



HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W.

Washington 8, D. C.

Robert D. Heinel, Editor

Founded in 1924

RECEIVED

MAY 8 1947

WILES TRAMMELL

INDEX TO ISSUE OF MAY 5, 1947



Marshall, Radio Leaders, Try To Save Overseas Broadcasts.....1

McDonald To Introduce Models When Ready; Not Once A Year.....3

Washington Gets First RCA "Mass Production" TV Transmitter.....4

FCC Praised For Clearing Back-Log Jam On Time (As Promised).....5

Microwave Radio Terminal Tested At The Pentagon.....5

"Radio Doing Good Job", Justin Miller; "Could Do Better", Jack Gould.6

Transcontinental Coaxial Nearly Across; Brings TV Closer.....7

Sylvania Tube And Receiving Set Sales Show Large Gains.....7

Trammell Disapproves Cutting Off Fred Allen.....8

RCA Quarterly Net Leaps 48%; Notable TV Progress Reported.....9

Swezey, MBS General Manager, Socks Soap Opera Critics.....:.....10

Detrola Reports Net Profit And Bond Sales.....10

New Bill Is Offered On U. S. "Voice Of America" Broadcasts.....11

All Set For World Telecommunications Conference Next Week.....11

Federal Radio To Increase FM, Television Set Production.....12

A.P. London-N.Y. Radio-Teletype Now Operates 14 Hours Daily.....12

Scissors And Paste.....13

Trade Notes.....15

No. 1774 *a*

May 7, 1947

MARSHALL, RADIO LEADERS, TRY TO SAVE OVERSEAS BROADCASTS

Despite eleventh hour pleas of Secretary of State Marshall and a group of leaders from the radio industry headed by Brig. Gen. David Sarnoff, who declared the program too vast to be undertaken by private enterprise, the House Appropriations Committee last Monday refused to appropriate funds for the State Department's "Voice of America" broadcasts now being beamed to Russia and 66 other countries in 25 languages.

It was reported that hard boiled head budget executioner Chairman John Taber (R), of New York of the House of Appropriations Committee might later agree to an appropriation of \$10,000,000 for the international broadcasts if a fight is made for it on the floor of the House or Senate. In that case, however, it was said Congress would write the rules and regulations governing the programs rather than the State Department or William Benton, Assistant Secretary of State now in charge of the offerings.

General Marshall personally intervened in behalf of the program at a conference held in the State Department Monday afternoon by Congressional leaders and radio executives. The \$31,381,220 budget item for the program, operated by the Office of International Information and Cultural Affairs, of which the broadcasts were a part, was struck out of the State Department's appropriation bill Monday.

Following the conference the radio industry executives issued the following statement:

"We regard the maintenance and development of international broadcasting as a matter of vital importance to the United States. Private industry cannot finance international broadcasting on the scale required.

"Thus, if international broadcasting is to be made on the scale required by the national interests, the funds for this purpose must be provided by the Government.

"Continued appropriations to the Department of State should be made until such time as the Congress considers and formulates long-term plans. We urge such Congressional consideration at an early date."

Those who signed this statement were Brig. Gen. David Sarnoff, President of the Radio Corporation of America; Niles Trammell, President of the National Broadcasting Company; Philid Reed, Chairman of the General Electric Company; Walter Evans, President of Westinghouse Electric Corporation; Wesley I. Dumm, President of the Associated Broadcasting System; Walter S. Lemmon, President of the World Wide Broadcasting Foundation, and E. J. Boos, Vice-President of the Crosley Radio Corporation.

Mr. Lemmon was reported to have held out hopes that eventually the extent of Government underwriting of the program could be reduced as private interests developed new techniques for raising revenue for it.

General Sarnoff and Mr. Trammell disagreed with this view, however. They said the \$31,381,220 requested was inadequate and that the cost was likely to increase to meet future needs.

Secretary Marshall opened the conference called at the State Department Monday by showing the Congressional leaders how Moscow newspapers and radio broadcast had distorted his position during the recently concluded foreign ministers' conference. This country, he told the Congressmen, must have a wave to get the truth into Soviet-dominated countries.

Lieut. Gen. W. Bedell Smith, U. S. Ambassador to Russia, who returned to this country last Saturday, said many Russians had told him privately that they were impressed by "The Voice of America" programs.

Ambassador Smith estimated that the Russians would have 7,500,000 short wave radio sets in operation by 1950. Because of crowded living conditions, he said, those sets would reach a far greater audience than the same number could reach in the United States.

"They (Assistant Secretary Benton and others) haven't answered any of my questions", Representative Taber told reporters. "Are we going to have one end of the State Department running in one direction and the other in another, as witness the broadcast to Russia glorifying Henry Wallace on April 25?"

Mr. Taber referred to the review of the book, "The Wallaces of Iowa", which the State Department has said was broadcast only in the German language and which of the book.

"Are we going to have a bloc of people in this set-up whose first loyalty is not to this country", continued Representative Taber.

Supporters of the continuation of the "Voice of America" will try to have the House restore the cut.

There appears to be little chance of success, however, since technically there has been no legislation authorizing the program, and thus the appropriation can be struck out on a parliamentary point of order. The House Rules Committee could, as it did last year, eliminate such points of order but it is not expected to do so.

The Senate can, however, restore the cuts, and if the bill contains an appropriation for the overseas broadcasts when it comes out of conference the bill will not then be subject to the parliamentary point of order.

McDONALD TO INTRODUCE MODELS WHEN READY; NOT ONCE A YEAR

E. F. McDonald, Jr., of Zenith, this week came out with a new policy of not presenting an annual line of new sets, as is now customary in the radio manufacturing industry, but of introducing models whenever they are perfected without waiting for any particular season.

"It will be our policy from this time on to introduce new models as they come from the laboratory and are properly field tested", Commander McDonald has advised Zenith dealers which he says now number 22,000. "Contrary to our past policy, and contrary to what has become an expensive custom in the industry, we will not point to any specific month in the year to announce new models. Instead, we will do so throughout the year as our new developments become ready or as the general situation may dictate."

Expressing the hope that the entire radio manufacturing industry will adopt this new policy, Mr. McDonald, addressing his dealers, continued:

"For many years the radio business was as seasonal as the snow shovel trade, but it has grown into a major year-around industry. Now that radio has grown up and there are no longer annual New York and Chicago radio shows, we believe that we would be most unfair to our franchised dealers if we brought out a complete new line of models once each year and thereby obsoleted every Zenith that a dealer had in stock.

"This obsolescence by a new annual line of models also creates ill-will for dealers among the customers to whom they have sold radios in the preceding two or three months. These customers invariably feel that they should have been told, when making their purchase, that new models were coming out. Not only does an annual new line build ill-will for dealers, it also jeopardizes time payments.

"By this new system, we will obsolete only one model at a time, not an entire line, and no dealer can get hurt on the obsolescence of one model. Zenith will place its dealers in the position of never having a 'dated line' on their floors, but always up-to-the-minute merchandise. You, perhaps even better than we, realize the importance of not obsoleting your inventory, jeopardizing your time payments, and creating customer ill-will. You who are old timers in the radio industry well know that from its inception in 1920 to the present date, so much money has been lost in obsolescence and liquidation that over 700 radio manufacturers have passed out of business.

"So that we would not be fooling ourselves on an accumulated back-log of orders, we asked our distributors to cancel every order they had with us on January 1st of this year. Since then they have placed with us, from month to month, brand new orders covering the first six months of 1947. * * * We just have completed a tabulation of our unfilled orders which run through the month of June,

and despite a steady increase in production and our record-making deliveries, at this writing we have on hand unfilled orders in excess of twenty-four million dollars."

Commander McDonald also had a word to say with regard to price cutting:

"I believe in reducing prices where reductions can be made, and I grant you that there were some makes of radios that were well over-priced, but as I also told you in my last letter to you in 1946, Zenith lost over two and one-half million dollars in operations in its first six months of its fiscal year, starting May 1st of last year. This was because OPA would not grant us our increased costs, and because we refused to reduce quality or remove the new innovations which we had introduced. It wasn't until October that Zenith started going into the black.

"Therefore, our prices, obviously, cannot be reduced at the present time and our hope is that we will not have to raise them."

X X X X X X X X

WASHINGTON GETS FIRST RCA "MASS PRODUCTION" TV TRANSMITTER

Station WNBW, NBC's television station now being built in Washington, D. C., is the recipient of RCA's first postwar television transmitter. Television transmitters of this 5-kilowatt type are now being produced in quantity by RCA-Victor, W. W. Watts, Vice-President in charge of the RCA Engineering Products Department, has revealed, and will be shipped at the rate of several a month.

The new transmitter is said to be the first one to be produced that provides for satisfactory operation on all of the 12 television channels allocated to commercial metropolitan television by the Federal Communications Commission. The new transmitter was specially designed to operate with a radically new high frequency power tube.

Both picture and sound units of the transmitter are incorporated in one unit measuring 17 feet by 3 feet by 7 feet. Unit construction makes it possible to dismantle the transmitter into eight small units for easy transportation to high structures.

"This new transmitter represents a long step toward establishing television broadcasting on the national scale long awaited by the industry's leaders", Mr. Watts said. "Now that we are geared for quantity production of these transmitters and all other elements necessary for a complete television broadcasting system, it should not be long before stations will be opening at the rate of two a month, ultimately bringing the benefits of visual entertainment, information, and education to a large part of the nation."

X X X X X X X X

FCC PRAISED FOR CLEARING BACK-LOG JAM ON TIME (AS PROMISED)

Even its sharpest critics will have to admit that the Federal Communications Commission delivered the goods in meeting the May 1 deadline by which time it undertook to clear up an unprecedented mass of business which had accumulated and gummed up the normal functions of the Commission.

For weeks and months everyone at the Commission has had to put his shoulder to the wheel and towards the end it became a night and day grind. That the FCC had successfully put it over came in the following modest little announcement:

"The Commission is pleased to report that, as a result of the splendid cooperation which it received from applicants and their engineers who participated in the channel studies and the unstinting efforts of its own staff, the temporary expediting procedure which expired May 1 has accomplished its purpose. It enabled the Commission either to grant or designate for hearing every Line 2 application filed prior to February 7 - some 250 in number."

Briefly, before the three months' "freeze" was undertaken, the Line 2 processing cases (involved types) were moving at the rate of only 5 a month. The tempo expediting procedure was invoked for the prime purpose of moving Line 2. Though it brought more applications, all were disposed of by May 1 - about 250.

While Line 1 (non-involved cases) were incidental, the speed up also took care of 200 out of 300, leaving only about 100 Line 1 cases pending, and these are mostly those of the 11-th hour rush before the deadline.

X X X X X X X X

MICROWAVE RADIO TERMINAL TESTED AT THE PENTAGON

Microwave radio relay circuits are being tested by the Signal Corps for communications between the War Department offices in the Pentagon and Headquarters Army Ground Forces, at Fort Monroe, Virginia.

An olive-drab structure topped by two large circular "dishes" recently erected on the Pentagon is the antenna system for the terminal apparatus installed in the message center at the Pentagon. The "dishes" are reflectors for the radio waves which emanate from small antennas in front of the "dishes" at a frequency of nearly 5,000,000,000 cycles per second.

The station at the Pentagon sends its signals in a narrow beam to similar equipment located west of Alexandria. There the signals are relayed through another piece of equipment and directed across the Potomac River to a station near Pomfret, Maryland. Six relay stations in all are placed at selected locations along the route, with the other terminal on the grounds of historic Fort Monroe.

X X X X X X X X

"RADIO DOING GOOD JOB", JUSTIN MILLER; "COULD DO BETTER", JACK GOULD

That was approximately the sum total of a exchange on the program "Opinion Please" over the Columbia Broadcasting System between Justin Miller, President of the National Association of Broadcasters and Jack Gould, Radio Editor of the New York Times. The topic was "Is Radio Doing A Good Job?"

Judge Miller, of course, went all out in defense of radio. He endorsed it almost without qualification, which, of course, was to be expected. Jack Gould, on the other hand and as anyone who reads his Sunday column in the Times knows, was much more critical. Being one of the most independent radio editors in the country, he didn't pull any punches.

Judge Miller summed up by saying:

"Of course, radio isn't perfect. But is anything human perfect? Even the weather, which God makes for us, doesn't suit everyone, all the time. Even our preachers, and our teachers, and our Congressmen and our editors, even members of our own families disappoint us occasionally.* * * And radio will always be responsive to public desire. An engineer told me the other day that of all the great electronic developments affecting broadcasting which have emerged from our laboratories, none was more important than the radio receiver in your own home. It possesses, as the engineer pointed out, a dial by which listeners can select the programs, they desire; a knob by which they can reject all that radio has to offer.

"Believe me, as long as receivers are so designed, the American system of broadcasting will bring to the people what the people want."

Mr. Gould said that the question is: "Is American radio doing as good a job as it might reasonably be expected to?" The answer, he said, must be largely in the negative. Referring to daytime serials, 'cops and robbers' shows, and so-called 'horror' programs as the three most controversial types of programs, Mr. Gould admitted that they have a place in radio, but said the question was how big a place. "In catering to the majority taste as represented by these types of programs", said Mr. Gould, "radio has tended to overlook very substantial minority tastes."

If radio is to appeal also to the minority tastes as it should, said the radio editor, several needs in programming seem obvious. "These", he said, "would include drama of real originality to offset the flood of tepid Hollywood revivals. Also a wider diversity of opinions among commentators and a wider discussion of national and local issues. More contemporary music from young serious composers. A more adult wit in many comedy shows. A few more popular singers who believe in singing and not mooing. And, last though not least, advertising messages with information instead of emotion."

X X X X X X X X

TRANSCONTINENTAL COAXIAL NEARLY ACROSS; BRINGS TV CLOSER

With nearly two-thirds of the transcontinental coaxial cable ready in the ground, the Long Lines of the American Telephone and Telegraph Company are nearing their goal to span the country with a voice highway which will greatly augment facilities for long distance telephone service and which may also be used for television when suitably equipped.

The 850-mile section of the transcontinental cable between Atlanta and Dallas was opened for regular commercial use on March 5. This is the longest stretch of coaxial telephone cable ever placed in service.

The Baltimore-Washington link, which is expected to be available for telephone service next September, is designed to supplement facilities along the New York-Washington route where television broadcasts are already being carried. While there is already a coaxial cable along the Baltimore-Washington route, the eight tubes in the new cable, according to Long Lines magazine, are twice the number in the present cable.

Other cable projects are gradually developing that will give coaxial contact between principal cities throughout the nation. Buffalo and Cleveland will be linked by coaxial this month. Construction across the Alleghenies will provide coaxial and no doubt television channels later between Philadelphia and Pittsburgh, Cleveland and Chicago in 1948. In the same year, other cables along the Atlantic seaboard will extend coaxial service from New York to Miami.

For crossing the Mississippi and certain other streams and rivers special submarine cable was used. This type of cable was also used in low-lying areas subject to flood. Long sections of the cable are already in the ground - some actually in service - along the route from Washington to Atlanta and also across Texas. Between El Paso and Los Angeles, cable trains are now at work in another section of the coast-to-coast speech and future television highway.

X X X X X X X X X X

SYLVANIA TUBE AND RECEIVING SET SALES SHOW LARGE GAINS

The report of Sylvania Electric Products, Inc. for the quarter ending March 31, 1947, showed consolidated net income of \$805,342 compared with a loss of \$422,264 in the corresponding period of 1946. The earnings for the first quarter, after deducting dividends on the \$4 cumulative preferred stock, were equal to 70 cents per share on the 1,006,550 shares of common stock outstanding.

Consolidated net sales for the first quarter amounted to \$23,536,779, an increase of 83 per cent over the \$12,834,131 volume for the first three months of 1946.

Don G. Mitchell, President, said that first quarter sales of all major products of the company show large gains over pre-war figures. Sales of radio receiving tubes were up 260 per cent over the first quarter 1941, the last pre-war comparable figure, and radio receiving sets were up 330 per cent.

The stockholders formally approved the recommendation of the management for an increase in the authorized common stock from 1,200,000 shares to 1,500,000 shares. Mr. Mitchell stated that the company has no immediate plans for issuance of any part of the newly authorized common stock or any part of the presently authorized but unissued shares. The stockholders were asked to approve the action, he said, so that the company would be in a position to arrange financing when and as general conditions warrant such a course.

X X X X X X X X

TRAMMELL DISAPPROVES CUTTING OFF FRED ALLEN

Niles Trammell, President of the National Broadcasting Company, admitted yesterday (May 6) that Fred Allen should never have been taken off the air for 25 seconds in a recent broadcast because he made some wisecracks about an NBC Vice-President, according to a U.P. report.

Mr. Trammell, at a meeting of Radio Corporation of America stockholders, read a letter NEC sent to 915 persons who had written to protest its action in cracking down on the radio comedian.

"When Fred Allen", the letter read, "in accordance with his usual practice, submitted his script for approval, it contained some derogatory but humorous references to an imaginary NBC Vice-President which could have been permitted to remain in the script and which he should have been permitted to broadcast.

"The mistake was in making an issue with Allen over this particular reference. We regret the incident very much but since it represents a single mistake, we trust you will agree with us that no harm has been caused to anyone and that lessons are learned from mistakes."

Enclosed in each letter was an NBC annual review which, the company said, "contains, among other things, two very nice pictures of Fred Allen, whom we regard as one of our outstanding comedians."

