked the Federal Communications Commission last Friday for speedy approval of its purchase of New York Post publisher Dorothy S. Thackrey's California radio properties, including KLAC-TV and KLAC-AM, Los Angeles. At the same time Warners filed an application for sale of KLAC-AM to the newly-formed KLAC, Inc., headed by Chicago radio station owner Ralph Atlass.

Warners last month agreed to sell KLAC-AM to Mr. Atlass for \$405,000 if the Commission approves its purchase of the Thackrey holdings and the resale transaction. Since it already operates KFVB, Warners could not own a second station in the same city under the FCC ruling against duopoly.

The Warner petition to the FCC urged immediate action because "time is of the essence" in publishing the required notice of sale in the Federal Register. Completion of the transfer of KLAC-AM to Mr. Atlass must be approved by the Commission before Aug. 1 under the terms of the agreement, Warners explained. Therefore, the necessary 60-day waiting period after publication should end by about mid-June, Warners declared, if the transfer is to be accomplished.

The FCC has held up approval of the Warner-Thackrey deal pending further study of the position of the Paramount anti-trust defendants as qualified TV licensees.

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WOR BUYS ENTIRE NEW YORK CITY BLOCK FOR TELEVISION CENTER

Radio station WOR has purchased the entire square block bounded by 67th and 68th Streets, Broadway and Columbus Avenue, in Manhattan, as a site for the future construction of buildings for offices and studios to be used by its television station, WOR-TV, and to be the nucleus of one of New York City's large television centers.

"No time for construction will be set in the immediate future", Theodore C. Streibert, President of WOR, said in making the announcement of the purchase. "Currently WOR is constructing two large television studios at 7 West 66th Street, in space we recently leased from the American Broadcasting Company, and those studios will be ready when WOR-TV goes on the air on channel 9 this Summer."

The 67th Street property is now the site of an automobile parking lot. In 1899 an Armory was built there. It was successively the home of the 22nd New York Regiment and the 104th Field Artillery.

While no figure was available on estimated expenditures for development of the Armory block, realty observers pointed out that the value of the land was so great that only the outlay of a comparatively large sum would be logical.

The block is listed in the city's tax assessment books for 1948-49 at \$1,151,000, but it was reported that recent negotiations for a reduction had been carried out to effect a cut of more than 10 per cent in the official valuation. The adjustment would place the new tax valuation close to \$900,000, and in some quarters it was believed that the price was near that figure.

In 1929, when the 104th Field Artillery moved to its present home in Jamaica, Queens, the block was sold by the city to Max Verschleiser and associates at a memorable auction sale conducted by Joseph P. Day.

Mr. Verschleiser paid \$3,375,000 for the property and was reported to be planning a large sports arena there. But the subsequent depression forced abandonment of the project, and in August, 1930, the block was sold to Louis Abrons and the General Realty & Utilities Corporation in a foreclosure auction for \$3,275,000.

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McFARLAND NAMED CHAIRMAN SENATE COMMUNICATIONS PROBE GROUP

Senator McFarland (D), of Arizona, has been appointed Chairman of the Senate Committee to investigate radio, telegraph and telephone communications by Senator Edwin C. Johnson (D), Chairman of the Senate Interstate Commerce Committee.

The other members of the Committee are Senators Kefauver (D), Tenn., Johnson (D), Colorado, Tobey (R), New Hampshire and Capehart (R), Indiana.

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COURT REFUSES TO BLOCK SALE OF FARNSWORTH

Supreme Court Justice Bernard Botein in New York yesterday (April 19) dismissed two suits brought to prevent the International Telephone & Telegraph Corp. from acquiring the assets of the Farnsworth Television & Radio Corporation.

In an hour-long opinion read from the bench, Justice Botein said that while a hard bargain may have been driven, it "was not an unscrupulous bargain".

The court said:

"The truth of the matter is that Farnsworth entered the conference room stripped of its most potent trading asset, a competing alternative to selling out to I. T. & T. It may be that I. T. & T. representatives were aware of this situation and drove a hard bargain. Businessmen are not sentimentalists and deals are made under such circumstances daily in the business world. . ."

The court passed upon actions brought by Robert W. Kenny, a former attorney general of the State of California, and Harry Hecht, both Farnsworth stockholders.

In his petition for an injunction, Kenny alleged that "Farnsworth and International wrongfully entered into a conspiracy and concerted program to cause Farnsworth to go out of business contrary to the interests of Farnsworth's stockholders."

Justice Botein noted that Farnsworth lost 10 million dollars in the four years ended last January, currently was losing \$10,000 daily, had from time to time sold capital assets, and that cash on hand as of January, 1949, was "less than \$20,000".

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CBS SUED FOR \$500,000 IN PRUDENTIAL THEATRE BROADCAST

Damages of \$500,000 were demanded in a Superior Court suit filed by Cardinal Pictures and Harry M. Popkin against CBS, Benton and Bowles agency, Prudential Life Insurance Company et al over a Prudential Theatre broadcast March 6 of a radio play titled "Impact" and starring Gregory Peck.

Popkin charged that the dramatization was misleading to listeners who might have felt that it was his film, "Impact", starring Brian Donlevy and Ella Raines, which was being broadcast.

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N.Y. ATTORNEY GENERAL NAILS BIG TIME TV CITIES PROMOTER

New York State Attorney General Nathaniel L. Goldstein last week obtained a permanent injunction in Supreme Court against Norman N. Rankow, whose offices were listed at 345 Lexington Avenue; originator of a plan for the construction of two gigantic television cities in New York.

An affidavit filed by John Trubin, Assistant Attorney General, alleged that Rankow, President of the World Television Studios, incorporated by him in 1945, and Video City, incorporated last year, had induced thirty-five persons thus far to back up his ideas with \$35,000. Virtually all the money has been spent by Rankow, the affidavit said.

The World Television Studios project was scheduled for an unspecified 300 acres in Queens at a cost of \$75,000,000. According to an artists's mimeographed plan, a television paradise was envisioned there.

The development was to consist of eighty-nine buildings, including twenty-four studios for video broadcasting and film making; an auditorium, twenty-five miles of paved roads, a telephone exchange to handle 250,000 calls daily, twelve executive restaurants, a dozen cafeterias, numerous rehearsal halls, a talent school for 1,000 students, a police and fire department, dressing rooms for 800 actors and a parking lot for 7,500 vehicles.

Video City, on the other hand, was described to potential investors as a proposed seventy-two-floor skyscraper 900 feet high. The site was supposed to be just west of Times Square, on an undisclosed block. No cost was specified.

The court papers showed that, in exchange for the money Rankow collected from interested parties, he issued promissory notes "accompanied by an agreement calling for the issuance of stock of either of the two corporations after the loans had been liquidated."

Mr. Trubin said that the case was brought to the State office by "three or four" persons who felt that they had been duped. The Securities Bureau thereupon subpoenaed Rankow and his books. Since he had not filed as a dealer in securities in the State, he was charged with violation of Article 23-A of the General Business Law.

If Rankow disregards the injunction, the Attorney General's office said, he will be liable to a maximum penalty of one year in jail and a \$500 fine.

The affidavit showed that Rankow's record went back to 1935, when he received a suspended sentence in California on a bad-check charge. Three years later he was sentenced to jail for one year in the same State for violating a securities law.

