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NATIONAL BROADCASTING COMPANY, INC.
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August 6, 1947

CONGRESSIONAL JUNKETS ABROAD HOLD "VOICE OF AMERICA" FATE

Despite please from Assistant Secretary of State William Benton and what appears to be a continuous bombardment of newspaper editorials (one of which suggests that Mr. Benton resign forthwith), the future of the "Voice of America" rests with the special House and Senate subcommittees which are to go to Europe to learn at first hand how the broadcasts are being received.

The House subcommittee, headed by Representative Karl Mundt (R), of South Dakota, author of the Mundt Bill, who is fighting to establish the "Voice of America" on a permanent basis, is composed of Lawrence H. Smith (R), Wisconsin, John Davis Lodge (R), of Connecticut; Pete Jarman (D), of Alabama, and Mike Mansfield (D), of Montana.

Senator H. Alexander Smith (R), of New Jersey, is Chairman of the Senate subcommittee, which includes Bourke E. Hickenlooper (R), of Iowa; Henry Cabot Lodge (R), of Massachusetts; Carl A. Hatch (D), of New Mexico and Alben W. Barkley (D), of Kentucky.

Secretary Benton, who answered a question as to whether or not he would resign soon by saying he would carry on the program "as long as I am useful", said he was glad the special Congressional Committees would go abroad to investigate the foreign policy of his agency. "I feel confident", he added, "that they will return convinced of the need for giving to the rest of the world a full and fair picture of America."

Staffs of the radio service will be cut from 1,013 to 649 in Washington and New York and from 1,813 to 897 overseas.

Calling for the resignation of Secretary Benton, the Washington Star said last week:

"If Congress is to approve the "Voice of America" and State Department information program continuance next year, several things need to be done. Assistant Secretary of State Benton has not been able to make his program stick and should be replaced with one who can at least make a fresh start. Some of the improvised informational programs hurriedly and expensively thrown together during the war got a bad name for themselves and the State Department's program should be disassociated completely from the relics of those services. We should authorize by statute what we plan to do, and stop trying to delude ourselves into a belief that what we plan to do is not propaganda. If those whom we trust to conduct our foreign relations believe that an American campaign of propaganda abroad is a necessary modern weapon for peace as well as for war, then we should perfect the best weapon of the sort or put our foreign relations under those who eschew propaganda and forget about it. As it is, we are apt to make ourselves ridiculous, instead of believed, through the 'Voice of America.'"

The New York Times commented

"The 'cost' of the economy practiced by Congress on the State Department's Information and Cultural Program has now been partially spelled out by Assistant Secretary William Benton. That part of the program dealing with Russia is to be continued - the magazine 'Amerika' and the broadcasts. Elsewhere sharp cutbacks have had to be made. There undoubtedly will be more. There is no way to make a \$12,000,000 budget cover a \$31,000,000 program.

"It is hoped that the various Congressional committees that will be touring foreign countries between sessions will take the trouble to inquire into the situation. We believe they will gain a new appreciation of the importance of the program that has been carried on.

"The State Department Information and Cultural Program was a medium for explaining U. S. policies as well to the people of the world. That was the voice that Congress muted, the one that spoke to the people."

The Washington Post hammers away with:

"By adroit reprogramming the State Department fortunately is able to minimize the damage to the Voice of America caused by Congressional penury. * * * *

"It thus is possible that the 40 per cent slash in broadcast scope may not be quite so crippling as had been anticipated. Providing that quality can be maintained, it is even possible that the economy may cut out some dead wood. But let no one think that other portions of the foreign information and education program, of equal importance with the Voice of America in presenting a balanced picture of this country, have escaped so easily. The over-all operation has been cut approximately 45 per cent.* * * * * Finally, funds for the work of overseas cultural and information officers, so essential to implement other phases of the program, have been cut a whopping 60 per cent. There is a chance to redeem the damage through the Congressional investigations voted separately by the Senate and House."

In the meantime it was reported from Moscow that the second midnight "Voice of America" broadcast was heard "fairly clearly" in Russia. Although the musical portion was distorted by interference, the dispatch said, the news was clearly audible.

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Radiotelephone service between Shanghai, Nanking, and all cities in the United States is now available for public use, according to the American Consulate General at Shanghai.

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RAILROADS MAY NEED 100,000 RADIO TRANSMITTERS; MANY USES

Railroad spokesmen have estimated that within the next 10 years railroads may require 75,000 to 100,000 radio transmitters, according to the Federal Communications Commission. This is based upon the fact there are some 46,000 locomotives and cabooses alone, not to mention need for land stations, utility vehicle equipment, and portable apparatus.

For the first time in American railroad history, starting August 15, it will be possible for the general public to telephone to and from moving trains, the FCC advises. This is provided for in tariffs filed with the Federal Communications Commission by various Bell telephone companies to cover experimental service of this nature on several crack trains of the Pennsylvania and Baltimore & Ohio railroads operating between New York and Washington. It is part of the Bell system's participation in the program to bring the telephone network within reach of persons on trains, automobiles, airplanes and boats.