X X X X X X X X X X

When Mayor O'Dwyer proclaimed "Mother's Day Week, May 11" in New York, the proclamation was issued in the presence of a delegation that included Mrs. David Sarnoff, wife of the President of the Radio Corporation of America, Mrs. Nicholas M. Schenck, and Mrs. Frank A. Vanderlip.

X X X X X X X X X X

RCA QUARTERLY NET LEAPS 48%; NOTABLE TV PROGRESS REPORTED

Net profit, after taxes, of the Radio Corporation of America for the first quarter of 1947 was \$4,680,065, representing an increase of \$1,519,841, or 48 per cent, over the same period in 1946. Brig. Gen. David Sarnoff, President of RCA, told stockholders Tuesday, May 6th in New York. Profit for the first quarter of 1947 - before Federal Income Taxes - amounted to \$7,919,065.

Earnings per common share for the first quarter of this year amounted to 28 cents, as compared with 17 cents per common share for the first quarter in 1946.

Consolidated gross income of RCA during the first quarter of 1947 amounted to \$76,560,096, compared with \$48,972,924 for the same period last year. This represents an increase of \$27,587,172, or 56 per cent over the 1946 figure.

Stating that RCA is now in production on television transmitters for which there are substantial orders and that the NBC television station in Washington, D. C. is about completed and is expected to go on the air within a few weeks, General Sarnoff declared:

"Television was an important factor in the selection of Philadelphia as a site for the Republican National Convention in 1948. That city is on the coaxial cable line that links New York and Washington into a television network. The convention will be within view of a large audience along the Atlantic seaboard from south of Washington to north of Albany. Television, therefore, with its audience increasing daily, will play a new role in the 1948 national political campaign.

"We demonstrated all-electronic color television on a 15 x 20-inch screen of home size on October 30, 1946. An important further step was taken by RCA Laboratories last week when it successfully demonstrated its color television system on a 7½ x 10-foot theater screen at The Franklin Institute in Philadelphia. This was the first showing of color television pictures of this size, and as a result a new field is open for television entertainment in theater and motion picture houses."

Plans for the mechanization of facilities of RCA Communications, Inc., have been partially completed, it was disclosed, and conversion from manual to printer operation is being made on the important radio circuits between New York and London, Paris, Rome, Berne and Stockholm. RCA trans-pacific circuits, operated from San Francisco, are on a printer basis. Substantial improvements have been made in RCA stations in the West Indies. The recent opening of a new radio-telegraph circuit to Greece gives RCA Communications direct circuits to 61 countries outside of the United States.

X X X X X X X X X X

SWEZEY, MBS GENERAL MANAGER, SOCKS SOAP OPERA CRITICS

Commercial radio is getting more criticism than it deserves, soap operas or no soap operas, Robert D. Swezey, General Manager of Mutual Broadcasting System, told the Washington, D.C. Advertising Club Tuesday, May 6th.

"Soap operas and mystery and horror stories are to be found in magazines with circulations running into millions", he said. "It's what the people like and want. Radio must cater to the popular taste, even as the movies and magazines must."

It is the radio industry's duty, he asserted, not to ignore criticism or be annoyed by it or hand out alibis but to analyze it and come up with a good rebuttal. But the speaker did not attempt to conceal his annoyance with people who blame all of radio for the shortcomings of one or a few programs or stations.

Mr. Swezey, who was an RFC aide in early New Deal days, said this country has a few good newspapers, for that matter. Also more "trashy" magazines than good ones, ditto for movies.

"Of all these media, radio is the youngest", he said. "Its audience is entitled, in large measure, to listen to what it wants to listen to."

He denied that advertisers or advertising agencies dominate networks and stations, and pointed out that radio has "risen to the heights" in giving service to the public in time of emergency. He claimed that in recent years, it has made more progress than any of the other media of entertainment and education.

X X X X X X X X

DETROLA REPORTS NET PROFIT AND BOND SALES

Consolidated net sales of International Detrola Corporation for the five months ended March 31 were \$30,050,108.53, and net profit after tax provision was \$1,204,324.70, equal to 99 cents per share.

The Company, which has manufacturing divisions in the refrigeration, steel, radio, etc. fields, in its entire fiscal year of 1946 had total sales of \$40,810,028.22 and a net of \$1,012,123.92, or 84 cents per share.

C. Russell Feldmann, President of the Corporation, said that Detrola has issued and sold \$5,000,000.00 of 3-1/2 per cent fifteen-year debentures to The Equitable Life Assurance Society of the United States. Proceeds will be used to retire existing bank loans and for additional working capital in the Company's larger operations, Mr. Feldmann said.

X X X X X X X X X X

NEW BILL IS OFFERED ON U.S. "VOICE OF AMERICA" BROADCASTS

(See earlier story in this issue)

The urgent plea of Secretary of State Marshall and a group from the radio industry headed by Brig. Gen. David Sarnoff, of the Radio Corporation of America, for continuation of the "Voice of America" program behind Russia's iron curtain brought a swift response Tuesday, May 6th from the House Foreign Affairs Committee.

Representative Karl Mundt (R), of South Dakota, introduced a comprehensive bill giving the State Department legislative authority to set up and maintain a foreign information service. The measure would also provide for the interchange of students, books, educational and commercial information.

Chairman Charles Eaton (R), of New Jersey, of the House Foreign Affairs Committee, who favors the program, has promised that hearings on the measure will be held as soon as possible, Mundt said.

The fledgling program of overseas broadcasts in 25 languages to 67 countries was threatened with sudden death when the House Appropriations Committee cut out all funds for its support.

Chief point raised by the appropriations group is that there was no legislation to authorize the State Department to carry on its informational activities.

The Mundt measure is planned to meet this objection.

X X X X X X X X X X

ALL SET FOR WORLD TELECOMMUNICATIONS CONFERENCE NEXT WEEK

Arrangements have now been completed for the World Telecommunications Conferences which will be held at Atlantic City commencing May 15.

The first of the conferences will deal with radio administration to be followed by the plenipotentiary telecommunications conference and the short wave discussions.

The meetings have been arranged by the State Department in cooperation with the International Telecommunications Union. The ITU has a membership of some eighty countries which are party to the agreement adopted in Madrid in 1932, now in force. The Union had its last general session in Cairo in 1938.

Charles R. Denny, Chairman of the Federal Communications Commission, will head the U. S. delegation at Atlantic City for the International Radio Conference.

Assistant Secretary of State Garrison Norton will be Chairman of the International Plenipotentiary Telecommunication Conference, and Assistant Secretary of State William Benton was chosen to head the High Frequency Broadcasting Conference.

X X X X X X X X X X

FEDERAL RADIO TO INCREASE FM, TELEVISION SET PRODUCTION

The Federal Telephone and Radio Corporation, manufacturing subsidiary of the International Telephone and Telegraph Corporation in the United States, which last year sold a limited number of broadcast receiving sets in the United States and the Western Hemisphere, proposes to increase its production this year by a number of additional models including FM, television, radio and phonograph combination sets. A large part of these will be assigned for export to their associated companies in the Western Hemisphere and other countries of the world, Sosthenes Behn, President of I. T. & T. reports.

"While still in an early stage, we believe we have advanced further than our competitors in the sale and installation of FM broadcasting transmitters and are today in the front line of the suppliers of this equipment, for which there is an increasing demand", Mr. Behn states.

"We are intensifying our production and sale of mobile radio and have already sold a large number of installations in the United States, including transmitters, receivers and the mobile units for police and other municipal services. We have also shipped mobile radio equipment for installation in Europe and are now carrying on surveys preparatory to the installation and supply of such equipment in many countries in the Western Hemisphere, in Europe and other parts of the world. We expect to offer at an early date, new installations which will be available to the general public for service connected with municipal and suburban networks in areas in which such installations are made."

X X X X X X X X

A.P. LONDON-N.Y. RADIO-TELETYPE NOW OPERATES 14 HOURS DAILY

Reporting that the operating expenses of the Associated Press had exceeded \$18,000,000 in 1946, Kent Cooper, Executive Director, last week gave details of the first direct bureau-to-bureau radio-teletype service ever utilized by a press association, which the Associated Press started last year between London and New York. The circuit is "punched" in the usual way in the London bureau and the signal is received in the New York bureau on standard printers without manual "relays". The service operates 14 hours daily at the uniform 60-word speed, making it possible to tie the European bureaus to the domestic "landline" circuits when news conditions warrant. No "cue" channel is employed, the radio circuit operating in a west-bound direction only. This service is both an alternate and a complement to the New York-London two-way cable facility.

A similar circuit operates between the San Francisco bureau and Honolulu, this facility having been established experimentally two months in advance of the London to New York radio channel.

X X X X X X X X

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

"Boy, Does He Work At It!" - Reinsch Re Truman's Broadcasts
(Tom Twitty in "Washington Post")

"President Truman's conscientious effort to improve his radio personality is paying off, in the opinion of the White House correspondents.

"When Mr. Truman took over his office Leonard Reinsch, General Manager of the Cox radio stations, was directed by his boss, former Ohio Gov. James M. Cox, now newspaper and radio chain owner, to devote as much time as necessary to helping Mr. Truman win more friends (and perhaps influence more voters) via radio.

"When he is not in Washington for the five or six days preceding every major presidential speech, Mr. Reinsch devotes his time to managing the three Cox radio stations in Atlanta, Miami and Dayton

"Radio Coach Reinsch gives all the credit for Mr. Truman's radio improvement to the President himself. 'Boy, does he work at it!'"

"The most important change has been to slow down delivery. Next is the use of pause for dramatic emphasis. Third has been a building up of the voice level from the flat Missouri monotone.

"Contributing to all these improvements, from the racing speech of the early days of Mr. Truman's administration, has been the gradual acquisition of presidential microphone-platform ease.

"Mr. Reinsch asserts his only part in the conversion of President Truman to a good radio speaker is that of minor critic and radio editor. As a presidential speech nears its final draft, he changes a few word combinations that may be pitfalls. One of the worst of these is a series of words with 'S's' whom are likely to make the speaker sound like a cobra.

"President Truman, himself, is the major critic, however. He often reads a speech aloud as many as six times. On the 'final' draft he will speak into a wire recorder and make further changes to improve the product that he will soon deliver to millions of Americans.

"During Mr. Truman's two years in the White House, Mr. Reinsch has succeeded in reducing the number of microphones at public presidential addresses to five; two for the networks and local stations, two for the movie cameras, and one for the local public address system. He has even succeeded in getting rid of the station, network and newsreel trade names from the microphones that are used.

"Here is how a typical presidential speech is put together. Clark Clifford, special counsel for the President, gathers the economic factual material. Mr. Truman meets with his White House staff with a skeleton outline of the speech prepared. A first draft is prepared, with some written out passages direct from the President.

"Mr. Truman goes over the first draft fitting the facts to his own delivery style. By about the fourth draft copies are circulated among various Government Cabinet departments concerned for a factual check and suggestions.

"Charles G. Ross, White House press secretary, works directly with the President on rewriting the various drafts. Other

members of the White House staff - Mr. Clifford, John R. Steelman and others receive copies and criticize.

"Mr. Reinsch edits strictly for radio purposes at the final stages. Six drafts are prepared in all."

- - - - -

A Brick for the FCC
("Chicago Tribune")

When a New York scandal sheet, called Town Topics, abused the freedom of the press and was exposed in a blackmail scheme to sell its stock on threat of injurious publicity to prospects, it was shortly forced to fold up. A good many newspapers and magazines which have been neglectful of their responsibilities have suffered the consequences in a decline of popularity.

A radio station, like a newspaper, must guard its reputation or lose its following. Intramural vigilance can always perform a better policing job than a group of burocrats peeking in from the outside.

- - - - -

Petrillo Thinks Up A New One
("Washington Post")

If anyone needs evidence of the absolute bondage in which Mr. James Caesar Petrillo holds the members of the American Federation of Musicians, he need only ponder the AFM's latest ukase. An order issued in Hollywood with Mr. Petrillo's assent now prohibits movie studio musicians from taking outside jobs that might deprive unemployed horn-tooters of work. Specifically, contract musicians making \$133 or more a week are prevented from accepting any outside work except symphonic engagements. Part-time studio musicians may take outside jobs, but if they make between \$25 and \$75 on the outside, they are allowed only one studio engagement, and if they make more than \$75 outside they are barred from studio work during the same week.

It is hard to work up much sympathy for men making \$133 a week. But that is not the point. What Mr. Petrillo has imposed is something suspiciously close to a share-the-wealth scheme. In placing a limitation on the right to earn, he has approached the collectivist philosophy abhorred by believers in free contract. His order says nothing about ability or employer preference. The move to pass the job around is merely another chapter in the anachronistic practice of "making work" for men whom technological advance has displaced and who are retained only by virtue of Mr. Petrillo's tight oligarchy. This newest example of featherbedding in an already greatly overstocked profession is bound to react against the interest of its competent members.

X X X X X X X X X

: : :
: : : TRADE NOTES : : :
: : :

It seemed to be conceded in Washington that President Frank Stanton of the Columbia Broadcasting System, had won the round in refusing to broadcast the recent speech of Secretary of State Marshall when the State Department virtually demanded that it do so and even went so far as to stipulate the time desired.

Hereafter the State Department will probably be a little more tactful and consult the networks as do the White House and other Government departments.

Because of widespread interest in the talk of Edgar L. Warren, Director of the U. S. Conciliation Service, Department of Labor, and other authorities on industrial relations, the RMA Industrial Relations Seminar today (Wednesday, May 7) and tomorrow in New York City at the Hotel Pennsylvania, will be open to representatives of other industries.

Paul J. Larsen, Chairman of the Theatre Television Committee of the Society of Television Engineers, said in Chicago that small television transmitters can beam news and sporting events direct to theatres. He added that theatres can install television equipment at an average cost of \$7,000.

Ex-Mayor Fiorella of New York recently elected a Director of Metropolitan Broadcasting and Television Co., lost no time becoming vocal. At an NAB, New York district meeting, he warned broadcasters that there was no vested interest in a radio permit, that "sooner or later the Communications Act is going to be construed as it originally was intended."

In explanation, Mr. LaGuardia said that this would mean that a broadcaster whose license had been revoked by the Federal Communications Commission would not be free to sell or transfer it.

"The time will come that when a license is revoked, the premises will be padlocked, just as in the old liquor cases", he said.

Rear Admiral Ellery W. Stone, of the Allied Control Commission, and formerly Vice-President of Mackay Radio and All America Cables and Radio, was among the callers received by President Truman at the White House Monday, May 5th.

More audience research to determine what the majority of listeners want and what they do not want, was urged by James D. Shouse, President of the Crosley Broadcasting Corporation, in an address before the third annual City College Radio and Business Conference in New York.

Mr. Shouse indicated that broadcasters must stop being "entirely too thin-skinned at what may be fair criticism from a pressure group from its standpoint but extremely unfair for the majority."

"We have got to spend more money, apply more of our best brains to audience research and continuing studies in attitudes, not in the fact of who listens only, but the reasons why. Not only what people don't like but what they like and why."

A Radio Department has been set up by the Associated Press with Oliver Gramling in charge as an assistant General Manager. This followed action of the recent AP membership meeting consolidating all of the radio activities under direct AP administration.

As soon as final details can be concluded, Kent Cooper, Executive Director, said, stations now taking the special AP radio wire service will be offered associate membership "under a rate formula that will be as equitable as possible." An "ambitious program" is being worked out for the radio membership, he added.

Data released by the Sales Research Department of Sylvania shows that there were approximately 61 million radio sets in use in the United States at the beginning of 1947. Radios are owned by 34.8 million families or about 91% of the families in the United States.

Mrs. Franklin D. Roosevelt and Paul Porter, former FCC Chairman, now in private law practice, are listed among "the great leaders" of "Americans for Democratic Action", described as a liberal organization but "not a third party and not a part of any party" and as having "no hidden loyalties".

A page newspaper ad carrying the picture of Mrs. Roosevelt, Porter and others, concludes:

"If you are a non-communist liberal this is the organization for you. Join ADA...Work in ADA....Contribute to ADA. Your dollars will be used to build the organization on local, state and national levels, to help elect liberal candidates, and launch a nation-wide educational program using press and radio."

Three radio engineers proposed Monday that shortwave radio signals could be sent long distances on the earth by using the moon as a "relay".

The three - Dr. D. D. Grieg, Dr. S. Metzger and Dr. R. Waer of the Federal Telecommunication Laboratories in New York - made the proposal before a joint meeting of the International Scientific Radio Union and the Institute of Radio Engineers in Washington.

The radiomen's three-day institute is the first held since the war. Some 98 scientific papers are being presented.

Three District of Columbia broadcasters were named by NAB President Justin Miller to serve on a special committee to provide facilities and program counsel in the development of a series of transcribed broadcasts by the NAB President for distribution among radio stations.

The broadcasters are Merle S. Jones, General Manager of WOL, who will serve as Committee Chairman; Richard L. Linkroum, WTOP Program Director; and Robert Morrison, head of the NBC Recording Division in Washington.

The series of transcribed talks by Judge Miller, which will deal with many different phases of broadcasting - its development, its accomplishments and its problems - were authorized by the NAB Board of Directors at its last meeting.

X X X X X X X X X X



HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W.

Washington 8, D. C.