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JOHN CARSON, FTC NOMINEE, IS HARD HITTER; KNOWS RADIO, TV

Although there are some signs of opposition to the appointment of John J. Carson to the Federal Trade Commission, his friends are evidently not taking it too seriously. Mr. Carson's name has been referred to the Senate Interstate & Foreign Commerce Committee. As yet no date has been set for its consideration.

It was a coincidence that two oldtime newspaper men should be brought back into official Washington at about the same time - Stephen Early, formerly of the Associated Press as Undersecretary of Defense, and John Carson, previously with Scripps-Howard and other papers.

Much more has been printed about Steve Early than John Carson. Nevertheless the latter, if confirmed, as seems likely, may be of considerable more importance to the radio industry than the former, the reason being that it is almost a foregone conclusion that because of his long newspaper and Government service, Mr. Carson would take an active interest at the Trade Commission in spiking any false claims made in connection with radio and television. Endeavoring to protect the public has always been right down John Carson's alley and it would be surprising if the supervision of radio and television advertising were not among the first things to catch his eye at the FTC.

Another reason is that Mr. Carson, now 60 years old, was identified with the early days of radio legislation. He was secretary to the late Senator James Couzens of Michigan from 1924 to 1936 and was clerk of the Senate Interstate Commerce Committee, which Senator Couzens headed, when what became the Communications Act of 1934 was under consideration. It was that law which created the present FCC.

There are certain outstanding characteristics about John Carson. One of them is that he will fight at the drop of the hat and the other is if he thinks he's right, he will look the other man squarely in the eye and tell him where to go - and not abbreviate it with initials.

A liberal Republican, Mr. Carson is well-known in Washington news and radio circles. He was born in Johnson County, Indiana. From 1895 to 1905 he attended the public and parochial schools of Indianapolis. He worked at the Van Camp Packing Co. in Indianapolis from 1905 to 1910 and was on the Indianapolis Sun and Indianapolis Times from 1911 to 1918. Afterward he served on the Washington staffs of the St. Louis Globe Democrat, St. Louis Republican, the Baltimore Sunpapers, and the Scripps-Howard Newspaper Alliance, 1918 to 1924.

Mr. Carson was formerly Consumer's counsel of the National Bituminous Coal Commission and is now Director of Research and Information of the Cooperative League of the U.S.A.

Senator Brewster (R), of Maine, in an interview with a reporter on the Washington Post, said that Carson will be asked by the Senate Commerce Committee to explain several statements he made in 1945.

Among these, Senator Brewster said, was Mr. Carson's testimony before a special Senate Committee on Economic Planning in February, 1945. The record shows Carson said then that "the world of competitive capitalism began to have its death rattles in 1929 and it has been in convulsions ever since."

"Mr. Carson has been nominated by the President as a Republican member of the Trade Commission", Senator Brewster said. "We would like to know if his views on economics and business reflect the views generally held by Republicans.

"From what I have read of his statements, I doubt that they do."

Fulton Lewis, Jr., MBS commentator, has been another outspoken opponent of Mr. Carson.

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GIVES CLOSE-UP OF RADIO USED IN NEWSPAPER PROMOTION

In what is probably one of the first of its kind, Bert Stolpe, Promotion Manager of the Des Moines Register & Tribune, has completed a survey of newspaper promotion by newspapers.

Mr. Stolpe's study involved 73 papers, of which 27 were under 100,000 circulation, 18 were from 100,000 to 250,000, and 28 were over 250,000. The papers are well distributed geographically and include all but four of the major newspapers in the United States.

The most surprising fact uncovered in the study, Mr. Stolpe thinks, is the singular lack of uniformity in the basic radio promotion techniques used by papers of all circulation classes. This, he says, shows that use of radio by newspapers is still very much in the experimental stage, and suggests that television may eclipse radio as a promotion medium before newspaper promotion managers derive maximum results from radio.

The only radio technique which is widely used is the spot announcement. However, spots are used by less than half of the newspapers who use radio at all. In a typical week, the newspapers studied use a total of 1,196 announcements, of which about half are 60-word spots. Thus, Mr. Stolpe says, if newspapers can be said to have a basic radio promotion tool, it is the 60-word spot announcement.***

Mr. Stolpe expressed surprise at the lack of correlation between circulation of papers and the amount of money they spend for radio promotion. A very large eastern paper, he points out, spends \$75,000 annually, while another with a circulation of less than 200,000 spends more than three times that amount, thus becoming the largest annual radio promotion spender among newspapers. It is followed by an eastern paper (less than 1,000,000) with \$225,000; a regional paper (over 400,000) with \$150,000; and two corn belt dailies (over 300,000) with \$100,000 each.

The few papers who pay cold cash for radio time believe that they get results that substantiate the cost and have more faith in the effectiveness of radio as a promotion medium than those who acquire time in other ways. Mr. Stolpe believes this is true because those who buy "cash" time are privileged to get choice chain and spot breaks on an equal footing with other advertisers, while those who trade space for time generally speaking get time which is less desirable.

Every one of the 18 papers which uses radio extensively as a promotion medium and yet did not furnish statistics on costs or planned merchandising either owned a radio station or traded space for time. This, Mr. Stolpe says, pointed up a definite lack of control over the time traded. Consequently copy used is of general nature instead of specifically selling features, columns, news breaks, or services. According to the survey, cash buyers of time are more satisfied with radio as a promotional medium because they are better able to judge results. All time used by "cash buyers" is hard-hitting sell and action copy.

Ownership of radio stations among the newspapers studied seems rather strangely distributed, Mr. Stolpe discovered. Three of the 27 papers under 100,000 circulation own their own stations, and the same is true of six of the 18 papers from 100,000 to 250,000 and seven of the 28 papers over 250,000. Mr. Stolpe believes that the popularity of FM stations in medium-sized cities is a factor which accounts for the relatively large percentage of radio station ownership among papers of the 100,000-250,000 circulation class.

Comparatively few daily newspapers use no radio promotion at all. One promotion manager points out that in his city the radio audience is split 13 ways while the newspaper readership is not split at all. He felt that radio promotion under these circumstances would be a waste of money. Others who used no radio time, said they could not hope to sell advertisers on the superiority of newspaper over radio advertising if they used radio themselves.

Mr. Stolpe believes the survey has been useful in proving that few papers believe they have found the secret of radio promotion, and that most of them will frankly admit that they are still experimenting with the medium. He points out, however, that those who use radio at all spent an average of \$25,000 each last year. This, he believes, shows that promotion managers who are getting results are convinced that radio has a definite place in newspaper promotion.

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A.P. RADIO STATIONS INCREASE FROM 456 TO 940

Kent Cooper, Executive Director of the Associated Press, said in his annual report last week, that the AP had served 1708 newspapers and 940 radio stations in this country during 1948 with a degree of teamwork "rarely if ever matched."

Mr. Cooper points to their participation in the exchange-of-news principle as "exceptionally valuable in a reas in which there are radio members but no newspaper members."

Referring to radio wire contributions, Mr. Cooper states: "The results were beats in many cases and increased speed in others... There were cases in which stations provided the first news, detailed news and even pictures on breaks of widespread interest."

The general service, he says, benefited much from this additional protection.

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WSYR-TV TO GO ON AIR IN FALL - G.E. TRANSMITTER

General Electric will supply the television transmitting equipment for WSYR, Syracuse, which will be one of the first Upstate New York TV stations to carry network telecasts from New York City, it was announced by the G-E Transmitter Division, Electronics Park, Syracuse, N. Y.

Expected to go on the air early in the Fall, the station will feature mainly network programs originating from the National Broadcasting Company in New York. These programs will travel from New York to Albany via co-axial cable and will be relayed by micro-wave links from Albany to WSYR in Syracuse.

Ground will be broken during April for the one-story building which will house the WSYR television transmitter, a General Electric low-band type with a visual power of 5-kw and an aural broadcast strength of 2- kw. At the transmitter site, which has a ground elevation of 1440 feet, a 200-foot antenna tower, topped by a G-E five bay antenna, will be erected. According to A. G. Belle-Isle, Chief Engineer for WSYR, this will give the station an effective radiating elevation of 1650 feet, and should permit the signal to blanket the area for at least a radius of 35 miles.

General Electric equipment will also be used for WSYR's telccasts from the Syracuse area and includes a TV studio camer, a 16-mm slide projector, a film projector, and a film camera channel. Also on order for WSYR is a G-E 2,000-mc S-T link and miscellaneous monitoring equipment.

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TENFOLD EXPANSION OF INDIA RADIO PLANNED

India, ranking fourth among the world's users of broadcasting frequencies after the United States, Britain and the Soviet Union, is planning a tenfold increase in the area and the population served by her radio system under an eight-year radio expansion plan, according to Reuters dispatch.

Under the scheme, India's medium-wave transmitters will serve an area of 500,000 square miles instead of 50,000 square miles

as at present, and will carry broadcasting facilities to 80,000 vil-
lages instead of the present 15,000.

Three 100-kilowatt short-wave transmitters will carry the
"Voice of India" to the farthest corner of the world. In addition,
ten high-power transmitters will be established in Bombay, Calcutta,
Madras, Delhi and Ahmedabad and medium-wave transmitters at twelve
other points in the Dominion.

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WOMAN REPORTER REACTS TO TV: "LIKE MEMBER OF DYING RACE"

Editors and publishers should convene nationally to map a
program to meet television and radio competition in covering import-
ant news events, declares Carolyn Anspacher, San Francisco Chronicle
feature writer who covered the San Marino rescue attempt.

"The live show group definitely had the right of way in
the dramatic attempt to rescue Kathy Fiscus from a 100-foot well",
Miss Anspacher told Campbell Watson of "Editor & Publisher". "This
is a grave threat. I felt like a member of a dying race."

Television and radio forces used elbows and flying-wedge
tactics composed of groups of reporters and technicians followed by
trailing wires, she charged. They also had the support of the police,
the woman reporter asserted, adding she had been lifted bodily and
tossed outside a roped area.

"All we wanted was an even break", Miss Anspacher declared.
"We needed statements from those coming from the shaft, but could
not get near enough to hear. They were led to a couch, a microphone
was placed in front of their face, and their words were kept too low
to be audible to us."

People are infatuated with television, and it went on day
and night, Miss Anspacher said, in explanation of the newspapers'
"bad spot", adding:

"This put television over. It was video's first sustained
news drama."

While press associations had four to six men working in
teams throughout the frantic rescue race, the press was out-manned,
she declared. The combination was the "physically toughest" assign-
ment in her 15 years with the Chronicle. During that period she has
covered such stories as the San Jose lynching, Alcatraz Prison break
and the Port Chicago disaster.

"It was tough for all, but especially for a woman reporter",
she confided. Highlights of her coverage included 34 hours "in a
field that looked like a hair permanent which had not yet set", two
half-sandwiches and a few cups of coffee in that period, typing a
story seated Indian-fashion in the dirt, a fruitless hunt for a field
telephone, heat in the daytime and chill air at night, and the eter-
nal standing.

"I got one break", she reported. "A source tipped me two
men had reported the girl dead. Bob Goethals, a copyboy just turned
junior reporter, sprinted for the nearest phone. The Chronicle got
a story in type and waited until the tip was confirmed."

"Just a few weeks before," Miss Anspacher commented, "I had
been at the cultural peace rally in New York. That seemed so sym-
ptomatic of such cleavage in the world. At San Marino, for 50 hours,
utility executive and sandhog were alike."

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::: SCISSORS AND PASTE :::

Freedom's Voice In Berlin
("New York Times")

On the heels of the Berlin Airlift's amazing achievement of last Friday and Saturday comes news that the American radio station in Berlin will soon be silenced because there are no funds to pay for it. Just as we have a splendid story to tell the people of metropolitan Berlin, including those in the Russian sector, we are about to lose one of the most effective means of telling it. Our Berlin station, known as RIAS, broadcasts on both short and medium waves. Its basic range is sixty-five miles, its actual range much greater. It carries the Voice of America six hours daily on short wave. It receives 12,000 letters a month, mostly from the Soviet zone. It is credited with keeping up German morale during the better hours of the blockade. Last December it helped rally voters in the Western zone, who came out 86 per cent against communism,

At 15,000,000 German marks, or perhaps \$4,500,000 a year, this seems like a good investment. The station might be transferred to the British or to the Germans, but one does not see why. We are spending billions on defense, more billions on foreign aid. Is aid to the faltering spirits of a besieged people worth while? We believe that if a favorable answer cannot be given in Berlin, it should be given in Washington, and at once.

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PERSONAL WALKIE-TALKIES EXPECTED TO CATCH PUBLIC FANCY
(Jay Walz in "New York Times")

Walkie-Talker radio will be made available to the general public for the first time on June 1, with the full activation of the Citizens Radio Service by the Federal Communications Commission. After the service is opened, a person wanting to converse with another within a limited area will be permitted to do so on his own miniature sending and receiving set. He need not have technical knowledge of radio.

Any citizen of the United States at least 17 years old will be eligible for a "station" license, for which he may apply with a simple post card. The FCC has said that the authorized range of the sets would depend on local conditions - from a few city blocks in sections where many sets might come into use to a distance of five to ten miles in outlying and rural areas. All sets will operate in the 460-to-470 megacycle band allocated for the service.

In the beginning the Citizens Radio Service will be primarily a two-way short-range means of private communication, fixed or mobile. However, it is adaptable to radio signaling and the control of objects by radio, and, for example, might later be used with a device to open garage doors.

The sets approved by the FCC for sale to the public are approximately the size of a camera and weigh about two and a half pounds, with batteries. They may be carried under the arm, in a coat pocket, or over the shoulder. Market prices have not been quoted, but a range of from \$30 to \$40 has been suggested.

Although licensees will be required to conform to regulations necessitated mainly by the narrow wave channel, an FCC spokesman said that the possible uses for the new service will be "as broad as the imagination of the public and the ingenuity of equipment manufacturers can devise."

Among other uses, portable radio should find a useful place on farms, providing two-way communication between the house and barn and field. Factories could use it for contact with various shops. Also, a boss on an outdoor construction job could rely on it to talk with a foreman at an outlying point, while yards, lumber camps and docks suggest other uses.

The FCC emphasized that the sets could serve an important communication service whenever an emergency disrupted regular wire line facilities. The agency also pointed out that the sets could be employed to communicate with trucks and other vehicles within a limited area.* * * *

Addressing a meeting of the Armed Forces Communication Association recently, Wayne Coy, FCC Chairman, said mobile radio could be of "inestimable value in mass evacuations, in rushing aid to the injured, in spotting fires, in repairing damage to our utilities and in combating sabotage."