Robert D. Heinel, Editor

Founded in 1924

RECEIVED

MAY 14 1947

HILES TRAMMELL

INDEX TO ISSUE OF MAY 14, 1947

Radio And Communications Concerns Aid Army Signal Corps.....	1
"TV To Supplement But Not Supplant Sound Broadcasting" - NBC.....	2
Engineers To Consider Inter-City TV Program Transmission.....	3
RCA Prices Its First Television Console At \$795.....	4
Walter Evans Elected President Westinghouse Stations.....	4
Radio Notables Enjoy Humorous Gridiron Thrusts.....	5
Intra-Video Master Television Antenna System Now Ready.....	5
Taber Charges "Voice Of America" Does More Harm Than Good.....	6
Washington, D. C. Hears Winchester, Va. FM Clearly - 75 Miles.....	7
Drys Rally To Bill To Bar Radio, Newspaper Alcoholic Ads.....	8
CBS Bounces Back In Television.....	8
Vehicle Phone Demand Requires Hearing To Determine Future.....	9
Florida Papers Paid Radio Program Success Inspires Others.....	10
Sylvania Gives 15 Cents An Hour Pay Raise.....	11
Ultra Short Wave Radio Link Versus Telephone Long Lines.....	11
Tells RMA "We Are Over Hump" Of Labor Troubles.....	12
Scissors And Paste.....	13
Trade Notes.....	15

RADIO AND COMMUNICATIONS CONCERNS AID ARMY SIGNAL CORPS

Although there has been very little publicity about it, more than a hundred industrial concerns and universities throughout the United States are cooperating in an intensive program of research for the Army Signal Corps. The postwar goal of the Signal Corps is national security and military preparedness in terms of long-range scientific planning rather than the immediate production of new equipment. Signal Corps engineers hold that equipment produced today may well become obsolete tomorrow in the face of new discoveries or inventions which may be expected as a result of the numerous and intensive explorations into the science of electronics and related subjects.

The large electronics concerns now engaged in the work include the Bell Telephone Laboratories, General Electric Company, Westinghouse, Federal Telecommunications Laboratories, duPont de Nemours & Co., Philco Corporation, Arnold Engineering Co., Baird Associates, DeMornay-Budd, Inc., Dow Chemical Co., General Research Laboratories, Phillips Laboratories, Inc., Radio Corporation of America, Sylvania Electric Products, Inc., Stupakof Ceramic & Mfg. Co., Sperry Gyroscope Co., Inc., Stromberg-Carlson Co., Galvin Mfg. Co. and Eitel McCullough.

Electron tubes and new circuits which will revolutionize the present concepts of radar and communications are being explored and studies are being made as to why microwaves are in some cases bent upwards or downwards instead of traveling in a straight line as might normally be expected. Rockets are being sent 100 miles above the earth to probe the upper atmosphere. Studies are being made which will extend the present radio spectrum toward the infra-red; knowledge is being obtained by radar reflections from the moon; studies are being made of the behavior of radio circuits operating at a temperature near absolute zero, and many other equally interesting fields are being investigated.

Evans Signal Laboratory at Belmar, N.J. with Colonel H. W. Serig as Director, does major work in radar, meteorology, vacuum tubes and special engineering problems. Coles Signal Laboratory at Red Bank, N.J. is the communications laboratory of the Signal Corps, doing all types of work on radio, wire communications and facsimile. Lt. Colonel W. A. Speir is Director.

Over-all responsibility for the research program lies with Maj. Gen. Spencer B. Akin, Chief Signal Officer and the Engineering and Technical Division, Office of the Chief Signal Officer, which is headed organizationally by Col. J. S. Willis as Chief, located in the Pentagon Building, Washington, D. C.

Nine categories are represented in the Signal Corps research program. Continuous research will be followed in the fields of Thermionics, Propagation, Circuits, Materials, Power

Sources, Meteorology, Communications Techniques, Antennas and General Physics.

Some of the universities and scientific foundations working in one or more of the nine research fields are Massachusetts Institute of Technology, University of California, Princeton University, Auburn Research Foundation, Antioch College, Columbia University, Colorado A. and M., Colorado School of Mines, University of Florida, Georgia Tech. Research Institute, Illinois Institute of Technology, University of Illinois, University of Kentucky, Lehigh University, Armour Research Foundation, Batelle Memorial Institute, University of Michigan, University of Minnesota, New Mexico School of Mines, New York University, Northwestern University, Ohio State University Research Foundation, Pennsylvania State College, Rutgers University, Tufts College, Wesleyan University, Franklin Institute and Washington University.

X X X X X X X X X X

"TV TO SUPPLEMENT BUT NOT SUPPLANT SOUND BROADCASTING" - NBC

Carrying excellent likenesses of Brig. Gen. David Sarnoff, President of the Radio Corporation of America, Niles Trammell, President of the National Broadcasting Company, and Frank E. Mullen, Executive Vice-President of the National Broadcasting Company, and well illustrated throughout, the Annual Review of the National Broadcasting Company for 1946-1947 heralds the coming of television.

The preface reads, in part:

"As NBC enters its third decade, a fascinating new service is being added to the old - the service of sight-and-sound combined. After many years of research, experiment and development, television is now emerging as a practical, tested medium of mass communication. Television broadcasting stations are being built across the country; television receiving sets are being manufactured by the hundred thousand.

"In the foreseeable future, however, television will supplement but not supplant sound broadcasting. 'Something new has been added', but nothing has been taken away. Sound broadcasting continues to be the main line of NBC activities, and is the principal theme of this review of the operations of the company in 1946 and 1947."

Contents of the Review include: "Twenty Years of Broadcasting Service", "NBC And Its Commercial Sponsors", "The Home Stations of NBC", "The NBC Network", "International Broadcasting", "FM", and "Public Relations and Advertising."

X X X X X X X X X X X X

ENGINEERS TO CONSIDER INTER-CITY TV PROGRAM TRANSMISSION

There will be an engineering conference of television broadcasters, communications carriers and manufacturers of television and microwave equipment at the Federal Communications Commission in Washington Tuesday, June 3 for the purpose of formulating a schedule which will set forth the expected installation dates for relaying television programs between cities.

The FCC call for the conference states:

"All persons who can contribute to the formulation of an installation of facilities schedule, for the informal information of all concerned, are invited to participate. The Commission's Chief Engineer will preside at the conference. As a point of general information, the Commission intends to issue a final service-allocation for the non-government fixed and mobile bands between 1000 and 13000 Mc., as soon as possible after the Radio Administrative Conference at Atlantic City.

"Common carriers should come to the conference prepared to state when they will be able to supply relay facilities by microwave relay or coaxial cable to each of the cities having existing or potential television stations shown in the attached list. New York, Chicago, and Los Angeles, Washington and San Francisco might be assumed as initial program origination points and cities having three or more television broadcast stations might be assumed to require at least three or more network programs available simultaneously.

"Television broadcasters and construction permit holders should come prepared to state the date of completion of their stations and the date they will desire network facilities for their broadcast purposes.

"Both the common carriers and the television broadcasters should be prepared to submit the above data in writing to the Commission either during the conference or within 10 days after the conference."

The latest official list of existing television stations and outstanding construction permits follows:

Albuquerque, New Mexico - 1; Ames, Iowa - 1; Baltimore, Maryland - 3; Boston, Massachusetts - 2; Buffalo, N.Y. - 1; Chicago, Ill. - 4; Cincinnati, Ohio - 1; Cleveland, O. - 2; Columbus, Ohio - 1; Dallas, Texas - 1; Dayton, Ohio - 1; Detroit, Mich. - 3; Fort Worth, Texas - 1; Indianapolis, Ind. - 1; Johnstown, Pa. - 1; Los Angeles, Calif. - 6; Louisville, Ky. - 1; Miami, Florida - 1.

Milwaukee, Wis. - 1; Minneapolis-St. Paul, Minn. - 2; New Orleans, La. - 1; New York, N.Y. - Newark, N.J. - 7; Philadelphia, Pa. - 3; Pittsburgh, Pa. - 1; Portland, Ore. - 1; Providence, R.I. - 1; Richmond, Va. - 1; Riverside, Calif. - 1; St. Louis, Mo. - 1; Salt Lake City, Utah - 1; San Francisco, Cal. - 3; Schenectady, N.Y. - 1; Seattle, Wash. - 1; Stockton, Calif. - 1; Toledo, Ohio - 1; and Washington, D. C. - 4.

RCA PRICES ITS FIRST TELEVISION CONSOLE AT \$795

The first RCA Victor console television receiver is now in mass production and is being shipped to television distributors this month. The new instrument, combining television, RCA Victor FM, standard broadcast, international short wave, and Victrola phonograph, is said to be the first unit with these services to be offered by the industry for less than \$1,500. Suggested retail price for RCA Victor's five-in-one unit is \$795, exclusive of tax and Owner's Policy fee.

Describing the set, RCA says:

"In addition to its versatility, the new 'complete home entertainment unit', Model 641TV, presents for the first time several advances in television receiver design. One of the most unusual of these is the automatic brilliance control, which, despite varying strengths of television signals received by the instruments, presents an image of uniform brightness on the screen.

"Three separate chassis have been incorporated into the one compact instrument. Its television screen presents a picture 52 square inches in size, using a 10-inch RCA direct-view tube, centrally mounted on the cabinet front, at eye level for a seated audience. Decorative, wide-panel tambour sliding doors conceal the television screen and controls when the television portion of the set is not in use.

"RCA Victor's Television Owner's Policy, which has been a success in its application to the company's initial table model television receivers, will be established for the new Model 641 TV.

"The policy covers an antenna to receive the television and FM broadcast signals, installation of receiver and antenna, instruction on operation and care of the receiver, any necessary service and maintenance work for a full year from the time the receiver is installed, replacement of any necessary parts (including the television picture tube) for one year, and reorientation of the antenna to receive the signals of any new television or FM broadcasting stations which may go on the air within the service area during that period."

X X X X X X X X

WALTER EVANS ELECTED PRESIDENT WESTINGHOUSE STATIONS

Walter Evans has been elected head of Westinghouse Radio Stations, Inc. Mr. Evans had been Vice-President and General Manager of the subsidiary since 1939 and also Vice-President in charge of all of Westinghouse's radio activities.

X X X X X X X X X X

RADIO NOTABLES ENJOY HUMOROUS GRIDIRON THRUSTS

An added starter at the Spring Gridiron Dinner in Washington last Saturday night was Herbert Hoover who hadn't attended one of these affairs since the days when he was the country's first "Radio Czar" and later President of the United States. Mr. Hoover received a great ovation. President Truman also again proved his popularity though some of the good humored shafts aimed at him would have made an ordinary person wince.

Among those one way or another connected with the radio industry who were present at the dinner were:

Kenneth H. Berkeley, General Manager, WMAL, Washington; Gene Buck, Past President, American Society of Composers; Gardner Cowles, President, Cowles Broadcasting Company; John Cowles, Vice-President, Cowles Broadcasting Company; T.A.M. Craven, Vice-President, Cowles Broadcasting Company; Ray Henle, MBS commentator; Luther L. Hill, Vice-President, Cowles Broadcasting Company; Merle Jones, General Manager, WOL, Washington; John S. Knight, WQAM, Miami; Claude Mahoney, CBS Commentator; Clarence Menser, Vice-President, National Broadcasting Company; Eugene Meyer, WINX, Washington; Edgar Morris, Zenith representative, Washington.

Also, Frank E. Mullen, Vice-President and General Manager, NBC, New York; Jack Paige, MBS; Drew Pearson, ABC commentator; Frank M. Russell, Vice-President, NBC, New York; David Sarnoff, President, Radio Corporation of America; A. A. Schechter, Vice-President, MBS, New York; Carleton D. Smith, General Manager, WRC, Washington; Niles Trammell, President, NBC, New York; and Albert L. Warner, WOL, Washington.

X X X X X X X X X X

INTRA-VIDEO MASTER TELEVISION ANTENNA SYSTEM NOW READY

The Telicon "Intra-Video" Master Antenna Television System is now ready and will be demonstrated to the television industry and apartment house owners sometime this month, announces Sol Sagall, President of "Intra-Video" Corporation of America and Telicon Corporation, 851 Madison Avenue, New York, N. Y. The Intra-Video system, according to Mr. Sagall, offers the complete practical solution to a problem which has been vexing television manufacturers, television engineers, and realy owners in recent months.

Apartment house owners acting through the New York Real Estate Board informed their tenants a few months ago that they would not permit the erection of single individual aerials on their roofs.

X X X X X X X X X X

TABER CHARGES "VOICE OF AMERICA" DOES MORE HARM THAN GOOD

Despite testimony to the contrary by Undersecretary of State Dean Acheson, Representative John Taber (R), of New York, Chairman of the House Appropriations Committee, again lashed out against "The Voice of America". Mr. Acheson said the goal of the broadcasts was "to cover the earth with trust".

Secretary Acheson testified in behalf of a measure introduced by Representative Karl E. Mundt, (R), of South Dakota, to give Congressional sanction to the broadcasts and other international informational and cultural activities of the Department.

The House Appropriations Committee, citing the absence of specific authorization, last week deleted from the appropriations bill for the State Department for the new fiscal year any funds to operate the agency's Office of International Information and Cultural Affairs after June 30. The OIC had requested \$31,381,220.

The Mundt bill merely authorizes these activities; operating funds would still have to come from the Appropriations Committee.

Coincident with Mr. Acheson's appearance, Mr. Taber at a press conference indicated some willingness to allot \$5,000,000 or \$6,000,000 for the "Voice of America" and related programs "if it's cleaned up and they get rid of the incompetents."

Representative Taber spoke into a microphone through which his remarks were being recorded for possible broadcast on a Voice of America program.

"These broadcasts", said he, "are not the voice of America. The whole thing bears the earmarks of a very deliberate design to carry into the foreign broadcast field an idea in support of a left wing position. That is highly improper; such broadcasts should be impartial.

"The whole thing is not only colored from the left wing standpoint but seems designed to make America ridiculous. . . Dialogues are involved in these broadcasts which are absolutely unintelligible."

In his prepared statement, Mr. Taber declared:

"These broadcasts are doing more harm than good. They are not checking the spread of communism. Propaganda that ostensibly is intended to build new respect for the United States is being used instead to criticize private enterprise, to express partisan opinions and to distort the picture of life in the United States. . . Many of the broadcasts deal with trivialities and at times the programs are downright silly."

Among several examples of broadcasts which he included in his statement as objectionable, Mr. Taber indicated one to Germany

by Anna Buerger which he said criticized Senator Taft (R), of Ohio.

Representative Taber said:

1. He would be willing to approve a five or six million dollar appropriation for foreign broadcasts "if they were cleaned up."

2. He thought private concerns could do a better job of foreign broadcasting than the State Department.

3. He would oppose inclusion of any funds for foreign broadcasts in the general State Department Appropriation Bill which came up in the House yesterday.

Asked if he thought cutting out the broadcasts would mean getting rid of William Benton, head of the Cultural Relations Division, Taber said Benton had "had a year and a half at it and hasn't done the job. I've got no personal feeling against him, of course."

In the meantime the question of "Should We Continue the Voice of America Broadcasts?" will be debated on the air. The first of these broadcasts will be over ABC tomorrow (Thursday, May 15) at 8:30 P.M., EDT, in "America's Town Meeting" held in Brooklyn as a feature of the centennial celebration of the historic church of Henry Ward Beecher.

Speakers on the program will be Representative Taber, Carl A. Hatch (D), of New Mexico), member of the Senate Foreign Relations Committee, Frank Waldrop, Assistant to the publisher of the Washington Times-Herald, and Ralph E. McGill, editor of the Atlanta Constitution. Mr. McGill was a member of the three-men commission appointed by the American Newspaper Publishers' Association to make a round-the-world trip to study communications and sources of information in foreign countries.

On Saturday evening, May 17th, at 7 P.M., EDT, Representative Taber and Senator Carl A. Hatch will take up the cudgels on the same question on the NBC University of the Air.

X X X X X X X X X X

WASHINGTON, D.C. HEARS WINCHESTER, VA. FM CLEARLY - 75 MILES

Among the first FM stations to be regularly heard in the National Capital is WINC-FM, in Winchester, which proclaims that it serves "Washington and Baltimore from the Skyline of Virginia." It is listed as using 3 KW on 4,000 mcs. and is the first FM outlet to bring network programs into Washington, those of the American Broadcasting Company.

X X X X X X X X X X

DRYS RALLY TO BILL TO BAR RADIO, NEWSPAPER ALCOHOLIC ADS

The Senate Commerce Committee began last Monday on a bill by Senator Arthur Capper (R), of Kansas, which would bar newspaper and radio advertising on alcoholic beverages from interstate commerce. Thus far (Wednesday, May 14), there have been 35 witnesses.

Mrs. D. Leigh Colvin, President of the Women's Christian Temperance Union, told the Committee yesterday that liquor ads are competing with mothers trying to raise their children not to become alcoholics.

Mrs. Louise Gross, President of the Women's Moderation Union, declared there are no new arguments the drys can produce to warrant Congress crippling the beverage industry which, she said, adds millions of dollars to the tax revenues.

The Rev. Sam Morris, San Antonio, Tex., testified that while four major radio networks regularly carry wine and beer advertisements, they decline to sell prohibitionists regular time. He said the same is true of many independent radio stations.

Frank E. Gannett, President of the Gannett Newspapers, said in a statement that none of the 21 Gannett newspapers nor any radio station he controls accepts liquor advertising and will not do so, although he estimated it would increase revenues by \$1,000,000 a year.

X X X X X X X X X X

CBS BOUNCES BACK IN TELEVISION

Inauguration of three series of television programs over Station WCBS-TV as announced this week by the Columbia Broadcasting System is further evidence that CBS expects to remain in the television game despite recent adverse CBS color rulings.

The new television series in New York will originate from the Metropolitan Museum of Art, the Museum of Modern Art and the Museum of Natural History.

The three new educational program series will supplement Columbia's diversified television fare, ranging from baseball and movies to coverage of the Memorial Day parade and regular "arm-chair visits" to the Bronx Park Zoo.

Sports will play an important part in the CBS television listings. Beside the home games of the Brooklyn Dodgers, sponsored by Ford Motor Company and General Foods Corporation, the May-June schedule includes the forthcoming professional tennis tournament at Forest Hills with the United States Rubber Company as sponsor.

It was announced that a second completely staffed and equipped mobile unit will be put into operation before the month ends to handle this augmented CBS television remote coverage.

X X X X X X X X

VEHICLE PHONE DEMAND REQUIRES HEARING TO DETERMINE FUTURE

Problems invited by the rapidly expanding use of radio-telephone for communication with vehicles will be considered at the further hearing scheduled by the Federal Communications Commission for September 8 with respect to the service-allocation of frequencies for the General Mobile Service. It is expected that this session will also produce data looking to the promulgation of rules governing users of the mobile services.

Many economic problems enter into the establishment of mobile systems by independent users. For example, the present commitments of the taxicab industry alone are reported to approach \$15,000,000. Adequate systems cost between \$6,000 and \$10,000. Many small business organizations which could, perhaps make good use of mobile radiocommunications have hesitated to go into experimental operation because of the cost and the uncertainty of being permitted to continue at the conclusion of the experimental period.

Prospect of transition from the present experimental category to regular and permanent service involves economic as well as technical considerations. Consequently, the growing host of present and potential users, who represent many varied interests, will be afforded an opportunity to voice their needs and desires. On the basis of this evidence and the number of frequencies available for such service, the Commission will draw up rules and regulations to best meet the over-all demand.

Wartime developments made extension of the radio spectrum possible, hence utilization of the very high frequencies for telephone communication with vehicles was considered at the Commission's frequency reallocation hearing in late 1944. Upon the basis of the evidence introduced, the Commission established a General Mobile Service, to be operated on an experimental basis pending opening it to regular service.

The common carrier type of mobile radiotelephone service is expanding at a very rapid rate, with the urban service somewhat more in demand than the highway service. The rate of expansion is delayed only by the inability of manufacturers to furnish the necessary radio equipment as rapidly as required. Even so, common carrier mobile service has been authorized in 58 cities in the United States, and also in Honolulu. It will be provided, for the most part, by the Bell System and independent telephone companies. The telephone industry has authorizations for about 5,600 mobile units in the urban service. Its projected investment totals about \$6,000,000. Thirty-seven licensees have been authorized to charge for this service.

Common carrier highway service is proposed for 79 domestic cities, and two in Hawaii. Some 3,200 mobile units have been authorized in this category which, together with land stations, represents an investment of \$5,500,000.

The telephone companies propose service which will extend wire telephone communication to and from land, sea or air vehicles. Three types of common carrier service are in prospect: (1) Communication between any regular telephone and any mobile unit, (2) special two-way dispatch service between a central office and specified mobile units, and (3) a one-way signalling service to mobile units.

In the case of urban common carrier systems, the method of operation is comparatively simple. The person at a regular telephone either dials or asks for the mobile service operator and gives her the call number of the vehicle. The operator dials the number, which actuates an audible or visual signal in the vehicle. The occupant of the vehicle picks up his dashboard telephone and the conversation starts. On his telephone handset is a "push-to-talk" button which permits him to switch from receiving to sending.

Highway system operation is substantially the same, except that the mobile service operator may have control of more than one land transmitter. When the vehicle is beyond the range of the first transmitter, another transmitter is employed, and so on progressively until the desire vehicle is contacted.

X X X X X X X X X X

FLORIDA PAPERS PAID RADIO PROGRAM SUCCESS INSPIRES OTHERS

A recent report that the Palm Beach Post and Times at West Palm Beach, Fla., that the printing of radio programs as paid advertising now nets \$7,000 a year has inspired the Newspaper Advertising Executives' Association to put a questionnaire out, one of the questions in which is:

"What is your idea about providing a competitive media with free space for promotion?", followed by: "Would your publisher consider a charge if other papers made a charge?"

Says Editor and Publisher:

"Some new rate cards coming to the attention of this department indicate newspapers are establishing a special bracket, with premium prices for all forms of copy mentioning a radio program.

"It has been known for a long while that movie theatre owners in many cities have put pressure on newspapers to charge the amusement rate for copy announcing a radio program. The theaters have argued that Bob Hope and Bing Crosby nights, widely plugged in advertising, bring dips in box office revenue.

"Lew Schwab, promotion manager of the Honolulu Advertiser, has just informed E. & P. of the change in policy on his paper, so the problem isn't confined to the Mainland. The Advertiser has begun to carry a consolidated program (for four stations) as paid advertising.

"For 22 years', Schwab wrote, 'the Advertiser had run the programs free as a matter of public interest. There were two stations here, one of them our own KGU. Then in the past six months two more stations were started in the city and a fifth was scheduled to begin operation May 1.

"It was decided for two reasons that the existing condition must end. First, increased production costs and newsprint rationing plus the constant demand for more free space, made it an economic burden.

"Second, the radio stations actively compete with the press for the business man's advertising dollar and sound business practice makes it foolish to subsidize your competition.

"The radio stations' main argument against their paying to run the programs was that 87% of the newspapers in the country carried the programs free.' "

The Palm Beach paper advertising solicitors used the Continuing Study data which shows that radio programs get a 50% readership score.

X X X X X X X X X X

SYLVANIA GIVES 15 CENTS AN HOUR PAY RAISE

Seven thousand employees of Sylvania Electric Products, Inc., will receive wage increases equivalent to a total of 15 cents an hour under a contract announced this week by Don G. Mitchell, President of the company, and Albert J. Fitzgerald, President of the United Electrical Radio and Machine Workers, CIO.

The agreement, which covers workers in eleven plants in New York, Pennsylvania, Massachusetts and West Virginia, provides a basic pay rise of 11½ cents an hour, six paid holidays, three weeks' vacation after twenty years of service and other adjustments.

X X X X X X X X X X

ULTRA SHORT WAVE RADIO LINK VERSUS TELEPHONE LONG LINES

"For many years a possible competitor to the long lines telephone cable or open wire has been on the horizon, Sosthenes Behn, President of the International Telephone & Telegraph Corp. states in his annual report. "It is the ultra short wave multi-channel radio link. Our Laboratories have pioneered in this field, having established multi-channel radio links between England and Ireland as early as 1931. More recently, our French Laboratories have supplied for experimental service a 12 channel FM telephone linke between Paris and Montmorency. Similarly a 9 channel PTM (pulse time modulation) system has been furnished for service in Holland across the River Schelde by our British Company. A 24 channel PTM system with repeaters has been installed for experimental service between our New York Laboratory and Trenton. "

X X X X X X X X

TELLS RMA "WE ARE OVER HUMP" OF LABOR TROUBLES

Labor relations problems of the radio industry were considered in both prepared talks and during informal discussions at the Third Radio Manufacturers' Association Industrial Relations Seminar in New York last week.

Edgar L. Warren, Director of the U. S. Conciliation Service expressed the opinion that "we are over the hump" in industrial disputes that have occurred since V-J Day and that both management and labor are sincerely trying to adjust their differences.

Mr. Warren described in detail the functions and activities of the revitalized Conciliation Service of the Department of Labor. He pointed out that conciliation differed from arbitration in that it is entirely without authority. Government conciliation should be resorted to, he said, only when negotiations between management and labor break down. In answer to a question, Mr. Warren said he is opposed to compulsory conciliation but would favor compulsory notification of local, State or Federal Government agencies before labor disputes result in strikes.

Between 1930 and 1946 employees covered by labor contracts increased from three to three and a half million to between 14 and 15 million, he said, and there are now over 50,000 contracts in operation.

Chairman Glenn W. Thompson, President of Noblitt-Sparks Industries, Inc., Columbus, Ind., announced that the RMA Industrial Relations Committee before the next seminar will poll RMA members for suggestions as to topics to be discussed at the next conference.

Richard C. Smyth, industrial relations director of Bendix Radio Division, Baltimore, Md., who is Chairman of the subcommittee on seminars, will conduct the poll which also will ask for suggestions as to the timing and location of the seminars and other aspects in order to cover topics of particular interest to the radio industry.

Experts on Government conciliation, wage incentives, the selection and training of personnel, the conference method of management, and other aspects of labor relations spoke during the two-day session last week. Informal discussions, with questions and answers, followed each talk.

X X X X X X X X X X X

Daylight saving time went into effect in Washington, D.C. last Sunday, quickly followed by Alexandria, Va., just across the river. Nearby Fairfax County, Va. remained the sole holdout against fast time in the Washington metropolitan area. The other counties, Arlington in Virginia, and Prince Georges and Montgomery Counties in Maryland, all decided to join the National Capital in advancing the clocks.

X X X X X X X X X X X

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

Feather-Bedding Grows; Causes Enormous Loss, Higher Prices
("New York Times")

One of the chief obstacles to full production by American industry is feather-bedding, the practice by which labor limits its own output. Originally confined to the craft unions, a survey made by this newspaper shows that it is now spreading through the mass industries.

Mr. Petrillo's Musicians Union and the Stage Hands are notorious exponents of feather-bedding and unearned wage exactions. Recently a few craft unions have shown a tendency to relax some of their harsher feather-bedding rules, at the same time, however, encouraging wider abuses of payroll padding through overtime. But in the mass industries feather-bedding rules, at the same time, is growing. There can be no doubt that its prevalence results in enormous loss, high unit costs and higher prices.

- - - - -

Gives Advertiser Full Credit For All U. S. Radio Programs
(Niles Trammell, President of the National
Broadcasting Company, in "Radio Age")

In the United States, all radio programs - whether called "commercial" and sponsored directly, or called "sustaining" and sponsored by the broadcaster - are made possible by advertising.

In other countries, where the radio system is a state monopoly, the listener has to pay for his listening. In America, he gets more news, information and entertainment than anywhere else, and is thanked for his listening.

In the United States, radio advertising not only pays for the performances on the air, but the sharp competition between our many stations, networks and advertisers is responsible for the best and most reliable news information and the highest artistic performance. This is all the more important since the radio reaches by far the largest audience of any communications medium.

- - - - -

Neither Had Either
(Leonard Lyons in "Washington Post")

William Harris, the Fortune editor, dined at the home of David Sarnoff recently. A discussion arose about an article in Fortune. "We can settle it easily", Harris suggested. "Let's take a look at the magazine." Host Sarnoff apologetically confessed that he does not subscribe to Fortune, and that there wasn't a single copy of the magazine in his house. . . . Some time later, Sarnoff dined at Harris' home. At 11 P.M. Sarnoff told the host: "I must listen to the 11 o'clock news program. In which room is there a radio?" Mr. Harris told the head of RCA: "Sorry, but there isn't a single radio in this house."

FM Moves To Main Street
("Pathfinder")

America has a new frontier. Pioneers are expanding it. Engineers are developing it. And small town and rural America will be the first to benefit by it.

Admittedly, this sound incredible. Remember back in the lush days of the New Deal when the professors announced the U.S. had grown up; that it had what they called "a mature economy", and there would be no more frontiers?

The professors were wrong. They could not foresee FM. FM radio was just being born then in the shadow of Columbia University.

Today it is revolutionizing radio. It is to standard broadcasting what the Lincoln car is to the old Model T.

- - - - -

Whiteman's Disk Jockey Hour Seen Grossing \$2,300,000
("Variety")

The Disk Jockey Sweepstakes moves into high gear, with Paul Whiteman teeing off June 30 in the first coast-to-coast network platter-spinning semester. The ABC network's to-minute cross-the-board Whiteman daytime show officially came out from under wraps last week with the National Biscuit Co. inked as a quarter-hour bankroller and with prospects bright for a solid sellout, it adds up to a \$2,300,000 time-and-talent package.

Biscuit company, which went for a 165-station airing of its 15-minute segment at a 52-week cost of \$766,000 via the McCann-Erickson agency, was reported mulling advisability of taking on an additional quarter hour. Net execs., meantime, said four prospective sponsors, were at the brass-tacks talk stage. Outfits interested were said to include Borden's, Heinz and Colgate.

- - - - -

Advises Clergymen To Hear His Own Voice - And Sermon
("London Calling")

Many people who have heard their own recorded voices with horror will sympathise with this recent letter written by a clergyman to a London newspaper:

"I have recently had the experience of having a part of a sermon recorded by the BBC. This gave me the opportunity of hearing the voice that my congregation hears Sunday by Sunday. I would never have recognized it as my own. All sorts of queer solecisms and odd pronunciations fell upon my astonished ears, and the experience was both interesting and humiliating. I shall do my best to correct the more obvious faults.

"Would it not be an excellent thing for every clergyman to hear one of his own sermons?"

X X X X X X X X X X

TRADE NOTES

Carl J. Burkland, WTOP-CBS General Manager, has been elected to a three-year term on the Board of Directors of the Washington, D. C. Board of Trade.

Having to do with the allocation of frequencies of non-governmental services from 10 to 30,000 kilocycles, the Federal Communications Commission has set September 8 for a further hearing to determine the issues relating to the establishment, on a regular basis of the proposed type of service falling within the General Mobile Service classification.

Westinghouse Electric Company introduced this week a new antenna for its frequency modulation radios which it says will greatly improve performance of 75 per cent of the sets to which it is applied.

Aircraft Radio Corporation - For 1946: Net loss, \$134,158, contrasted with net profit in 1945 of \$180,182; sales \$2,873,334, declined from \$11,091,440.

Directors of International Detrola Corporation Monday declared the Company's twenty-second cash dividend on common stock, a payment of twenty-five cents per share, to be paid on May 31 to shareholders of record at the close of business on May 16, 1947.

The most recent previous payment was a quarterly dividend of twenty-five cents on August 1, 1946. A total of approximately 1,222,000 shares are outstanding.

The Federal Communications Commission has ordered that effective June 15 its rules and regulations governing railroad radio services be amended to read:

"The frequency or frequencies immediately available for assignment to any particular area or railroad may be ascertained by communicating with the Secretary of the Federal Communications Commission, Washington 25, D. C."

"Television Technique", a book by Hayland Bettinger, formerly General Manager of the General Electric television station WRGB at Schenectady, will be on sale next week. Its publishers are Harper & Brothers, New York. Price \$5.00.

A method of producing sound enhancement for audio-frequency wave production, designed for the better provision of sound effects in a room, particularly in the case of symphonic orchestral music, church choirs and the like, has just been patented (No. 2,420,204) by Chester M. Sinnett of Westmont, N.J., and assigned to the Radio Corporation of America.

A hearing and oral argument on the proposed changes designed to revise the existing frequency service - allocations to make available the entire 960 to 1600 mc band for the aeronautical navigational service has been set by the Federal Communications Commission for Monday, May 26.

Magnavox Company - Year to Feb. 28: Net earnings, \$2,150,-998, equal to \$4.30 each on 500,000 capital shares, compared with earnings of \$1.03 each on 416,770 shares in preceding fiscal year; sales \$24,013,812, against \$16,801,545.

Six major Philadelphia stations have organized a central cooperative log-listing service to furnish a free daily mat of their programs to dailies in their listening area.

The cooperative is called the Philadelphia Broadcasters Listing Service. The mats are sent to 35 dailies within a 60-mile radius of Philadelphia with cost defrayed by the stations.

Roy E. DeLay, Manager of Federal Electric Manufacturing Company, Ltd., of Montreal, the Canadian affiliate of International Telephone and Telegraph Corporation, has been elected a Vice-President and Director of the Canadian company.

Mr. DeLay, a native of Indiana, who was named Manager of Federal Electric Manufacturing Company shortly after its organization a year ago, was formerly with the affiliated Federal Telephone and Radio Corporation.

Philip G. Caldwell has been appointed Manager of Sales of the General Electric Transmitter Division at Syracuse, N.Y.

Formerly Sales Manager of the Television equipment for the Division, Mr. Caldwell, a native of California, has been with G.E. since 1932.

The application of VHF (very high frequency) radio to cars and trucks has been developed by Federal Telephone and Radio Corporation to the point where complete systems are now available for private networks and development has progressed on extension of this service to public telephone networks.

The WOL-Mutual News Bureau has offered the State Department the recorded press conference in which Congressman John Taber, Chairman of the powerful House Appropriations Committee, excoriated the Voice of America broadcasts. The Taber press conference was wire-recorded and excerpts broadcast Tuesday, May 13th on Albert L. Warner's newscasts and was immediately offered the State Department for use on its short-wave broadcasts overseas.

Sweden is reported to have the largest number of receiving sets in operation in relation to population of any country in Europe. The population at the end of 1945 was 6,673,956, and the number of licenses, 1,839,911.

X X X X X X X X X



HEINL NEWS SERVICE

RECEIVED

MAY 26 1947

Radio — Television — FM — Communications

W. S. HEDGES

2400 California Street, N. W.

Washington 8, D. C.