In order to be eligible for these and other advantages, a set owner, on receiving his license, will be obliged to abide by all laws restricting communications in the field of general radio. as well as the rules especially formulated for the new service.* * * *

A license will be valid for five years, and, normally, will be the only authorization necessary to operate a set, according to the FCC.

Two actions prefatory to making two-way radio available to the public were recently concluded by the FCC. First, it granted a Cleveland manufacturer its first certificate approving a set for the market. Second, it approved finally a set of rules for licensing those who want to buy and use the sets, which it calls "transceivers" because they both transmit and receive.

Officials of the regulatory agency indicated last week that, while the Citizens Radio Corporation of Cleveland is the only manufacturer yet to receive a "type approval" for equipment, other concerns now working on developments may expect consideration shortly.

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Claims Less Than 6% Free Press Handouts Used
("Editor & Publisher")

Sixty-one editors revealed in a survey made by Editor and Publisher they receive from 10 to 500 publicity handouts a day - average 77. The editors said less than 6% of the stuff is usable but the majority want it to keep on coming because it sometimes suggests tips for local stories.

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TRADE NOTES

Some of the newest technical developments in the radio-television industry will be discussed at the annual Spring meeting of the RMA Engineering Department and the Institute of Radio Engineers April 25-27 in Philadelphia.

Technical sessions will occupy the mornings of the three-day conference of radio engineers, and RMA and IRE committee meetings and inspection trips will occupy the afternoons.

Stuart L. Bailey, President of the Institute of Radio Engineers, will speak at the Spring meeting dinner on Tuesday, April 26, at which T. A. Smith, Chairman of the RMA Transmitter Division, will be the toastmaster.

Motorola, Inc. has opened a second region in its New York-New England sales area for its communications and remote supervisory control equipment.

Admiral Corporation - March quarter: Net profit, \$1,536,217 equal to \$1.54 each on 1,000,000 capital shares, against \$530,410 or 53 cents each on 900,000 shares, last year; sales, \$23,513,097 against \$12,004,168.

Five minutes after he had finished rehearsing for a radio appearance, Henry M. Roe, 101 years old, a messenger for President Lincoln in the Civil War, died Monday in New York of a heart attack in the Columbia Broadcasting System Building.

Mr. Roe had been scheduled to appear Tuesday on "We, The People". After a rehearsal as he walked toward the elevator, he toppled over. He was dead when Dr. Jack Leonard, CBS physician, arrived.

Mr. Roe had arrived in New York alone by plane on Sunday from his home in DeSoto, Mo., where, according to CBS officials, he had worked as a handcraftsman.

The Census Bureau reported Monday that newspaper publishers' receipts in 1947 totaled \$1,917,300,000. This was an increase of 112 per cent over the \$904,900,000 total of 1939, the Bureau said in a report providing information gathered in its 1947 census of manufacturers.

The number of establishments in the industry was listed as 8,339 in 1947 compared with 7,278 in 1939, date of the last previous census of manufacturers.

Olympic Radio and Television, Inc. - For 1948: Net loss, \$46,771, compared with \$137,499 loss in 1947 after giving effect to \$415,000 tax refund; net sales, \$3,518,532, against \$4,439,380. March quarter: Profit of \$79,270 on sales of \$1,531,249, contrasted with a loss of \$30,990 on sales of \$1,065,923 for the similar quarter of 1948.

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April 27, 1949

CONGRESSMAN CHARGES FM "OBSTRUCTED, STEPPED-ON, OR IGNORED"

This allegation was made by Representative Francis E. Walter (D), of Pennsylvania, who declared that FM radio has had too much pushing around and at times its progress blocked. Representative Walter who hails from Easton, Pa., calls it an appallingly flagrant disservice to the American people.

"When the marketing, or acceptance of something newer and vastly better than what we have is prevented or impeded, that is not only evil, it is also shackling the thing that makes America great", Mr. Walter, who was formerly Northampton County Solicitor in Pennsylvania and is a member of the House Judiciary Committee, declared.

"That, I believe, is what is happening in the case of one of the important discoveries of the twentieth century - a discovery which was proved 15 years ago to be one of great and unchallengeable beneficence.

"But its benefits today - 15 years later - are not made available as they should be to the American people. I refer to FM radio, or frequency modulation, to use the full name.

"It has been 15 years since FM was demonstrated to be not only the best, but the only system of clear, high-fidelity radio communication - one that is free of noise, static and interference - no matter how near or intense the power lines or other man-made disturbances may be.

"It is the only system of radio that is able to provide reception for large blocks of listeners throughout the Nation, particularly in rural areas, and even inside the boundaries of the so-called areas of existing AM broadcasting stations.

"But, despite FM's obvious advantages and benefits, and the clear necessity for employing FM to give uncounted thousands of people the services of radio, FM has been obstructed, stepped on, blocked, or ignored from the start - by some of the big interests in AM radio - and by the Federal Communications Commission.

"A prominent consulting radio engineer has said, that if FM had been allowed to proceed naturally, there is no question but that FM would be far ahead of where it is today, and in fact, would probably be the accepted system of sound broadcasting. AM, he declared, would be on the way out. With this thesis, many other engineers and experts in the radio industry are in agreement. * * * * *

"The Federal Communications Commission's chief engineers labeled it visionary and impractical. The Commission for 10 years would assign no channels for relaying FM programs across the country.

"Three years ago, in an obviously stupid blunder, the Commission moved FM broadcasting channels to a new band on the dial,

thereby delaying the quantity production of receiving sets at reasonable prices for several years. * * * *

"FM would put all broadcasting stations on an equal footing, since FM reception is equally good in all parts of the broadcast area. The only commodity a station would then have to sell, would be the quality of its programs; the fortune of the influence that provided a high-power station would count for nothing.

"More recently, the attitude of the FCC has changed, and it has even offered FM a helping hand on occasion.

"FM facilities are constantly subjected to a barrage of propaganda designed to convince advertisers that their money should be spent on AM broadcasts.

"As an example, I cite a listening survey conducted by an organization called the Broadcast Measurement Bureau for the National Association of Broadcasters - AM broadcasters, that is - on comparative coverage of AM and FM.

"The BMB report favored AM coverage by an overwhelming margin. But a quick look at the sampling techniques used by the organization demonstrates that it gave a false and erroneous picture. The samplings were not taken in accordance with the densities of population and the questions were so worded that the result was largely a score sheet on how distant a station a listener could get on his set rather than what stations he usually tuned in on his dial.

"The president and chief engineer of BMB were discharged following this survey. But that did not prevent AM broadcasters from using the figures to make a little hay with advertisers and advertising agencies. So far, neither BMB nor the broadcaster's association - which foots BMB's bill - has done anything to rectify the damage done by the faulty survey.

"But the most important consideration in this whole field is the discouraging fact that the public has a hard time getting a good FM receiver. A radio executive - in the business of manufacturing both AM and FM sets - has declared, and I quote:

"There are many models in stores that are so deficient in sensitivity, tone quality, and freedom from noise that they are no better than the cheapest AM receivers. These contraptions, incidentally, do no good for FM's reputation.' * * * * *

"Perhaps some of these things may account for an item in the column of Danton Walker in the New York Daily News the other day. It said the Federal Communications Commission is pondering a strange turn of events, whereby in the first 3 months of this year, 46 FM stations have turned back their licenses.