Robert D. Heinel, Editor

Founded in 1924

RECEIVED

MAY 22 1947

FRANK E. MULLEN



INDEX TO ISSUE OF MAY 21, 1947

Television Seen As A Billion Dollar Industry Before 1960.....1

Experimental Subminiature Sets For Citizens Radio Service.....3

WBBM Cited By Gen. Bradley For Helpful Hospital Service.....4

Higher Overseas Telegraph Tolls Urged; Full Rate For Govt.....5

Gen. David Sarnoff To Speak At Radio Manufacturers' Dinner.....6

AM Goes West! Texas And California Lead.....6

WOL Head Still Unchosen; Tam Craven Continues Temporarily.....6

"Voice Of America" Amid Furore Evidently Staging Comeback.....7

WFMR Sets FM Live-Program Record; Build Applause Meter.....9

Bill To Ban Congressmen's Radio Licenses Would Hit Several.....10

Clear Channel Hearings Postponed Until July 7.....11

"An ABC Of The FCC" - Gillingham Gives All The Answers.....11

NAB-ASCAP Negotiations Reported Going Along Smoothly.....12

Republicans Might Have Hand In Naming New FCC Chairman.....12

Philco Elevates Gillies, V-P In Charge Of Radio.....12

Scissors And Paste.....13

Trade Notes.....15

No. 1775

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

May 21, 1947

TELEVISION SEEN AS A BILLION DOLLAR INDUSTRY BEFORE 1960

"Television has been labeled 'a \$50,000,000 if.' That is the amount estimated to have been spent in preliminary research and development prior to 1947. My purpose now is to show why and how the 'if' will be removed, when a new radio service, which holds promise of becoming a billion-dollar industry, starts growing on the \$50,000,000 foundation laid by the pioneers. Aside from manufacturing, it is estimated that television, supported by advertising, will be a billion dollar annual broadcasting operation before 1960."

Thus Orrin E. Dunlap, who has probably written more about radio and television than anyone in this country, prefaces his newest book, "The Future of Television" just published by Harper & Brothers, New York (Price \$3).

Mr. Dunlap continues:

"Perplexed, and pointing to the aerial rods atop poles far up on a lofty hill, a representative of the radio industry said: 'There, you see, we have built a television station. Now tell us what to do with it! Where are we to get an audience? Where can we get programs? How can we make the thing pay? How can we best serve the public? And the whole darn thing may be out-of-date before we can find the answers and really get started!'"

"It is no one-man job. Television is the greatest of jigsaw puzzles. Brains, money and hands, abetted by scientific magic and showmanship, are required to scatter a motion picture in the sky, unreel it as an invisible movie over city, town and farm, and then pick the ethereal pieces from the air and reassemble them as a true reproduction of the original! And all this is done quicker than it takes to say 'Jack Robinson.' To think of blanketing the United States with such a talking picture staggers the imagination and challenges the ingenuity of electronic research and radio engineering."

"Are the movie playhouses to become vacant places? What is to happen to the 1,000 broadcasting stations and 56,000,000 radios? Are they to become silent within a decade? Must a man have a telegenic personality to be elected President? What sort of faces and features, colors and objects televise to perfection? Are male announcers to pass with the sound age, and beautiful girls to replace them, or will Beau Brummell have a chance? If Hollywood needs all the acres it has overspread, then how can television be penned in and cooped up in such enclosures as that concrete and steel acropolis known as Radio City, where the NBC television studios are located on Manhattan Island, or in the Grand Central Terminal, the studio location of CBS television?"

The author endeavors to give the answers to these perplexing questions.

Discussing various phases of the television situation the author says:

"Once considered as a baffling problem, the linking of television stations in a transcontinental network today - either by wire or radio - because of scientific developments, may be viewed optimistically. Engineers are attacking the network television problem from three angles: by radio relay stations, by adapting telephone wires to carry television, or by use of the coaxial cable."

* * * * *

"Marconi made a whispering gallery of the heavens. Television turns the world into a Hall of Mirrors."

* * * * *

"'It's wonderful!' exclaimed an old-timer in radio as he looked in on the Fair from Radio City. Inspired by the performance he thoughtfully looked at his wrist watch and ventured to predict, 'I'll bet the day will come when we will have television sets in a wrist-watch case, and we'll see the pictures as conveniently as we now get the time!'"

* * * * *

"Now suppose back in 1920, at the advent of broadcasting, someone had warned: 'If 700,000 persons spend \$300 apiece to equip their homes with radios, it will require a total expenditure of \$210,000,000. To serve that many persons several hundred broadcasting stations will have to be provided, at a cost of, say, \$40,000,000, and another \$40,000,000 will have to be spent to develop a network. On top of that it will take \$50,000,000 annually for costs of transmitter operation and depreciation.'

"Where would Radio City be today if someone had stopped to figure it all out like that for radio? Would there be more than 1,000 broadcasting stations and 56,000,000 receiving sets in homes and automobiles throughout the United States? In fact, 85% of the nation's families now own radio sets. And it is interesting to note that there are 13,500,000 more homes with radios than with telephones; 7,500,000 more homes with radios than automobiles; and radios in American homes exceed bathtubs by more than 5,800,000, according to statistics presented by the National Association of Broadcasters. It might also be added that in 1941 radio's pay roll in the broadcasting and manufacturing fields was in excess of \$579,000,000."

Mr. Dunlap's newest book is dedicated to the late Walter M. Keenan, former Assistant to the City Editor of the New York Times of which paper the author was radio editor from 1922-40. Mr. Dunlap is now on the executive staff of the Radio Corporation of America.

X X X X X X X X X X

David Sarnoff, President of the RCA, presided at the annual dinner of the Welfare Council of New York City last week where it was announced that John D. Rockefeller, Jr. had received the Council's annual award for distinguished service to the community. The citation named Mr. Rockefeller's gift of the East River site for the United Nations headquarters as an immediate factor in the presentation of the award.

X X X X X X X X X X

EXPERIMENTAL SUBMINIATURE SETS FOR CITIZENS RADIO SERVICE

Diminutive radio transmitters and receivers built in the National Bureau of Standards in Washington as possible models for the new and as yet undeveloped Citizens Radio Service (communication between individuals) have shown performance qualities comparable to equipment built along conventional lines, as well as remarkable miniaturization and ruggedness.

The printing of electronic circuits is one of the important new technics to evolve from research and development during the war. The practicability of the printing technic was first demonstrated in a program carried on by the Bureau of Standards leading to the development of a tiny generator-powered radio proximity fuze. Since the war the art has advanced to the point where complete circuits may now be printed not only on flat surfaces but on cylinders surrounding a radio tube or on the tube envelope itself.

Illustrations in a comprehensive article on the subject of subminiature sets in the May issue of the Standards Bureau Technical News Bulletin (No. 3, Vol. 5) show a number of radio transmitters and receivers produced by the printed circuit technic. Designed to operate in one of the Government bands - 132 to 144 megacycles - these examples illustrate only a few of the wide number of variations possible in printing circuits. Several types of miniature microphones, speakers, and batteries are available as suitable components to complete the operating units. The units also operate satisfactorily with standard-size microphones or speakers. In two instances the subminiature transmitters were used to broadcast on national radio networks with excellent results.

To reduce limitations to a minimum and "to make possible the fullest practicable development of private radio-communications within the limits set by other demands for assignments in the spectrum", the Federal Communications Commission has allocated the band from 460 to 470 megacycles to the "Citizens Radio Communication Service." The bands above and below 460 to 470 megacycles are assigned to other uses. Although no definite statement regarding the opening of this service has yet been issued by the Commission, it is expected that a public announcement will be made setting forth the conditions under which licenses may be obtained.

Although the units described operate in the 140-megacycle range, the subminiature tubes operate effectively at higher frequencies. Tuning of the transmitter and receiver may be accomplished in the usual way.

According to the Federal Communications Commission, the new uses of the Citizens Radio Communications Service are as "broad as the imagination of the public and the ingenuity of equipment the manufacturers can devise." Personal radio telephones could be valuable in many applications - for example, in factory and store inventories, on farms, and by surveyors, hunters, and explorers. In addition there are numerous applications in crime detection and

traffic regulation, in limited ship-to-shore communication, and in emergencies such as forced landings or isolating floods.

Logical auxiliary components for a portable unit would be a set of small hearing-aid batteries and a miniature crystal speaker or hearing-aid type of earphone. If the combination is to be used as a personal telephone, the transmitter and receiver may be combined to operate with the same set of miniature batteries. In this way a very compact portable unit is possible, which, including batteries, microphone and speaker, may easily be slipped into a package the size of a wallet. Since arrangements can be made to insert batteries in flashlight manner, reserve battery capacity is usually unnecessary.

Subminiature tubes will deliver 50 milliwatts of power or more to an antenna. With half-wave dipole transmitting and receiving antennas, a 100-microvolt receiver and ideal transmission conditions, communication up to 10 miles should be possible. The ideal assumptions involved in computation of the 10-mile distance are hardly realized in practice, particularly if antennas of convenient size and shape are used. For a personal radiotelephone (or transceiver) a single, short, telescoping antenna is preferred, if any is used at all. Coupling to and radiation from the antenna will unavoidably be far from optimum. If used in a building or on a street, absorption and reflection from the walls of the buildings takes place. These and other factors make the distance of operation a matter which must be determined experimentally.

The personal radiotelephones have been used successfully in various tests at the Bureau. Excellent communication was obtained with a standard transceiver located in one room of a modern, four-story laboratory, and a subminiature transmitter operated from all other parts of the laboratory as well as from the grounds 1/2 mile away. Clear reception was also possible with the transmitter located in a modern, metal-roofed automobile (door closed) six blocks from the transceiver even though many buildings prevented a clear line-of-sight transmission. A light antenna consisting of a thin rigid wire 18 inches long was employed in these tests.

X X X X X X X X

WBBM CITED BY GEN. BRADLEY FOR HELPFUL HOSPITAL SERVICE

WBBM, Chicago, in charge of Les Atlass, CBS Vice-President, won new laurels when the station was cited for "outstanding service" May 12th, National Hospital Day, by Gen. Omar Bradley of the Veterans Administration in a special broadcast from Downey Hospital, Downey, Ill.

Presentation was made in recognition of work done by WBBM's Dept. of Education in arranging midwestern speakers for "Assignment Home," CBS program, and distributing more than 50,000 Veterans Benefit guides.

X X X X X X X X X X

HIGHER OVERSEAS TELEGRAPH TOLLS URGED; FULL RATE FOR GOVT.

An interesting angle of the hearing now in progress before the Federal Communications Commission (Docket No. 8230) having to do with the present financial condition of the international carriers and the necessity for an increase in the rates on international messages is the question of whether or not the United States Government should pay the full commercial rate on its messages.

Senators White and McFarland introduced a month or two ago a bill (S. 816) which would, in effect, repeal the provisions of the Post Roads Act of 1866, which gave the Postmaster General the right to set the rates on Government telegrams; upon the creation of the Federal Communications Commission in 1934, this right was transferred to the FCC. In recent years the FCC has raised the rate on Government domestic telegrams from 40% of the commercial rate to 60% and then to 80%. S. 816 would raise the rate to 100% of the commercial rate, just as the Government pays full commercial rate on telephone calls.

At the beginning of the hearing on Docket No. 8230, James A. Kennedy, Attorney for the American Cable and Radio Corporation, pointed out that the bill S. 816 as now worded would apply to international messages as well as to domestic messages, and said that he thought it was quite proper that it should do so.

During the cross examination of Mr. W. H. Barsby, Vice-President of RCA Communications, Inc., this question arose again and Mr. Barsby stated that in his opinion, the Post Roads Act did not apply to international messages and referred to a decision of the Attorney General along about 1872 to that effect.

According to the testimony of the international carriers, all except two of them are operating in the red, and those two are in the black only because of their operations in foreign countries. Therefore it seemed only right and proper to them that the United States Government should no longer be accorded rates which in most cases are only half the commercial rates.

It was pointed out that many of these reduced rates resulted from the provisions of Cable Landing Licenses or were reciprocal arrangements resulting from the fact that many foreign governments are also entitled to half rates. The British indicated at the Bermuda Telecommunications Conference held in the Fall of 1945 that they were willing to give serious consideration to the elimination of the special British Government rates. The carriers have argued that as these special foreign Government rates are eliminated by negotiation with the foreign administrations concerned, the FCC could in each case then authorize increasing the United States Government rate to the level of the commercial rate and these increases would be most helpful to the carriers in maintaining their solvency.

X X X X X X X X X X

GEN. DAVID SARNOFF TO SPEAK AT RADIO MANUFACTURERS' DINNER

Brig. Gen. David Sarnoff, President of the Radio Corporation of America and one of the pioneers in the radio industry, will address what is expected to be the largest gathering of radio manufacturers since the war at the RMA Industry Banquet, Thursday, June 12th in Chicago. Previously he had thought a scheduled European trip might prevent his being in Chicago at the time.

Charles R. Denny, Chairman of the Federal Communications Commission, is scheduled to address the membership luncheon on the same day, and the two addresses will climax the three-day RMA Annual Convention, June 10-12.

X X X X X X X X X X

AM GOES WEST! TEXAS AND CALIFORNIA LEAD

Few realize that two States West of the Mississippi now top AM (Standard Broadcast) activity. They are Texas and California, in the order named. Not only are they the only States to have more than 100 standard broadcast stations each, but they also lead all others in applying for AM facilities. California has nearly 100 applications; Texas almost 90.

In number of licensed or authorized AM stations, Pennsylvania, New York, North Carolina, Georgia, Illinois, Florida, Michigan, Ohio, Tennessee, Alabama, Wisconsin and Washington follow in that order. As for applications, North Carolina has nearly as many on tap as New York or Pennsylvania. Vermont and Delaware are at the bottom of the AM list in number of authorizations.

Stations authorized or applied for West of the Mississippi number more than a thousand, which is only about 500 less than the figure for the East. The three Pacific States alone have more than 300 licensees, permittees and applicants. Stations in the South now exceed 1,000.

Puerto Rico has nearly twice as many authorizations and applications as Hawaii and Alaska combined.

X X X X X X X X X X

WOL HEAD STILL UNCHOSEN; TAM CRAVEN CONTINUES TEMPORARILY

As yet no one has been named to succeed Merle S. Jones, Vice-President of the Cowles Broadcasting Company, and General Manager of Station WOL in Washington, who resigned last week. In the meantime Commander T.A.M. Craven, formerly FCC Commissioner, now technical advisor and head of all the Cowles stations, WOL, WHOM, New York; KRNT, Des Moines, Iowa, and WNAX, Yankton, S. D. is serving as Acting Manager of the Washington station in addition to his other duties.

It was said that it might take some time to select a successor to Mr. Jones, who has served as General Manager since 1944 as the field would be gone over carefully. Mr. Jones as yet has made no further announcement with regard to his plans.

X X X X X X X X

"VOICE OF AMERICA" AMID FURORE EVIDENTLY STAGING COMEBACK

Causing the biggest ferment in Congress of anything that has taken place in years, the "Voice of America" whose future appropriations were completely wiped out in a State Department budget slash, apparently has a chance of surviving to a limited degree at least through the tremendous support given to the bill introduced by Representative Karl Mundt (R), of South Dakota.

David Sarnoff, who has been a vigorous supporter of the "Voice of America", revived his plea with a three column (as reprinted in the New York Times, Friday, May 16) memo to Secretary of State Marshall embodying a letter which he sent to Secretary of State Cordell Hull in 1943. The gist of this was that private industry cannot be expected to supply the necessary service as before the war the total income from all international broadcasting was only \$200,000.

"It is inconceivable", General Sarnoff concluded, "that the international voice of the United States should be silent or remain weak in the post-war world that will be struggling competitively both in commerce and ideologies."

In contrast to critical views voiced before Congressional committees, the Radio Advisory Committee of the State Department in a report recommended expansion of the "Voice of America", as well as the entire cultural relations program, to avoid a "serious setback" in our relations with the rest of the world.

The Committee consists of the following publishers, educators and radio network officials:

Mark Ethridge, publisher of The Louisville Courier-Journal and past President of the National Association of Broadcasters; Gardner Cowles, Jr., publisher of The Des Moines Register and Tribune; Roy E. Larsen, President of Time, Inc.; Prof. Harold Lasswell of the Yale Law School; Don Francisco, Vice-President and Director of the J. Walter Thompson Advertising Agency; Sterling Fisher, Assistant public service counselor of the National Broadcasting Company; the Rev. Robert I. Gannon, President of Fordham University, and Edward R. Morrow, Vice-President of the Columbia Broadcasting System.

The Committee proposed that a public corporation be set up to handle the "Voice of America" and urged more, rather than less, money to do the job.

The Committee noted the present cost of the Government's international broadcasting program was about eight million dollars a year - half the amount Great Britain spends. It said General Sarnoff had estimated an operating budget of 20 million dollars a year would be needed to run the proposed public radio corporation.

"Surely", it said, "such a sum would be small, in this time of international tension, compared to the importance of making

America's voice heard before misunderstanding had developed rather than after misunderstanding deepened into conflict."

Representative James P. Richards (D), of South Carolina, had reprinted in the Congressional Record (May 14, Page A2418), the original criticism of E. F. McDonald, Jr., President of the Zenith Radio Corporation.

The proposal of General Sarnoff to Secretary of State Marshall urging the establishment of a "Voice of America" broadcasting corporation to be owned jointly by government and private industry was attacked by Frank P. Schreiber, General Manager of Station WGN, Chicago.

Mr. Schreiber asserted that Sarnoff is not qualified to set himself up as a spokesman for the radio industry.

"Before any Congressional action is taken on Sarnoff's scheme to get the Government further into the radio field, the entire radio industry ought to be polled to get its reaction.

"The National Broadcasting Company (owned by RCA) is in no sense the 'national' network. It has 160 owned and affiliated stations, while Mutual (which has WGN as the key midwestern station) has 429, all individually owned and directed, and not managed from New York. Mutual is more representative of the American way of broadcasting, and I should like to know what the response of all these stations would be to the Sarnoff proposal."

Mr. Schreiber recalled that last week he was visited by Lloyd Dumas, head of extensive radio and press interests in Adelaide, Australia. Mr. Dumas told Schreiber that in Australia, which has both government and privately owned stations, listener surveys repeatedly show that only 15 per cent of the listening is to official stations and 85 per cent to those in private hands, even though the best frequencies and highest power are held by the Government stations.

Mr. Schreiber said that if the joint broadcasting corporation proposed by Sarnoff were set up, the Government would control it just as tightly as the British Government controls the British Broadcasting Corporation.

"The present short wave broadcasts of the State Department do not reflect the real voice of America", Mr. Schreiber concluded.

A further gain for the new "Voice of America" bill introduced by Representative Mundt was the House Foreign Affairs Committee of which Mr. Mundt is Chairman unanimously approving its passage. This followed an endorsement of the bill by Gen. Dwight D. Eisenhower.

The full Foreign Affairs Committee will consider the bill today (Wed., May 21) with the hope of speedy House action next week so it can become law before the end of this fiscal year.

The House denied funds for continuation of the State Department's "Voice of America" because its Appropriations Committee ruled there was no legislation authorizing the program.

Representative Mundt said he would ask a rule permitting swift action on the bill so the Senate would have time to act before the current appropriation expires and the present program has to be dropped.

The measure reported Tuesday would authorize the State Department to establish an "Office of Information and Educational Exchange" to disseminate public information abroad about the United States, its people, and the principles and objectives of its government.

The subcommittee adopted an amendment providing that "insofar as possible" the State Department would use private agencies in carrying out its informational program.

X X X X X X X X X

WFMR SETS FM LIVE-PROGRAM RECORD; BUILD APPLAUSE METER

FM Station WFMR in New Bedford, Massachusetts, believes it has made some sort of record for live talent programs on FM. During the past week WFMR broadcast over 1,500 live performers and over 50 soloists. The occasion was New Bedford's celebration of National Music Week during which almost all the city's music organizations, amateur and professional, were heard. The entire celebration, totaling twenty-one and one-quarter hours was broadcast by WFMR.

WFMR engineers built a special applause meter which was used by the Music Week Committee to determine which type of music was most popular and should be featured in future Music Week celebrations. Readings showed that choral and vocal selections, especially fancy arrangements of old favorites, are by far preferred by New Bedfordites.

The New Bedford Music Week celebration is sponsored by the New Bedford Standard-Times, newspaper affiliate of WFMR and AM stations WNBH and WOCB. The Week brings the city's musical organizations to the largest available auditorium where admission is free. Auditorium seating capacity was reached every night long before program starting time. On one night 3,000 people were turned away from the doors. Four professional dance bands were heard during the week through the cooperation of Local 314 of the AFM.

The program was M-C'd by WNBH's Tom Wertenbaker and WFMR's Ed Merritt and directed by WFMR Manager William R. Hutchins.

X X X X X X X X X

BILL TO BAN CONGRESSMEN'S RADIO LICENSES WOULD HIT SEVERAL

Senator McCarthy (R), of Wisconsin, threw a small-sized bombshell in the hopper Monday by introducing a bill which would prohibit members of Congress or their wives from holding radio station licenses.

Senator McCarthy said:

"I believe it is wrong for members of Congress, who have dealing with the Federal Communications Commission and over whose appropriations they have absolute control, to obtain or seek to obtain radio station licenses.

"Such a member of Congress would have a tremendous advantage over John Q. Public in applying for a license from the FCC."

One of the first Congressmen to be heard from was Representative Alvin E. O'Konski (R), from Senator McCarthy's own State of Wisconsin.

Mr. O'Konski declared that it is "honorable and legal" for a member of Congress to apply for a license.

Senator McCarthy later remarked that he didn't know Representative O'Konski had a petition of file, but added: "If I had known, it would not have had any effect on my introducing the bill."

His bill, Mr. McCarthy asserted, is "not directed at Mr. O'Konski or any other specific individual.

A Senator who along with Ohio associates, has applied for a station in Columbus, Ohio, is no other than John W. Bricker, 1944 Republican candidate for vice-president. He declared he saw no harm in his action.

"I think a man in public life has a right to engage in any legitimate business", he stoutly declared.

He added that it would be just as reasonable to bar a Congressman from farming or any other enterprise. Mr. McCarthy's action, he said, will not halt his plans to press for action by the FCC.

Among those who would be hit if the McCarthy bill became a law would be:

Senator Robert A. Taft (R), of Ohio, whose family owns the Cincinnati Times-Star, which in turn owns WKRC and its FM affiliate in Cincinnati.

Senator Arthur Capper (R), of Kansas, who owns an interest in WIBW, Topeka, and KCKN, Kansas City, Kans.

Representative Howard Ellsworth (R), of Oregon, who owns KRNR at Roseburg, Oregon.

Senator William F. Knowland (R), of California, whose family owns the Oakland (Calif.) Tribune which in turn owns KLX at Oakland.

Former Senator Robert M. LaFollette of Wisconsin, whom Senator McCarthy defeated last November by a narrow margin, has an interest in two Wisconsin stations, WEMP, Milwaukee, and WIBA, Madison.

X X X X X X X X

CLEAR CHANNEL HEARINGS POSTPONED UNTIL JULY 7

Acting upon a petition from the Clear Channel Broadcasting Service, the Federal Communications Commission has advanced the date of the clear channel hearings in Washington from June 2 to Monday, July 7th. The Broadcasting Service had asked that the sessions be postponed until Fall, and the FCC compromised by putting the date forward a month. There seems to be a possibility that further concessions may be made later.

The FCC is desirous of finishing up the clear channel hearings in time for the NARBA technical conference at Havana scheduled for November 1st. If the Havana date is changed, it is possible the July 7 hearings may be advanced. The Commission at one time was reported to be ready to O.K. power over 50 KW to some of the clear channel stations in the Rocky Mountain area but not to go along with a blanket boost to all the clears.

The question of daytime sky-wave, which is not recognized under FCC's present rules and standards, has been one of the main grounds on which clear channel stations have fought the licensing of daytime outlets on their frequencies. They have persistently argued that they receive daytime skywave interference from daytime clear-channel grants, and CCBS petitioned earlier for a year's investigation of the subject.

X X X X X X X X X X

"AN ABC OF THE FCC" - GILLINGHAM GIVES ALL THE ANSWERS

"An ABC of the FCC" believed to be the anonymous work of Col. George Gillingham, soldier and literateur and head of the Press Section of the Federal Communication Commission, has now been issued in printed form. It is without doubt the most informative and certainly the briefest publication the FCC has ever put out and is recommended as a refresher course even to those in the broadcasting industry who are already well informed on the subject.

According to the FCC "ABC", it was estimated in late 1946 that there were more than 60,000,000 radio sets in the United States.

X X X X X X X X

NAB-ASCAP NEGOTIATIONS REPORTED GOING ALONG SMOOTHLY

The joint committees representing the American Society of Composers, Authors and Publishers and the National Association of Broadcasters, which met in New York last week to consider the reports of three sub-committees which have been at work for the past two months on matters incident to the relations of the Society and the industry, apparently were optimistic with regard to renewing the NAB-ASCAP contract which expires in 1949.

Both President Deems Taylor of ASCAP and Judge Justin Miller of NAB expressed satisfaction with the nature and temper of the discussions. They joined in expressing conviction that continuing discussions will result in an amicable and mutually satisfactory outcome.

Television was also brought up at the New York meeting but nothing was given out as to any possible agreement on this phase of the negotiations.

X X X X X X X X X X

REPUBLICANS MIGHT HAVE HAND IN NAMING NEW FCC CHAIRMAN

If there is anything in the rumor that FCC Chairman Charles R. Denny is to retire and enter law practice in the Fall, it might mean that Republicans may have something to say about his successor. Already they are showing an interest in the reappointment of Commissioner Ray C. Wakefield whose term expires June 30th.

It is well known that Commissioner E. K. Jett would not want the chairmanship and very likely the new Commissioner Commodore E. M. Websters would not. So either in a successor to Wakefield, a Republican, if he is not to be continued on account of his alleged poor party voting record, or the man who would succeed Denny if the latter goes out, the President would be very apt to consult the Republicans to assure a Senate confirmation. In that way the Republicans might easily have a hand in naming a new FCC head.

X X X X X X X X X X

PHILCO ELEVATES GILLIES, V-P IN CHARGE OF RADIO

At their annual meeting in Philadelphia last week, Philco stockholders elected Joseph H. Gillies, Vice-President in Charge of Radio Production, and Robert F. Herr, Vice-President in Charge of the Company's Service Division, to the Board of Directors and re-elected the fifteen present Directors to serve for the ensuing year.

In addition, approval was given to an amendment to the articles of incorporation of the Company which cancelled and extinguished the 620,057 shares of B stock that were outstanding and owned by the Corporation. With this action, the outstanding capital stock of Philco Corporation consists of 100,000 shares of 3-3/4% Series A Preferred Stock and 1,375,143 shares of Common Stock.

X X X X X X X X X X

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

Fulton Lewis Now In \$6,000 Class; Makes Fault Finding Pay
("Look Magazine")

Fulton Lewis, Jr. has risen to the top of radio as the most dogged fault-finder in the history of the broadcasting business. He has conveyed to a large part of the country the impression that Washington is an unending scene of riotous confusion and political debauchery.

This habit of the Washington radio commentator made him seem a wong-doer up until November 5, 1946, Election Day. It was then discovered that a majority of the voters appeared to share Fulton's views.

Lewis will earn at the rate of \$6,000 per week from radio alone in 1947. If he continues lecturing, another \$20,000 will be added. * * *

Lewis is not an employee of a broadcasting chain. Nor of any big sponsor. He's an independent operator who led in the development of co-operative sponsorship. When last counted, Lewis had 278 sponsors. His program which originates in Washington, from WOL-Mutual, goes out over 337 stations, 90 of them carrying him on a sustaining basis. He is so popular in some communities that he is broadcast twice a day, first "live" and later by transcription.

This complex broadcasting setup was built up by Lewis' business manager, William B. Dolph, former Washington radio-station manager, who had an undying faith that Lewis would catch on. Dolph now handles everything for Lewis, from buying Mrs. Lewis a new mink coat to supervising installation of a sound-proof studio at the farm. Dolph sends Lewis around the country on lecture tours to speak before service clubs, church groups and women's groups. He shows up well on the lecture platform and has added many thousands of regular listeners this way.

- - - - -

Gives Radio Credit For Wide Distribution Of Good Music
(Olin Downes in "New York Times")

The extended tours the New York Philharmonic Orchestra and other musical organizations are making in America are largely due to the effects of radio. It is curious to look back upon the consternation that this agency occasioned when first it began to function on a big scale. It was going to kill not only the records, but the concert life of the country. It was going to give the final touch to the mechanizing and reproduction, at the expense of individual performance of music.

Of course, the precise opposite is what has happened. Radio, with all its shortcomings and artistic debaucheries, has distributed music and the love of significant music as nothing else could have done. The public wants to hear and to see at first hand the individual artists or the famous musical organizations it already has heard over the air. It is estimated that the interest in the concerts of the San Francisco orchestra has been such that its tour will largely finance itself, though the figures are not all in.

Observes When Television Is On, Radio Is Turned Off
(Larry Wolters in "Chicago Tribune")

David Sarnoff, long a leader in radio and television, said once "Some day no one will want to listen to a program he can't see." That may be an exaggerated view, for what will pictures add to the Gabriel Heatter show? Nevertheless, it is already a fact that when our favorite television shows are on the air our standard radio is silent.

The biggest draw on television so far as we are concerned, is that incomparable grunt and groan nonsense arranged by Fred Kohler at the Midway and Rainbow arenas on Monday and Wednesday evenings, respectively. On Monday after 9 P.M. we don't mind forgetting about radio and plopping for the "rassling" feature. (We hate to call it wrestling.) On Wednesday we find the choice more difficult.

- - - - -

Believes Something Definite To Say As Important As "Voice"
(Walter Lippmann in "Washington Post")

Though money for radio broadcasts and printing is needed so that the voice of America may be heard in foreign lands, our greatest need is to have something definite, clear, and convincing for that voice to say. There would be little opposition in Congress to an appropriation if it were not for the feeling that the men who conduct our propaganda have little to do with the making of our policy, and that the sales department of the Government is, so to speak, writing advertisements about goods for which the production engineers have just begun to make the first blueprints.

As for the customers abroad, they are undoubtedly confused and suspicious, partly no doubt because the rival firm misrepresents us but chiefly because we sound so hot and bothered when, as a great power, they expect us to be cool and definite. Mr. Benton's difficulties with Congress and with the opposition abroad will diminish when his chief, Secretary Marshall, has had time to form and to organize a concrete American program for the settlement of the war.

- - - - -

U.S. Amateur Contacts Wife's Parents In London
("Sylvania News")

Bob Palmer, key engineer in the development of the 3D24 transmitting tube is an avid amateur radio fan. His activities on the ten meter band over W2GSN paid off recently when he was able to contact Mrs. Palmer's parents in London. The process took about a year before he was able to locate a British amateur who lived near enough to their residence to permit them to take part in the transatlantic call. Four-year-old Bobby Palmer, who has never seen his grandparents, spoke to them for the first time.

X X X X X X X X

::: _____ :::
 ::: TRADE NOTES :::
 ::: _____ :::

The inauguration of direct radiotelephone service between Brazil and Holland over the facilities of Companhia Radio Internacional do Brasil, operating affiliate of the International Telephone and Telegraph Corporation, took place last week. It marked the first time that this service has been available between Rio de Janeiro and Amsterdam over the facilities of the I. T. & T. System.

Canada's publicly owned radio system, the Canadian Broadcasting Corporation, wound up with a deficit of \$70,000 and top officials reported that the 1947-48 deficit would run to \$265,000.

A. B. Dunton, Chairman, and Augustin Frigon, General Manager, told a House of Commons Committee that costs had risen sharply while the annual radio license fee remained at \$2.50. The income from license fees amounted to \$3,910,000 and that from commercial programs was \$1,786,000.

Expenditures totaled \$5,878,000 without any provision for depreciation.

Net income of Philco Corporation in the first quarter of 1947 totaled \$1,609,754, after provision of \$1,617,900 for Federal and State income taxes and \$1,300,000 for inventory reserves, and was equivalent to \$1.10 per share of common stock after allowing for preferred dividends.

These earnings compare with net income from operations in the fourth quarter of 1946, when no provision was made for inventory reserves, of \$2,072,849 or \$1.44 per share of common stock after preferred dividends.

Mrs. Ethel M. Baumgardner, 51 years old, wife of Emil Baumgardner, who for the past eight years has been Superintendent for the Radio Corporation of America in the Philippines, died last week in Manila. Mr. Baumgardner was a prisoner of the Japanese until liberated by the American Army Rangers at Cabanatuan, P.I.

More than 18,000 listeners jammed Madison Square Garden last Saturday evening for a special "Guess Who?" broadcast and gala party. Included in the audience were 300 patients from Army and Navy hospitals in the area. Following the broadcast, seven \$100 bills and a brand new Ford were awarded to lucky listeners. Bert Lahr, Frank Fay, Dorothy and Dick Kollmar, Phil Brito and Luba Malina played "Guess Who?" and visual acts entertained the spectators. Sheffield Farms, sponsors of the program which is heard Saturdays at 7 P.M. over WOR, decided to hire the Garden because 7,771 listeners each won two tickets to a broadcast by identifying a mystery voice.

Establishment of a facsimile newspaper is planned in Springfield, Mass. in the near future. As the labor dispute involving the Springfield newspapers, three mechanical unions and the American Newspaper Guild neared the end of its eighth month, with two of the four struck newspapers back in publication, Harry Bliven, President of Film Group, Inc., industrial motion picture company, said a new corporation was being formed to publish the facsimile newspaper.

Unlike other facsimile newspapers planned in the country, Bliven said, the Springfield paper will be published on a "full-time" basis. The company will put its receivers into homes on a monthly fee basis, Bliven said.

The City Investing Company of New York has accepted the proposal of the Television Broadcasters' Association, Inc., for immediate installation of television antennae in fourteen apartment houses in the greater New York area, as well as the Westchester, the largest apartment in Washington, D. C., which it controls and operates.

The TBA "Interim Plan", submitted to New York realtors several weeks ago who had banned television antennae, permits tenants living in apartment houses to enjoy a television service if they so desire through the temporary installation of a limited number of conventional dipoles until such time as a master antenna system, capable of feeding a large number of receivers, can be fully developed, tested and installed.

Some Washington, D. C. department stores were quick to cash in last Saturday with the following notice in their regular advertising:

"See the National Celebrity Golf Tournament on
Television

Today, beginning at 12:30 P.M.

In Our Appliance Store, Adjoining the Main Building."