"Could it be that these FM broadcasters just quit cold because they could not get network programs to fit their needs? Did they become discouraged because the propaganda of the National Association of Broadcasters had driven away advertisers with life-giving revenue? Or did they just decide that there was no point in

operating stations whose listeners were unable to get decent receiving sets?

"All of these things do not add up to a pretty picture. The public has waited too long to reap the benefits of a revolutionary discovery which proved its worth 15 years ago.

"Any single one of the obstacles to the development of FM broadcasting could be considered an accident. But these 'accidents' have been too frequent and too closely connected.

"It is impossible to escape the conclusion that somehow, somewhere, there is an underlying pattern that ties all these things together. It seems to me that the Antitrust Division of the Department of Justice might well look into this matter in order to determine whether or not there are any violations of our laws."

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"TV AUDIENCE 50,000,000 IN 1953" - JACK GOULD, N. Y. TIMES

Headlining last Sunday's (April 24) New York Times' super-duper television section, Jack Gould, Radio Editor, foresees 6,000,000 television receivers by the end of next year.

"With the opening of coast-to-coast network service expected in 1953 at the latest, television looks forward in four years to serving 19,000,000 families and a total audience of better than 50,000,000", Mr. Gould writes. "In six years the number of stations is expected to reach nearly 1,000. Few doubt that by then television will rank among the first ten industries."

As to the future of television, Mr. Gould states:

"Aside from the industry's concrete planning, the future of television depends on many intangible factors. One of these will be the ultimate impact of the medium on the nation's social life. Unquestionably, it has made the home a new point of interest for father, mother and children of all ages.

"But the educator, sociologist and showman alike have questions. What will be the effect on children who are brought up under the influence of a continuous show in the living room? Will television curb personal participation in events and stimulate the indolent pleasure of just looking at them? What will be its lasting effect on Hollywood and the sports world? No one in television is certain of the answers.

"Another factor is the impact of television on the country's culture. Some critics have asserted that it will be 'the death of culture', with the excesses of commercialism blighting the visual arts; television's supporters maintain that it can widen appreciation of those arts on the same scale that radio aided the cause of good music. Obviously, the truth lies somewhere between the extremes. If the precedent of radio is followed, the individual television broadcaster in large measure will decide where the point of balance will come.

"Beyond the immediate future, television knows that it will be only a matter of years before it will be transmitting pictures in all the realism of full color. After that lies the dream of international television to span national borders and oceans and give the peoples of the world the 'eyes' with which they can see and understand each other on a face-to-face basis."

Among the notable contributors to the Times' television "wuxtra" were:

Wayne Coy, Chairman, Federal Communications Commission; Frank M. Folsom, President, Radio Corporation of America; Dr. Allen B. DuMont, Harry H. Carter, General Commercial Manager, Long Lines, American Telephone & Telegraph Company; Frank Stanton, President, Columbia Broadcasting System; Bob Hope, Everett L. Dillard, President, Continental FM Network, and others.

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REVEALS "TV" FREEZE WILL BE LIFTED IN "EARLY SUMMER"

It will not be long now.

Wayne Coy, Chairman of the Federal Communications Commission, writing in the special Television section of the New York Times reveals that the great television freeze is about to be thawed out.

"With the lifting in early Summer of the current moratorium on new construction of stations, American television will be entering the second and third phases of its impressive post-war development", Chairman Coy writes.

"This development already has seen the growth of the video art from seven pre-war stations to sixty-four stations actually on the air and sixty others in various stages of completion. In addition, network service by coaxial cable and microwave relay is now available to most stations east of the Mississippi River.

"The next phase of most significance and far-reaching effect will be addition of channels in the proposed ultra high frequency band. Televiewers in New York City undoubtedly do not feel the need for more channels since they now have allocated to them several channels of the existing very high frequency band.

"But under present standards, some other important metropolitan areas can have no channels at all or can have only one or two - a condition which would not permit reception of all networks. Many rural areas and many smaller cities could never hope for television service if we were to confine it to the twelve channels in the present band.

"The problems involved in utilizing those ultra high frequency channels have been under study by the Commission and industry experts since last September. How long it will take to complete the study I cannot now predict.

"Among the questions we must decide is how soon the industry can develop transmitters and receivers to operate in the ultra high frequencies. Most industry favors using the present six megacycle black and white standards. There are no proposals from the industry for commercial color television in the UHF. However, it is the responsibility of the Commission to study the possibilities of such use in the future.

"We are also studying the feasibility of employing strato-vision - a system of relaying programs by airplanes circling on fixed courses - to get service to the sparsely settled sections.

"Recently there has been some public discussion of the possibility of obsolescence of television receiving sets.

"The facts that minimize the problems of obsolescence are these:

"(1) We will retain the present twelve channels in the very high frequency band.

"(2) If the Commission adopts the recommendations generally made by the industry that the present six megacycle black and white standards should be employed in the UHF, the problem of building adaptors for the present sets is simplified.

"(3) Of the more than 1,000,000 sets extant today, less than 7 per cent are in cities having fewer than four television stations authorized today.

"(4) The comparatively few set-owners - 7 per cent - living in cities having fewer than four VHF stations authorized and where ultra high frequency stations may some day be built will be able to purchase converters at a reasonable cost to tune them in.

"The other phase of television's development involve the more than 300 applications for construction permits that are pending with the Federal Communications Commission. Action on all applications has been held up since the beginning of the 'freeze' on new construction last September.

"Ever since then, industry and Commission engineers have been cooperating in a n evaluation of the scope of interference being experienced in the present very high frequency band and in studies of ways and means to reduce the interference.

"Careful consideration is being given to a new technique of synchronizing the picture-carrier signals of co-channel stations for the purpose of eliminating the Venetian-blind interference. Synchronization will have no effect on interference caused by pictures from other stations.

"In reaching its decision on how to deal with this interference problem that plagues some areas, the Commission will have the benefit of a new report on tropospheric propagation and of a report from the Ad Hoc Committee composed of Government and industry engineers.

"The thoroughness of these studies and the high degree of cooperation existing between the industry and Government experts are, it seems to me, heartening assurances that the final decision will be soundly based."

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MINNEAPOLIS CLUB HEARS CBS VAN VOLKENBURG, KAROL

J. L. Van Volkenburg, CBS Vice President and Director of Television Operations, and John J. Karol, CBS Sales Manager, addressed the Minneapolis Advertising Club via a special hook-up from CBS' New York studios last week. They spoke on the relative progress of radio and television.

Mr. Van Volkenburg said that "television is beating every estimate that has been set up for it, even by its most optimistic friends. In size of audience and in volume of advertising, television, today, is already where we expected it to take another year to get..."

Mr. Karol stated that "just as radio has taken its place as a great advertising medium without detriment to the healthy units of older media, so we may look upon television as supplementing rather than destroying other media", adding that "there is plenty of room for both radio and television as well as all other advertising media."

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RCA OPENS FIRST DIRECT CIRCUIT BETWEEN U.S. AND PAKISTAN

Opening of the first direct radiotelegraph circuit between the United States and Pakistan was announced Monday by Harry C. Ingles, President of RCA Communications, Inc.

George V. Allen, U. S. Assistant Secretary of State, and the Hon. Sardar Abdur Rab Nishtar, Pakistan Minister of Communications, inaugurated the service with an exchange of messages.

Since the formation of Pakistan, the United States has been supplying the new dominion with large quantities of heavy machinery, automobiles and farm equipment. In return, this country has received substantial quantities of jute, cotton, tea, hides, wool and chrome ore. Because of this increasing trade exchange, Mr. Ingles said, it is believed that the new circuit will handle more than two million words in its first year of operation.

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G.E. TO SPEND MILLION FOR TV PICTURE TUBE MANUFACTURING

General Electric will expand its electronics production facilities at Electronics Park in Syracuse, N. Y., to include the manufacture of television picture tubes to meet the increasing demand.

The company will spend over a million dollars to provide for picture tube manufacturing and engineering facilities in Syracuse, Dr. W. R. G. Baker, G. E. Vice President and General Manager of the Company's Electronics Department said, which will be in addition to similar production operations at its Buffalo, N. Y. tube plant.

Television receiver and broadcast station equipment are currently concentrated in Syracuse, and the plant also produces such equipments as two-way radio systems, radar for ships, and FM and AM radio receivers.

Television picture tube production is expected to start in August. The first tubes to be made will be the new G.E. 8-1/2 inch metal cone tube, which gives 50 per cent more picture area than seven-inch tubes now being used in low priced receivers and costs no more to build, he said. Other size picture tubes (10, 12-1/2 and 16-inch) may be produced later.

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SEES DROP OF 5% IN 1949 BROADCASTING REVENUES

An analysis of the broadcasting situation made by Johnston, Lemon & Co. of New York, states:

"Last year about 25% of the 2700 radio stations (only 1,000 were operating at the end of the war) finished in the red with the rate of losses much higher among the newcomers. FM broadcasters, as a group, showed an operating loss and the fifty television stations without exception also failed to cover their expenses. Aggregate income of the latter showed a huge percentage increase to a total of \$8.7 million but failed by \$14.9 million to meet expenses. Bombarded by such depressing statistics and gloomy forecasts, the radio broadcasters reached the understandably conservative conclusion that a drop of 5% in revenues in 1949 would be considered a favorable experience.

"In the meantime television continues its spectacular rise in popularity with the public, subject only to temporary periods of doubt engendered by threats of obsolescence or expectation of lower prices. According to N.B.C. research, the television population has been growing at a monthly average of 10%, with the New York area representing 38% of the total of 1,300,000 receivers installed by the end of February. The question of obsolescence, if and when new ultra-high frequencies are allocated to television, created some turmoil within the industry when one manufacturer claimed the only receiver adaptable to the new bands. This, however, was largely laid to rest by FCC Chairman Coy's assurances of continued operation on current bands, and the indicated allocation of the higher frequencies only to

new areas. Television price cutting has been a common experience at the retail level in the major television markets. Manufacturers have generally been more circumspect, preferring to reduce prices through the introduction of new models with added features or larger viewing tubes.

"Virtually all radio receiver manufacturers have now turned to television as their major sales field, but the changeover has not been without its painful experiences, as witness Philco's sharp price reductions and inventory losses following a disappointing Christmas demand, and the more recent setback in Magnavox on reports of heavy inventory accumulation of radios."

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FCC SIESTA HOLDS UP WESTERN UNION BEAM TOWER TV OPERATION

W. P. Marshall, President of Western Union, states in his annual report:

"With respect to television: The Western Union has installed television equipment on its beam towers between New York and Philadelphia. Commercial operation of these channels is dependent on decisions by the Federal Communications Commission in the matter of rates to be charged for such facilities and whether they may be interconnected with the facilities of other common carriers. Tariffs were filed with the Commission to become effective May 1, 1948. On April 28, 1948 the Commission ordered an investigation. Preliminary hearings were held on June 15, resumed on September 28, and concluded on December 7, 1948. No determination has been made by the Commission to date. Therefore, we have been unable to place this system in commercial operation or to consider extending these facilities."

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CALLED FROM RUSSIA TO "VOICE OF AMERICA" BROADCAST POST

Foy D. Kohler, who is temporarily in charge of the American Embassy in Moscow, will be brought back soon to head the State Department's International Broadcasting Division.

The Division prepares the programs beamed by the "Voice of America" to Soviet-dominated parts of the world.

The State Department said that Mr. Kohler will return following the arrival in Moscow of Admiral Alan G. Kirk, new Ambassador to Russia.

In the Broadcasting Division, Mr. Kohler will succeed Charles W. Thayer, who has been assigned to the American Embassy at Athens as First Secretary.

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U.P. FLASHES NEWS TO 3 CONTINENTS AT ONCE

For the first time in history a news dispatch was sent directly and simultaneously last Tuesday (April 19) night from London to newspapers and radio stations on three continents.

The dispatch was a United Press story sent through automatic relays to UP clients in the United States, Canada, Spain, Puerto Rico, Mexico City, Buenos Aires and Honolulu.

Facilities used were a combination of radio teletype across the Atlantic, leased teletype circuits across the United States and into Mexico and Canada, and radio teletype from San Francisco to Honolulu and from New York to Puerto Rico.

The electrical impulses that spelled out the London dispatch letter by letter were received in San Francisco approximately 1/25 of a second after the London dispatch began rolling at 5:05 P.M. EDT, and reached Honolulu in 1/20 of a second. It was sent from London at 60 words a minute, taking about five minutes of wire radio time.

The channels which carried the dispatch are used regularly by the UP, but for a demonstration of speed the relay points were "tied" together, permitting the London signals to go direct to the far-flung cities.

It was by James McGlinchey of the London staff of the UP and described the debate in Parliament, when Winston Churchill attacked the Labor Government for its handling of the Yangtze River incident after Chinese Communists had fired on British warships.

At no time was it necessary for a recording of the London dispatch to be made and then relayed manually. The familiar London call letters of "LN" preceded the dispatch and appeared on the automatic receiving printers in newspapers and radio stations on the three continents. Copy from the automatic printer machines comes out in typewritten form, even though the London signals were sent by radio.

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WOULD DELETE 20% WAR TAX ON RADIO MESSAGES

Regular 20% tax on domestic radio, cable, telegraph and telephone facilities would be removed under provisions of a bill introduced in the Senate last Monday by Sen. William Langer (R.) of North Dakota. The measure (S. 1603) would reduce certain taxes and eliminate others by repealing a section of the Internal Revenue Code.

Another section, dealing with the 15% war tax rate, would be amended by deletion of certain items. Excluded would be taxes on domestic telegraph, cable or radio dispatches, as well as leased wires and long distance telephone. Measure was referred to the Senate Finance Committee.

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TELEVISION NETWORKS PLAN WIDE EXPANSION BY 1950

"Facilities to carry network television programs to additional cities and to build the mass audiences necessary for the medium's commercial support will continue to be expanded in the months immediately ahead", Harry H. Carter, General Commercial Manager of the Long Lines Division, American Telephone & Telegraph Company, wrote in the special Television issue of the New York Times last Sunday. "By the end of this year the American Telephone and Telegraph Company expects almost to double the total mileage of links now in operation, using both coaxial cable and microwave relay towers,

"The most immediate increase in the existing inter-city networks will come next Sunday, when two new channels will be placed in service along the important Philadelphia-Chicago route. Thus far there has been only one channel in either direction and the four video networks have been sharing the common facility. The new channels will enable television stations in the Midwest to present a wider choice of programs coming from New York's television stages.