Norman S. McGee, formerly Assistant Vice President of Sales for WXQR, has been appointed Director of Sales for that station. Hugh Kendall Boice will continue in an advisory capacity as Vice-President in Charge of Sales.

Daniel R. Creato has been appointed General Attorney for the RCA Victor Division, Radio Corporation of America. Mr. Creato was formerly Assistant General Counsel, a position he had occupied since 1943. Mr. Creato, a graduate of the Temple Law School, became associated with the Legal Department of the RCA Manufacturing Company in March, 1935.

Lord Inverchapel, British Ambassador to the United States, resembles the late Major Bowes.

X X X X X X X X X X X

HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W.

Washington 8, D. C.

Robert D. Heinl, Editor

Founded in 1924

FRANK E. MULLEN

RECEIVED

JUN 4 1947

W. S. HEDGES

INDEX TO ISSUE OF MAY 28, 1947

RMA To Spread Self At Chicago Meet - Sarnoff Dinner Speaker.....1

No Republican Rumblings Heard Yet On Wakefield Confirmation.....2

"New York Times", Associated Press Add Daily Radio Columns.....3

"Juke Box Is Slot Machine Dressed Like A Lady" - Gene Buck.....4

Heffernan Elected To RCA Communications Board.....5

White Radio Hearings Dress Rehearsal For Next Session.....6

Frank Schreiber Succeeds Capt. Patterson As WGN Director.....6

Broadcasters Attend RCA Television Engineering Course.....7

Further Shake-up In Station WOL, Washington.....7

Kent Cooper, AP Head, Raps "Voice Of America".....8

Petrillo May Expel Union Musician Heading House Probe.....9

"Television Techniques", A New Book On TV Showmanship.....9

Admiral Ellery Stone Back Home As Vice-President Of I. T. & T....10

Queen Mary To Select Her Own BBC Birthday Program.....10

98,625 FM Sets; 7,886 Television Receivers Made In April.....11

Freedom Of Communication Is No. 1 Freedom.....11

New Type Control Room Designed For Crosley Television.....12

FCC Aids Cupid In Long-Distance Marriage Plans.....12

Scissors And Paste.....13

Trade Notes.....15

May 28, 1947

RMA TO SPREAD SELF AT CHICAGO MEET - SARNOFF DINNER SPEAKER

A thousand industry leaders are expected at the twenty-third Radio Manufacturers' Association annual convention, June 10-12 in Chicago, which will conclude with a gala postwar banquet on Thursday evening, June 12.

"The Outlook for the Radio Industry", is the subject of the banquet address of Brig. Gen. David Sarnoff, President of the Radio Corporation of America. General Sarnoff will be the only speaker at the banquet except for an introduction of the new President of RMA, following conclusion by President R. C. Cosgrove of three terms of service covering the war and also postwar reconversion period. An all-star entertainment bill for the banquet guests, following the formal program, is being arranged.

At the RMA annual membership meeting and luncheon on Thursday, June 12, an official guest invited is Chairman Charles R. Denny of the Federal Communications Commission. He is now doubtful whether he can leave the International Telecommunications Conference at Atlantic City but hopes to extend greetings to the industry.

Three days of intensive business sessions, including meetings of twenty-five RMA Division, Committees and Sections also will occur during the annual convention, together with two meetings of the Association's Board of Directors. There will be no exhibits, and attendance will be largely of members and guests.

Following is the convention program in part:

Tuesday, June 10 -

- 10:00 A.M. - Advertising Committee (Set Division); Amateur Radio Committee; Surplus Disposal Committee and Speaker Section.
- 12:30 P.M. - RMA Committees' Luncheon
- 2:00 P.M. - Excise Tax Committee; Engineering Committee on Power Transformers; Legislative Advisory Committee and Purchase Orders Committee.

Wednesday, June 11

- 10:00 A.M. - Set Division Executive Committee; Tube Division Executive Committee; Transmitter Division Executive Committee and Section Chairmen; Parts Division Executive Committee and Industrial Relations Committee.
- 12:30 P.M. - Luncheon, RMA Board of Directors and Committee Members. Address: "RMA 'Radio-In-Every-Room' Promotion", Fred Eldean, of Fred Eldean Organization, Inc.
- 2:00 P.M. - RMA Board of Directors meeting; Credit Committee, Export Committee, Industry Statistics Committee; School Equipment Committee and Service Committee.

- Thursday, June 12 - Annual Membership Meetings
- 10:00 A.M. - Set Division; Tube Division; Transmitter Division; Parts Division and Amplifier & Sound Equipment Division
 - 12:30 P.M. - Annual RMA Membership Luncheon Meeting
Official Guest - Hon. Charles R. Denny, Chairman, Federal Communications Commission; Address and Annual Report, President R. D. Cosgrove
 - 2:00 P.M. - New RMA Board of Directors, Election of Officers and Reorganization; Traffic Committee
 - 7:00 P.M. - RMA Industry Banquet; Address - "The Outlook For the Radio Industry", Brig. Gen. David Sarnoff, President, Radio Corporation of America

Friday, June 13 -
RMA Convention Golf Tournament - Radio Industries Golf Club of Chicago, Calumet Country Club.

As an added unscheduled convention feature, H. C. Bonfig has called attention to the fact that June 10th, the opening night of the convention, is also the date on which the Chicago Tribune is celebrating its centennial with what is advertised as the greatest display of fireworks that has ever been put on in this country. This display will be made on Northerly Island which is visible from the front windows of the Stevens Hotel, RMA convention headquarters.

X X X X X X X X X X X X

NO REPUBLICAN RUMBLINGS HEARD YET ON WAKEFIELD CONFIRMATION

If there is to be Republican opposition to the nomination of Ray C. Wakefield, a Republican from California, for another seven year term as Federal Communications Commissioner, the office of the Senate Interstate Commerce Committee, which is to pass upon the nomination and has now had his name before them for a week, hasn't heard about it. In face, the Senate Committee office appeared to regard the nomination as routine.

It had been reported in certain quarters that Commissioner Wakefield's voting record had not met with the approval of the Republican National Committee and that Carroll Reece, the Chairman, had complained of the absence of "stalwart Republicans" on the FCC. Mr. Wakefield, nevertheless, has the backing of Senator John R. Knowland, California and Republican member of the California delegation.

As a rule, the FCC nominations have been tardy, especially in President Roosevelt's time. However, President Truman sprang a surprise in sending up Wakefield's name six weeks ahead of time as his term does not expire until July 1st.

As yet no date has been set by the Senate Committee to consider the nomination.

X X X X X X X X X X X

"NEW YORK TIMES", ASSOCIATED PRESS ADD DAILY RADIO COLUMNS

The New York Times has added a daily radio column, "The News of Radio" written by Jack Gould, Radio Editor. Heretofore on weekdays the Times has simply carried programs and highlights.

It is reported that the Associated Press will also start a new daily radio column, coast-to-coast wire service, written by Mark Barron, who formerly did a Broadway column for the AP.

The following letter was sent to the editor of the New York Times last week by David Sarnoff, President of the Radio Corporation of America, praising the Times' radio staff:

"I am reminded by our record of the milestones of radio that May 21, 1947, marks the twenty-fifth anniversary of the Sunday radio page of the New York Times. That date is memorable to veterans of radio. The Times through its pioneering in this field of journalism gave great encouragement to the young and struggling radio industry.

"I am aware that The Times record as a pioneer in recognizing the value of radio extends back to the early days of wireless, in fact, to the turn of the century. For it was this newspaper, under the leadership of Adolph S. Ochs, that was among the first to headline Marconi's invention. Your editorials of that era are evidence that The Times was quick to realize that the achievement of transatlantic radio in 1901 was the dawn of a new world-wide service, not only for news gathering, but for international communication.

"May I extend to you and your radio staff congratulations on all they have accomplished over the past quarter century in accurately and thoroughly reporting not only the scientific developments of radio but also radio as an art. The thousands of columns which you have devoted to broadcast programs as a service to the public have been an outstanding contribution not only to your readers, but to the broadcasting industry.

"Your radio pages have provided a running story of the progress of radio. The constructive criticism of your radio editors and music editors has been extremely helpful to radio in charting its way as a new medium of entertainment and education."

General Sarnoff long ago recognized the excellence of the New York Times by securing the services of Orrin E. Dunlap, Jr., who was the Times' radio editor from 1922-40, and who is now RCA Director of Advertising and Publicity and whose latest book, "The Future of Television" has just been published by Harper & Brothers.

Succeeding Times' radio editors have been Thomas Kennedy, John K. Hutchins and Mr. Gould.

X X X X X X X X X X

"JUKE BOX IS SLOT MACHINE DRESSED LIKE A LADY" - GENE BUCK

Gene Buck, past President of the American Society of Composers, and Fred Waring, noted orchestra leader, co-starred at a juke box hearing of the House Judiciary subcommittee in Washington Friday which was considering three bills to revamp the 1909 Copyright Act. Two of the bills, which are practically identical, propose to strike out of the law a paragraph which exempts rendition of music by coin-operated machines, better known as juke boxes (H. R. 1269 and 2570). The third bill (H. R. 1270) would permit performers to copyright their arrangements or interpretations of musical numbers by copyrighting the records. Only the words and the melody can be copyrighted now.

Gene Buck went along with Waring on the first two. To the third he said he and all of ASCAP were "violently opposed".

Mr. Waring, who is President of the National Association of Performing Artists, told the Committee that the repetition of numbers by juke boxes and recorded radio shows wear out their popularity in no time at all, although the juke box impressarios and radio disk jockeys do well enough.

"We who are the interpretive and performing artists", he said, "have no legislative recognition of our interpretive rights in the United States and therefore have been subject to unauthorized commercial exploitation of our efforts."

It takes more than the present law designed to cover the old-fashioned penny arcades and nickel deons to control a present day juke box, Waring declared.

The bandleader told the Committee that while the old statute remained stationary, the science of amplifying music by mechanical means went forward by leaps and bounds.

Juke boxes are now sounding off some 5,000,000,000 a year, it was said, at a rate calculated to "satiated" the public with popular tunes before authors, composers and producers can obtain a fair return on their creations.

Mr. Waring said that the men who create the most popular numbers receive only a 2-cent return on records which might be played 200 to 1,000 times in a juke box until they become as frayed as the public's nerves.

Representative Fellows, Republican of Maine, testified that the present juke box and its \$232,000,000 annual take is "a far cry from the old penny arcade with earphones when only one set of ears at a time was regaled with horrible noises."

Mr. Buck pointed out that Congress had exempted coin-operated machines from the law back in the days of the penny arcade when radio, talkies and the juke box were not even heard of.

As reported in the Washington Post:

"Tall, slender and impressively gesturing, Gene Buck described how it used to be.

"'You know', he said, 'back in 1909 you went into one of these penny arcades - one of these nickelodeons - and dropped your penny in the slot. . . .'

"He dropped an imaginary penny in an imaginary slot and waited for the machinery to start working.

"'. . . Then you put on a pair of earphones. . . .'

"He attached a pair of non-existent earphones to his head and leaned forward, listening intently, a faint expectant smile on his face. The committee leaned forward too, straining to hear.

"'. . . and you got 'The Stars and Stripes Forever'. By John Philip Sousa.

"'But nobody heard it but you, yourself alone. It was not a public performance.'

"The juke box, he said, is a different matter altogether.

"'They took the old slot machine', he explained, 'and dressed it up like a lady.'

"And now, he confided, the juke box industry has developed into a business that grossed 232 million dollars last year.

"While Buck was in the midst of explaining why composers and writers don't want the bill to permit copyrights of arrangements, the bell rang for a House roll call, and the Committee had to go. In the midst of apologies all round, a man rose from a huddle at a table right under the Chairman's desk.

"'We want to be heard', he said. 'We're the juke box industry.'"

The subcommittee will hold another session in about a week.

X X X X X X X X X X

HEFFERNAN ELECTED TO RCA COMMUNICATIONS BOARD

Joseph V. Heffernan, Vice President and General Attorney of the Radio Corporation of America, has been elected to the Board of Directors of RCA Communications, Inc., New York.

Mr. Heffernan succeeds Col. Manton Davis, retired New York attorney.

X X X X X X X X X X

WHITE RADIO HEARINGS DRESS REHEARSAL FOR NEXT SESSION

It is not believed that there is much chance of Congress acting upon either the bill of Senator Wallace White (R), of Maine, to reorganize the Federal Communications Commission, or the identical measure of Representative Charles A. Wolverson (R), of New Jersey, at the present session. As yet no date for hearings have been set for either bill.

Major provisions in the bills would bar political broadcasts on election day and the day before; deny the right of radio stations to censor political broadcasts but exempt them from libel or slander suits in such cases; forbid a single person or company to own radio stations serving more than one-fourth of the country's population; require radio stations to make known to listeners "all pertinent details about those who speak over the radio" and "plainly label editorial opinion or comment as distinguished from straight news", and require news broadcasters to specify the source of their news.

Senator White said that there was no desire to prevent the broadcasting of opinion or comment but only to label it as such.

Another provision in the measure, which is the result of seven years of Congressional study, would make it clear that the Federal Communications Commission "does not have the authority to tell a licensee, directly or indirectly, what he can broadcast or cannot broadcast, or how he should run his day-to-day business."

Representative Wolverson said that during the last ten years the Commission under the regimes of James L. Fly, Paul Porter and Charles M. Denny had been "in constant difficulty both in and out of Congress over its policies."

"The present Radio Act basically is more than 20 years old, he added, "and the industry, which has made tremendous strides in a quarter of a century, is handicapped by antiquated legislation."

A section of the Bill prohibiting discrimination between licensees, said Senator White, would "prevent the Commission from adopting any rule, regulation or policy which denies radio broadcasting licenses to newspapers."

X X X X X X X X X X

FRANK SCHREIBER SUCCEEDS CAPT. PATTERSON AS WGN DIRECTOR

Two new Directors were elected at the annual meeting of WGN, Inc., held last week. Henry D. Lloyd, Jr. replaces his father, who has retired from the Board after a long period of service. Frank P. Schreiber, General Manager of WGN, was named a Director to succeed the late Capt. Joseph Medill Patterson.

Col. Robert R. McCormick was reelected President of the Corporation, with Chesser M. Campbell, Vice-President; Elbert M. Antrim, Secretary; Mr. Schreiber, Treasurer; and J. Howard Wood, Auditor and Comptroller

X X X X X X X X X X

BROADCASTERS ATTEND RCA TELEVISION ENGINEERING COURSE

Thirty-three broadcast engineers, representing the major radio networks and leading independent stations which are operating or planning television service last week at Camden attended the first television engineering clinic ever conducted in the industry. The five-day course was sponsored by the RCA Engineering Products Department.

Lecture classes, employing the latest techniques of audio-visual instruction, including motion pictures and slides, were supplemented by "on-the-job" training with television production units identical to those which the broadcasters may soon be using in their own stations. A specially written 200-page text containing all the material covered by the clinic was prepared in a leather-bound edition for each of the broadcasters, for later use as a reference guide.

Among the broadcasters who attended the conference were: J. L. Middlebrooks, and two others, American Broadcasting Company, New York; Paul Wittlig and three others, Columbia Broadcasting Company, New York; Lewis R. Tower, Mutual Broadcasting Company; Frank W. Harvey, and two others, WMAL-ABC, Washington, D. C.; A. E. Evans, ABC, San Francisco, Cal.; T. B. Palmer, ABC, Hollywood, Cal.; Sidney Stadig, WBZ, Boston; E. C. Horstman, ABC, Chicago; Robert A. Fox, WGAR, Cleveland; William Clancy, WTIC, Hartford; John M. Sherman, WTCH, Minneapolis; J. Duncan, WLW, Cincinnati; Glenn Boundy, The Fort Industry Co., Detroit, Michl; and William M. Stringfellow, WSPD, Toledo, Ohio.

X X X X X X X X X X

FURTHER SHAKE-UP IN STATION WOL, WASHINGTON

WOL General Manager, T.A.M. Craven has announced the resignation of Program Director, Arthur J. Casey and Sales Promotion Director, Tom Means - from their posts with the Cowles outlet in the Nation's Capital.

Roy Passman, operations Director at Station WTOP in Washington has been named to succeed Mr. Casey, whose resignation closely followed that of Merle Jones, General Manager of WOL, but as yet no one has been appointed to the sales promotion post formerly held by Mr. Means.

Mr. Passman will take up his duties at WOL June 9th and will be responsible for the complete operation of the station under the direction of Commander Craven, General Manager. Mr. Passman comes to WOL with a varied radio background dating from 1935 when he joined the CBS outlet in Washington.

X X X X X X X X X X

KENT COOPER, AP HEAD, RAPS "VOICE OF AMERICA"

Kent Cooper, Executive Director of the Associated Press, upon being awarded an honorary degree for his fight for freedom of news communications by the Medill School of Journalism of Northwestern University at Evanston, Ill., last Monday, took the occasion to express himself on the subject of the "Voice of America".

Honorary doctor of laws degrees went to Mr. Cooper, Col. Robert R. McCormick, editor and publisher of the Chicago Tribune; John S. Knight, President and publisher of the Chicago Daily News, and Roy A. Roberts, President of the Kansas City Star Co.

Thomas J. White, President of the Chicago Herald-American, and Richard J. Finnegan, publisher of the Chicago Times, were awarded the honorary degree of doctor of journalism; Marshall Field, President and publisher of the Chicago Sun, the degree of doctor of humane letters, and Ben Hibbs, editor of the Saturday Evening Post, the degree of doctor of literature.