"Under present plans, the fourteen cities already on the Bell System's television network will be joined by Erie, Pa., on June 1 and by Wilmington, Del., and Lancaster, Pa. later in the Summer. By Fall it is expected that the following additional cities will be linked: Providence, R. I., Rochester, N. Y., and Dayton, Columbus and Cincinnati, Ohio. Toward the end of the year, it is planned to equip the route between New York City and Albany, N. Y., for television transmission and to extend service to Schenectady, Utica and Syracuse as well.

"Plans for the extension of the television network westward to the Pacific Coast are still in a formative stage. The engineers are now studying routes, but conclusions have not reached a point where definite construction plans can be announced. On the West Coast, however, a radio-relay system is being built between Los Angeles and San Francisco which will form the basis for a network in that area.

"Among the various important projects for which work will go forward in 1949 is a radio-relay system to provide more television service between New York and Chicago, and in 1950 to Des Moines. Later, this long circuit will be extended to Omaha. In 1950 television service from Des Moines also will be extended to Minneapolis and St. Paul by coaxial cable.

"This new radio-relay system from the East will have improved equipment and will use a new vacuum tube developed and recently announced by the Bell Telephone Laboratories.

"Between New York and Chicago there will be thirty-three intermediate stations along the route, each ranging in height from sixty to 200 feet. For thirty-one of these, special buildings will be constructed. Except for their height, these buildings will be about the same in design - a square, concrete structure with space

for emergency power equipment on the ground floor, for storage batteries and associated power equipment on the second and third floors, and for microwave transmitting and receiving apparatus on the fourth. Directional antennas of a new, improved design will be at the top.

"In 1949 about 850 new route miles of radio-relay and some 300 additional route miles of coaxial cable facilities will be constructed and placed in service for inter-city television. The Bell System television networks will then extend over 3,250 miles and link twenty-seven cities."

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DEBUNKS IDEA THAT ALL RADIO ACTORS GET HIGH SALARIES

If U. S. Department of Labor statistics are to be depended upon, the dazzling pay radio performers are supposed to receive must be mostly what used to be known in the old theatrical world as "stage money".

At any rate they don't jibe with statistics showing that one-fourth of the free-lance actors and singers in that business made less than \$1,000 in 1947, the Labor Department reported Tuesday. Its studies covered the earnings of radio announcers, actors, singers and sound-effects artists.

Those at the top of these professions made \$20,000 or more a year each in 1947, the report stated, but these were highly exceptional.

Actors giving their full time to radio earned an average of \$3,100. One-fourth of the actors made more than \$9,100, but another fourth - "not counting the large group for whom radio work was only a minor source of pay" - earned less than \$900 each.

Singers enjoyed a better average at \$3,800. The top fourth of singers earned more than \$6,900 each, while the bottom fourth received up to \$1,900.

Staff announcers and sound-effects men had a much narrower range of earnings, with greater indicated stability. The announcers averaged \$4,400, with half earning between \$4,300 and \$6,400, while half the sound-effects men drew between \$3,800 and \$6,200.

The study reported that free-lance announcers were the elite group in earning power. They averaged \$9,800 a year, with three-fourths receiving more than \$4,400.

New York, Chicago and Los Angeles were the best paying places for radio artists to work. Actors won the highest pay in New York and Chicago, averaging \$3,900 in those cities. The Los Angeles average was \$3,500.

Singers found Los Angeles the best hunting ground, averaging \$4,700 there, compared with \$4,100 in Chicago and \$3,900 in New York. New York was the announcers' mecca, showing average earnings of \$7,100 for staff and free-lance announcers combined, compared with \$6,500 in Chicago, and \$4,900 in Los Angeles.

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"ROOFTOP TELEVISION SURVEYS" JOSHED

Dr. Peter Langhoff, Director of Research for Young & Rubicam agency, believes some of TV's promoters need a little more coaching on basic research. With a prediction that there will be 2,750,000 video sets installed by the end of the year - today there are 1,400,000 - Dr. Langhoff has this to say about the fallacy of certain data:

"For a little time yet, until the saturation ratio grows considerably, media buyers will be especially interested in the economic selectivity of television, i.e., how are set owners distributed by economic level?

"Perhaps it has been the importance of this issue which has led many to risk ill-considered appraisals. The confusion prevailing on this subject arises as much from a simple statistical fallacy as from fragmentary data.

"Last year a New York station was loudly proclaiming TV as a middle class medium on the basis of a survey of a large number of TV set owners. The explanation of the method used to arrive at this appealing conclusion is rather involved, but suffice it to say, that by such methods many millionaires could find themselves classified as paupers.

"Then, there have been many roof-top surveys made from commuter-train windows. These observers describe the forests of antennae on low income homes.

"Also, we have the observer who discovered that lots of people were taking advantage of the installment purchase plans and arrived at the profound conclusion that we have low income families in the TV audience."

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NEW WASHINGTON PHONE BOOK WARN RE WIRE-TAPPED "BEEP"

The new phone books of the Chesapeake & Potomac Telephone Company in Washington, D. C., carry the following warning:

Attachments to Telephones: The company does not sanction the use of special devices attached to its telephones, except those furnished by it. Unauthorized attachments, supposedly an added convenience, may actually be detrimental to good service.

"Beep" Tone tells when telephone conversation is being recorded: A short high "beep" tone heard on the telephone line about every 15 seconds means that the person with whom you are talking is recording your conversation by means of his electrical recording machine connected to the telephone line. Use of a recorder without this signal is not permitted.

If you do not want a record made of what you are saying, ask the person with whom you are talking to disconnect the recording machine.

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:::: SCISSORS AND PASTE ::::

When Radio Came To The Rescue In D. C.'s Newspaper Blackout (James J. Butler in "Editor & Publisher")

What happens when a news center of the world finds itself without daily newspapers after more than one century of uninterrupted publication?

Washington had that experience only a week ago and the impact was terrific. It brought home to approximately one million persons who read the four capital dailies, the near totality of their dependence upon these newspapers for information, and it was felt in quarters not normally associated with newspaper service.

The three-day suspension continued while pressmen and stereotypers resolved their wage and hour differences with the publishers, under federal government supervision.

Few individuals, business enterprises or government operations failed to experience some inconvenience, expense, or interference with their work while the papers remained off the streets.

Out-of-town newspapers made only slight increases in their shipments to the capital. Such papers as reached the city were eagerly gobbled up.

One of the city's most avid newspaper readers supplemented his out-of-town editions with immediate attention to the flow of copy over news tickers. President Truman received the strips torn off the machines from the hands of Press Secretary Charles G. Ross, who made numerous trips to the presidential desk on that mission.

Undertakers said attendance at funerals dropped off greatly. There was no way to inform the public of deaths, except in cases of persons of sufficient prominence to merit radio announcement. Bereaved families hadn't the time to telephone other relatives and friends, and it was hardly expected that they might do so under the circumstances. Florists catering to the funeral trade reported heavy losses.

Thousands of subscribers grumbled over the loss of comic page strips, especially those having continuity in their stories. By doubling comic pages in some instances, and by verbal synopses in others - as well as comic page reading by radio announcers - that problem eventually was solved. * * * *

One local jurist, Judge George P. Barse of Municipal Court, admitted he missed the comics greatly. They make up his first item of reading matter. He singled out two of them as "honest, clean-cut American types".

On the other hand, Justice Hugo L. Black of the Supreme Court didn't miss the papers at all. He could, he said, manage to exist without erudite editorial writers pontificating down his neck.

Court clerks, however, found a real problem which extended beyond their own offices and into the lives of litigants, lawyers, and trial witnesses. Many types of civil actions require that notices be published one or more times in local newspapers before an issue can be brought to trial, and the covering statute usually fixes the number of days that are to separate each of a series of such paid notices. They are still working on the problem, and it is likely that some of the cases may have to be re-advertised from their very start.

National Advertisers Now Spend \$12,000,000 A Year On TV
("Variety")

Television advertisers are now spending upwards of \$12,000,000 yearly to plug their products on the medium, signifying TV's progress towards that era of profitable expansion is accelerating rapidly.

That figure represents over \$10,500,000 spent by national advertisers on the four major TV networks for talent and production costs alone. Adding time charges to the total, including the costs of networking facilities, would more than double it. In addition, it is estimated that local advertisers and sponsors of commercial spots either on the webs or locally are sinking at least another \$1,500,000 yearly into the medium to boost the total, minus time costs, above the \$12,000,000 marker.

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Expect 3,000,000 RCA 45-rpm Phonographs This Year
("Radio Age")

On the basis of the enthusiastic response from the country's phonograph retailers, it is believed that between 2,500,000 and 3,000,000 instruments equipped to play the new RCA 45-rpm records will be produced and sold this year by the industry. To help meet this demand RCA Victor has planned for increased manufacturing facilities in its Indianapolis, Ind., plant. In addition, approximately 29 leading manufacturers are now incorporating 45-rpm record reproduction mechanisms in their instruments, or plan to do so.

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Drys Seek To Prohibit State Liquor, Radio Advertising
("Editor & Publisher")

Pressure groups are trying to do on a State level what they have not been able to do on a national level.

In the last Congress, several attempts were made to bar or restrict newspaper and radio advertising of spirituous liquors. The prohibition forces, finding themselves unsuccessful in fighting the manufacture and sale of alcoholic beverages, tried to obtain their ends by attacking distribution methods.

After failure in Washington, the Drys are now submitting legislation in various States to do the same thing. Two bills have just been introduced in the Georgia legislature (under the direction of the Senate Temperance Committee); one prohibits any advertising of distilled spirits in any medium in that State; the other prohibits any publication or radio station carrying such advertising from being sold in that State.

If a product is legally sold in a State it is a perversion of the law to prohibit its distribution. Once the advertising of any product is prohibited the advertising of other products is open to attack. One can imagine the flood of legislation the anti-tobacco, anti-cosmetic, anti-movie forces, etc. will present.

The measure is discriminatory and unconstitutional.

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: : : TRADE NOTES : : :
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Video Corporation of America introduced a new television receiver line at the opening of a three-day dealer meeting in New York this week. The line comprises four models and lists from \$359 to \$495. It features a new plakron compensator, which the company claims improves picture reception considerably.

The Daughters of the American Revolution last week adopted resolutions opposing changes in present immigration laws, and crime comics and certain radio programs for children, at the final session of the Fifty-eighth Annual Continental Congress.

C. L. Hofmann Corporation, 436 Boulevard of the Allies, Pittsburgh, and Clara L. Hofmann and James Roberts, officers of the corporation, entered into a stipulation with the Federal Trade Commission to stop representing that the Duratron hearing aid they sell utilizes any of the scientific principles involved in radar.

They agree to discontinue disseminating any advertisement which represents through use of the words "radar-activated sound", or otherwise, that there is any similarity between the Duratron device and radar.

A new turntable for all table top and console type television sets, known as Tele-Turn, is now being made in Chicago by the Krenco Manufacturing Company, 231 South LaSalle Street.

The number of television receivers operating in Baltimore has passed the 50,000 mark, according to the Baltimore Television Circulation Committee. The new figure, which includes sets sold up to April 1, is 51,476. Sales for the month of March amounted to 6,117.

Television and radio sales of the Crosley Division, Avco Manufacturing Corp., for the first four months of the year increased 48 per cent, compared with the like period last year, John W. Craig, Avco Vice President and Crosley Division General Manager reported last Saturday. Refrigerator sales are up 25 percent, he said.

Sales this year are breaking all records for the Division's twenty-eight-year history, Mr. Craig declared. In March, volume was 56 per cent ahead of the corresponding 1948 month, increasing from \$5,005,509 to \$7,834,943, he pointed out.

The estate of Atwater Kent will be about \$8,500,000, it was indicated this week. The will of the retired radio manufacturer and philanthropist, which included many bequests to his friends in the motion picture world but none to his old colleagues in the radio manufacturing business, was admitted to probate last week.

The largest single bequest was \$2,000,000 to Mabel Lucas Kent, from whom he had been legally separated for years.

The amounts ranging from \$3,000 to \$18,000 were left to many persons of the film and stage world, including Edgar Bergen, Greer Garson, Claire Windsor and Cornel Wilde, Sir Charles Mendl, Lady Elsie DeWolf Mendl, Gloria Morgan Vanderbilt and Thelma Morgan Furness.

Performing like a traffic policeman in a one-way street, a new television antenna has been developed which will receive signals from only one direction at a time and will greatly improve reception of set owners in fringe areas which lie between stations on the same channel. Development of the antenna was reported by O. M. Woodward, Jr., Research Engineer of RCA Laboratories, Princeton, N.J.

Radio and television servicemen employed by the General Electric Supply Corp., in Washington, D. C., have voted to affiliate with Local 1423, International Brotherhood of Electrical Workers (AFL).

William Humphrey, field examiner for the Baltimore office of the National Labor Relations Board announced that of 16 eligible employees of the corporation, 12 cast ballots. All favored naming Local 1423 to represent them in collective bargaining.

The election was conducted by Humphrey Monday at the corporation's warehouse and service department. The union will be certified as bargaining agent for the unit, Humphrey said, unless objections are filed within the next five days.

A handbook on courtesy and proper handling of television customers has been prepared by the RCA Service Company for use by its television servicemen.

A television picture four by seven feet projected on a conventional home movie screen from a small cabinet containing a television receiver was demonstrated last week in New York by the North American Phillips Company. The receiver uses the company's Protelgram projection system.

The cabinet holding the receiver can be made as small as 24" high, 24" deep and 20" wide. The standard size picture given by the Protelgram system is 12 x 16 inches.

A twenty-inch direct view tube set supplying the same size picture lists at \$995 minimum. Replacement cost of the Protelgram picture tube is \$39.95, compared with \$276 for the twenty-inch direct view tube.

Included in "Radio Age" for April are these articles:
"Communications - Key to Victory" by Brig. General David Sarnoff; "The Status of Television" by J. G. Wilson; "Praises 16-inch Metal Kinescope; "Electron Microscope in Industry", by Paul A. Greenmeyer; "Education By Radio" by Sterling W. Fisher; "Making New 45-Rpm Records and Record Players"; "Television Bolsters U. S. Economy" by John K. West; "New Tube Has 'Memory'"; NBC Documentaries Extended; "Kinescope Recordings" by Carleton D. Smith; "Television Antenna Reduces Interference"; "Suppresses TV Interference".

When two Arlington, Va., a suburb of Washington, D. C., policemen saw a man lugging a table model television set along Sixth and S. Wayne Streets, during the early morning hours one day this week, they looked twice.

As a result, they found that Swillers' electrical appliance store at 124 S. Wayne had been broken into shortly before.

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