Mr. Cooper said:

If communism was to be thwarted, "not propoganda, but the abhorrent method of military force alone, could accomplish it. Even if all the vast hordes of underprivileged in all of Eastern Europe had radios, and thus could hear the voice of America, I am afraid they would spurn communism and rejoice only if the voice of America were something more than a voice - military power, food, clothing, land, homes and freedom", he said.

Mr. Cooper said the legalization by Congress of the State Department news agency, "is quite radical and far reaching", adding:

"Congress itself recognized the perils involved by throwing many safeguards around its authorization. It could not, however, supply the propoganda department's administration with supermen having the super-judgment and super-ability to qualify as the 'Voice of America'. No such marvelous human beings exist." * * *

Of the possible effect of the official news program on Russia, Mr. Cooper said:

"Even if, in any considerable numbers, the Russian people ever are able to hear our Government broadcasts, which only a few can hear, they are not going to turn against their officials. Indeed, in all the history of foreign propoganda, there is no record that any people at any time ever overthrew their government because foreign propoganda against their leaders was fed them."

The American Government, by entering the world-wide propoganda contest, Mr. Cooper declared, was becoming involved in a "vicious circle" in which "some countries are carrying on news propoganda with some of the money they have obtained through American financial credits."

PETRILLO MAY EXPEL UNION MUSICIAN HEADING HOUSE PROBE

Because Representative Kearns (R), of Pennsylvania, a music teacher by profession, who heads a House Labor subcommittee to investigate Petrillo and the American Federation of Musicians, has accepted an invitation to be guest conductor at Dr. Joseph Maddy's Interlochen (Mich.) Music Festival in July, Petrillo is expected to expel him from the Musicians Union.

The National Music Camp at Interlochen was placed on the Union's "unfair list" several years ago. At that time, Petrillo said action would be taken to expel from the union any member who played or conducted at the camp.

Explaining the scope of the House Petrillo investigation, Chairman Fred A. Hartley, Jr. (R), of the House Labor Committee, said that "we will look into the conduct of the musicians' union and its operations generally." Petrillo himself is expected to be the first witness.

Members of the subcommittee, besides Kearns, are Representatives Nixon (R), of California, and Braden (D), of North Carolina.

Kearns already has traveled to Montreal and Chicago to collect information. Nixon said he was leaving at once for California to obtain data on Petrillo's relations with the film industry.

The hearings will start as soon as the Supreme Court rules on the constitutionality of the 1946 "Anti-Petrillo Act".

A Federal Court at Chicago ruled the law violates the Constitution in four ways. The Government has appealed.

X X X X X X X X X X

"TELEVISION TECHNIQUES", A NEW BOOK ON TV SHOWMANSHIP

Described as a complete guide to good showmanship is "Television Techniques", a book by Hoyland Bettinger, formerly General Manager of the General Electric television station WRGB, at Schenectady, which has just been published by Harper & Brothers in New York (Price \$5.00).

Said to be the first comprehensive manual on television program production, the book, according to the publishers, "orients the reader to the whole medium of television, explains the psychological and aesthetic significance of television techniques, shows when and how certain techniques may be employed and their effect on the audience. The author sets forth the factors entering into virtually all types of program production, emphasizing throughout the basic principles involved. His treatment of the subject covers the problems of equipment, composition of the picture, photography, scriptwriting, direction of the play, each of these being so pre-

sented that the reader may apply them to his own tastes and in his own way. Line drawings are used throughout the text to illustrate graphically the means and methods discussed.

"The book is directed to all who make use of the television medium: the sponsor and his aids, script and continuity writers, studio crews, control room personnel, remote pick-up units, actors and producers."

X X X X X X X X X X X

ADMIRAL ELLERY STONE BACK HOME AS VICE-PRESIDENT OF I.T.& T.

Rear Admiral Ellery W. Stone has been elected a Vice-President of the International Telephone and Telegraph Corporation. Admiral Stone has just returned to this country following a distinguished war career during the past four years in the Mediterranean theater. He served as Chief Commissioner of the Allied Commission for Italy until recently, with headquarters in Rome.

A native of California, Admiral Stone attended the University of California where he specialized in radio engineering. For more than twenty years he has served in various executive capacities with the I. T. & T. System, or predecessor companies. From 1924 to 1931 he was President of the Federal Telegraph Company, and from 1931 to 1937 was operating Vice-President and Director of the Mackay Radio and Telegraph Company. He then served as Executive Vice-President of Postal Telegraph, Inc., and was elected President of the Postal organization in December 1942. In 1943 he was recalled to active duty with the United States Navy.

In addition to his various campaign decorations during World Wars I and II, including the Naval Reserve Medal with two bronze stars, Admiral Stone also holds both the United States Navy and the United States Army Distinguished Service Medals. He is a Knight Commander of the British Empire, a Knight of the Grand Cross of St. Maurice and St. Lazarus (Italy), a Grand Officer of the Crown of Italy, and a Knight of the Grand Cross of San Marino.

X X X X X X X X X X

QUEEN MARY TO SELECT HER OWN BBC BIRTHDAY PROGRAM

The British Broadcasting Corporation has accorded Queen Mary the unusual privilege of choosing an entire evening's program in celebration of her 80th birthday which was last Monday. The special program, however, will not be broadcast until next Friday, May 30th.

X X X X X X X X X X

98,625 FM SETS; 7,886 TELEVISION RECEIVERS MADE IN APRIL

FM-AM radio receiver production during April jumped 47 per cent over that of March as all set manufacturing showed a weekly average higher than in the first quarter of 1947, the Radio Manufacturers' Association reported Monday.

An estimated 98,625 radio sets with FM reception facilities were manufactured by RMA member-companies in April as compared with 67,264 in March. Actual production during a five-week period, March 31-May 2, inclusive, was 112,256, whereas the March report covered only four weeks, March 3-28 inclusive. RMA reports are made on a weekly basis.

April's estimated production of all types of radio receivers by RMA companies was 1,548,540 as compared with 1,377,269 in March. Actual production during the five-week period, March 31-May 2, inclusive, was 1,579,723.

Television receiver production in April showed a slight gain over March, reaching 7,886 for the five-week period as against 6,639 for the four-week March period.

X X X X X X X X X

FREEDOM OF COMMUNICATION IS NO. 1 FREEDOM

Addressing the Daughters of the American Revolution in Washington, Justin Miller, President of the National Association of Broadcasters, said:

"I am sure that I speak for the broadcasters of America when I pledge to you full cooperation in your efforts to secure and maintain that maximum freedom in all information media, which is vital to common understanding and unified action among the peoples of the world.

"Eternal vigilance is, indeed, the price of freedom, and only if we are alert to the facts of life - politically, economically, socially - in this great country, the United States of America, can we preserve the institutions which have made it great, and protect the people who have built and maintained those institutions. Benjamin Franklin said, at the concluding session of the Constitutional Convention in 1787, 'There is no form of government but what may be a blessing to the people if well administered for a course of years, and can only end in despotism, as other forms have done before it, when the people shall become so corrupted as to need despotic government, being incapable of any other'"

"May it please God, that freedom of communication in these United States -- freedom of the press, of motion pictures, of speech in all forms -- shall help, long, to prevent the despotism which comes only to a corrupted people; people no longer capable of a self-government which is free of the controls of strong men who give such security as they please, at the price of slavery."

X X X X X X X X X

NEW TYPE CONTROL ROOM DESIGNED FOR CROSLY TELEVISION

A new type of television control room has been designed by Richard W. Hubbell and Associates for the studios being constructed in Cincinnati by Crosley Broadcasting, operators of WLW.

"This new design made for Crosley on a non-exclusive license basis should cut production costs", Mr. Hubbell stated. "Mechanical details of producing a show are simplified. Factors making for nervous strain are minimized. A streamlined, more efficient production system is made possible. This can cut production costs by decreasing rehearsal time and improving production values."

The design has been arranged so standard units of equipment offered for sale by television manufacturers can be used with slight modification.

X X X X X X X X X X

FCC AIDS CUPID IN LONG-DISTANCE MARRIAGE PLANS

The Federal Communications Commission has advised a Florida inquirer that there is nothing in the law governing radio communications to prevent two licensed amateur stations being utilized to consummate a wedding ceremony between a couple separated by the Pacific ocean - a soldier on Saipan and his fiancee in the United States.

However, in blessing the proposed long-distance nuptials, the Commission cautions participating "hams" not to violate Section 12.102 of the Amateur Rules which forbids an amateur station "to transmit or receive messages for hire, or * * * to communicate for material compensation, direct or indirect, paid or promised".

It further points out that although article 8 of the International General Radio Regulations (Cairo Revision, 1938) contains certain prohibitive provisions regarding the transmission by amateur stations of "international communications" emanating from third persons, those provisions apply to communications between amateur stations licensed by and responsible to different sovereign governments, but not to communications between amateur stations both of which are licensed by and responsible to the Government of the United States. By a circumstance helpful to this particular romance, the United States is the present government of Saipan.

X X X X X X X X X X

J. Arthur Rank, British film leader, told newsmen in New York that experiments with theatre television in London will be started next Fall.

X X X X X X X X X X

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

"Government By Television" Is Predicted
(By the Associated Press)

An attorney for television interests said Tuesday that "Government by television" is contemplated in the event of a sudden outbreak of atomic warfare.

Arguing before the Federal Communications Commission, Thad H. Brown, Jr., counsel for Television Broadcasters' Association, said national safety and a Nation-wide television broadcast setup have a definite relationship.

He contended that the broadcasting band now assigned for use by television relay stations should not be disturbed.

"It is understood that Government plans are now in the developmental stage for the fullest utilization of television broadcasts in the event of a national crisis", he testified.

Brown did not elaborate at the FCC hearing, but later he told a reporter that his information on possible "government by television" came largely from Congressional sources.

"If we all had to go underground in a national emergency", he said, "the administrative functions of the Government could be carried on by a television system which would permit personal conferences between officials separated by long distances. Business contracts have been consummated by this method. The Government can do the same thing."

Harry Butcher's Know-How Paying Off At KIST
(From "Variety")

Harry Butcher's KIST, at Santa Barbara, Calif., is more and more integrating itself into the community pattern and for a new outlet is making an appreciable dent in community habit.

Top coverage to date was the recent municipal election, when Butcher not only cooperated with the Junior Chamber of Commerce to get out the vote, but turned in one of those all-night station runs. Salesmen, off-duty technicians and volunteers covered the city's 65 precincts, with the news bureau working out of City Hall. Not until 6:25 A.M. was the result of the mayoralty-City Council contest known, but KIST was still pitching away on returns.

Butcher's years of know-how as a CBS, Washington, D.C. veepee and overall radio background are paying off on a community level.

Who Are The Damned?
(Kiplinger Magazine)

"Radio Listeners Be Demned", in the February issue of Kiplinger Magazine, brought complaints from some segments of the radio industry. * * * A. D. Willard, Jr., Executive Vice-President of the National Association of Broadcasters, submits the case for broadcasting in Kiplinger's for May of which the following is an extract. The NAB has reprinted a facsimile of a page of Mr.

Willard's reply but for some reason has labelled it "For Distribution to N.A.B. Members Only").

"Some persons in high government positions have joined the crusade against radio. No system of radio dominated by government ever has captured anything approaching the mass audience delivered by American radio. The hands of the government in radio are fumbling hands.* * *

"The utility of radio is in its appeal to the many, and the great force it offers to the few who want to reach the many. That is its great power. It was conceived in the same crucible which produced the atom bomb and, properly employed, it possesses the capacity to nullify the terrors of that awful instrument.

"But it will not be so employed as long as a militant and unthinking minority trumpets not 'The radio be damned' but, in truth, 'The public be damned.'"

- - - - -

Publisher Telling the Truth Apparently Causes Surprise

(Extract from an advertisement by Simon and Schuster, New York publishers, about "Aurora Dawn", a new book along the line of "The Hucksters" criticizing radio advertising.)

Tohu-bohu

Well, you could have knocked us over with a preposition. What a fuss!

A couple of weeks ago your correspondents, in an ad headed, "Boy, were we wrong!" said they thought their jacket on Herman Wouk's Aurora Dawn had been too blurby.

Since then the ad's been quoted in a nation-wide hook-up over CBS, in a letter to The New York Times Book Review by Russell Maloney and run verbatim in last week's issue of The New Yorker, in a piece by a self-confessed slithy tove, one Frank Sullivan.

We're amazed. What's so newsworthy about admitting you're wrong? We're often wrong. We're probably being wrong this minute, hacking away at this subject. A bookjacket, fellows, is planned to put the book's best foot forward. A publisher (no matter what some authors may tell you) is human, and is likely to exercise, occasionally, his human prerogative of placing his foot in his mouth, instead.

"Well, anyway, it's a pleasure to report that the delightfully fresh and funny Aurora Dawn (the adjectives are not ours - they were copyrighted by The New York Herald Tribune in its review) is quietly climbing the best-seller list, having moved from 15th to 9th in a week on the New York Times listing.

X X X X X X X X X X

::: TRADE NOTES :::
::: TRADE NOTES :::
::: TRADE NOTES :::

Beginning next Monday, June 2nd, the office hours of the Federal Communications Commission will be changed to 8:30 A.M. to 5 P.M. Monday through Friday.

A. F. Wild has been appointed Sales Manager of Television Equipment in the General Electric Transmitter Division in Syracuse. Mr. Wild has been with GE since 1937 when he was graduated from Tufts College with a BS degree in Electrical Engineering.

Carl Gebuhr, CBS Press Information Director in Washington, has been promoted to the WTOP-CBS Sales Department, it was announced last week by WTOP General Manager Carl J. Burkland.

Mr. Gebuhr joined the Columbia Broadcasting System in January 1946 to handle press information in Washington for the network and for WTOP, Columbia's outlet in the nation's capital.

In welcoming the move of Mr. Gebuhr to the WTOP Sales Department, Sales Manager Maurice B. Mitchell said:

"WTOP is delighted to advise its local clients of the addition of Carl Gebuhr to its local sales staff. Mr. Gebuhr is well acquainted with the Washington market as well as with the programs and people featured by this station in its effort to maintain a well-balanced schedule."

Television demonstrations by WTMJ-TV, Milwaukee Journal video station, are drawing big crowds in that city. According to officials of the station, crowds totaling 455,398 have seen the demonstrations over a period of 19 days of exhibition.

The Senate passed and sent to the House last week legislation to permit former Senator Wheeler (D), of Montana, who in the last Congress was Chairman of the Interstate and Foreign Commerce Committee, to serve as special counsel for the Senate War Investigating Committee in its inquiry into the price the Navy paid for Arabian oil without giving up his private law practice.

Representative Rankin (D), of Mississippi, addressing the House last week, criticized the broadcasts of Henry Wallace, saying:
"When Wallace attacks President Truman, assails the patriotism of Martin Dies, and lines up with the Communist Party to abuse the gentleman from New Jersey (Mr. Thomas) - when he lines up with the Communists who are trying to undermine America and attacks me because of my work in creating the Committee on Un-American Activities and keeping it alive - I say, when he lines up with the un-American elements and uses the radio to broadcast his un-American propaganda, it is time that the American Congress did something about the misuse of the radio throughout this country for that purpose."

The Moscow radio advised Russian business enterprises and educational institutions last week that, effective immediately, their advertising would be accepted for broadcast on the Moscow City radio network at rates in accordance with an "established tariff". It was directed to "economic, industrial, trading, cinema and theater enterprises, Soviet and scientific institutions, educational institutions and other organizations."

Since the Commissioners are chuck-a-block with hearings and oral arguments all this week, the regular Thursday, Federal Communications Commission meeting has been postponed until 10 A.M. next Tuesday, June 3rd.

The Federal Works Agency has announced award of a contract for construction of a Federal Communications Commission radio laboratory at Laurel, Maryland, a suburb of Washington, D. C. The laboratory is to be constructed by the Joseph S. Behen Construction Co., Inc. of Washington, at a price of \$52,674, it was disclosed. The laboratory will be located on Clearly Road. Construction plans call for a workshop-type brick building, 60 by 30 feet, two stories high with a concrete foundation. The roof will be flat so that it can be used for the calibration of instruments.

To provide overseas airlines with a semi-automatic navigational aid for bringing aircraft to their destinations directly and safely from distances up to 1500 miles offshore, the Philco research laboratories have developed a new 35-pound direct-reading Loran receiver at an estimated price of \$2,500 that gives position "fixes" precisely in seconds instead of minutes, without chance of human error in taking the readings. Delivery dates were indicated to be late this year or early in 1948, Loran stands for long range navigation and was developed during the war.

A new type of radio program, called "CBS Views the Press", will be presented over WCBS, New York City key station of the Columbia Broadcasting System, on Saturdays, beginning May 31, from 6:15 to 6:30 P.M., EDT. These broadcasts will comprise critical analyses of the metropolitan New York press - including newspapers, magazines, and press associations. The programs will attempt an objective examination of the press and will represent the cooperative effort of the entire Columbia news staff.

Management's establishment of scholarships in trade schools, as well as in colleges, as a means of achieving the proper training of industrial personnel was advocated by Maj. Gen. Harry C. Ingles, President of RCA Institutes, Inc., in an address Monday at the National Conference on Training and Education in Industry in New York City.

X X X X X X X X