Another pioneer undertaking is the application of the Chesapeake & Ohio Railway Co. for authority to construct and operate a system which would offer induction public telephone service with certain of its passenger trains enroute between Orange, Va., and Cincinnati, Ohio. This is the first application of its kind. The estimated cost is \$358,900. The railroad is of the opinion that "although direct telephone revenues may not result in an immediate profit to the applicant, the overall benefits of the project will result in increased revenues from applicant's transportation business, and will, therefore, be economically justified".

Already there is an established radio service for use by railroad personnel exclusively. Known as the "Railroad Radio Service", it covers utilization of radio as an aid to train operation and yard and terminal traffic control. About 100 authorizations in this category contribute to the safety and efficiency of rail operations. This figure represents some 75 land stations and 700 mobile units, since a single grant may cover from one to a hundred radio installations on engines and cars.

Sixty frequencies between 158.37 and 161.91 megacycles are allocated for this type of railroad radio use. Fifty-four of these channels can be employed for yard and terminal traffic control, since that is the most popular application at this time. Direct radio links between the dispatcher's office and switch engines speed the movement of rolling stock and tend to reduce cost of handling. This kind of operation requires relatively little change in established practices other than the introduction of radio equipment.

Radio systems along the right-of-way are more expensive to install and maintain, and their use must be coordinated with the manual or automatic block signal systems existing on slightly more than half of the main trackage of the nation. However, it is this

latter type of radio service which, because of the increased element of safety, is believed due to become the most important adaptation of radio by the railroad industry. Accordingly, this class of stations is given priority in frequency assignments by the Commission on the 60 channels, a policy which has the indorsement of the Association of American Railroads.

Tests on one western railroad demonstrated the advantage of the radiotelephone for communication between locomotives out of sight of each other on the opposite ends of a long train proceeding around mountain curves. It made it possible to start and stop the train smoothly although the engines were half a mile apart. Also, when a mishap occurs in an isolated spot, far removed from wire line facilities, the radio-equipped train can warn approaching trains and, at the same time, summon aid. With radio, one train can flash word to a passing train that the latter has a hot box, etc. Or, by the same means, an engineer and a conductor separated on a mile-long freight train are in instant contact with each other.

The Chicago, Burlington & Quincy Railroad, for example, is employing radio for end-to-end communication on long freight trains. It is said to save from three to four hours in operating between Chicago and Denver. There is a high proportion of radio use by other lines in yard and terminal areas. Data of the Association of American Railroads indicate that yard radio communication systems may save from 4 to 12 percent of the total annual operating cost of the yard. Some of these radio installations have paid for themselves during the first year of operation.

Microwave experimentation has potential application to railroad as well as other fields. The Chicago, Rock Island and Pacific Railroad has done some experimental work looking toward possible replacement of its wire telegraph lines with microwave relay links.

Some railroads are using a portable apparatus known as the "carry-phone" for transmitting and receiving messages through the track, a modernization of the inductive telephone system. It provides short-distance communication with engines, freight car crews, and control towers.

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HUGHES HEARINGS GIVE RECORDED BROADCASTS THEIR BIG CHANCE

Wire recordings of verbatim testimony of the hearings of the Senate War Investigating Sub-Committee delving into airplane activities of Howard Hughes were broadcast by Stations WMAL (AEC), WOL (MBS) and WTOP (CBS) in Washington. A climax of these proceedings was last Tuesday (August 5) when Elliott Roosevelt was on the stand five hours. The wire recorders, of course, didn't miss a thing and the highlights were later rebroadcast by the stations and the networks.

A request was made of the Senate Committee for a "live" television broadcast but this was turned down. The Committee was willing that moving picture films taken at the hearing be televised but would not consent to a "live" version.

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NILES TRAMMELL REORGANIZES NBC STAFF; JUDGE ASHBY RETIRES

In a sweeping realignment of the National Broadcasting Company executive organization, Niles Trammell, President, last week promoted the following:

Harry C. Kopf, Ken R. Dyke, John H. MacDonald named Administrative Vice-Presidents; I. E. Showerman new Vice-President; George H. Frey and James M. Gaines.

At the same time Mr. Trammell announced the retirement of A. L. Ashby, the NBC Vice-President and General Counsel. Judge Ashby, however, will continue to act as an advisor to the company on legal matters.

A native of Wisconsin and former professor of law and finance at the University of Pittsburgh, Mr. Ashby has served as Vice-President and General Counsel of NBC since 1929. Before that he was Assistant General Counsel of Westinghouse Electric & Mfg. Co. Judge Ashby is the author of numerous brochures, one of them being "Legal Aspects of Radio Broadcasting".

Henry Ladner has been designated as Acting General Counsel of NBC.

Mr. Kopf, formerly Vice-President in Charge of Sales, was appointed Administrative Vice-President in Charge of Network Sales, National Spot Sales, Owned and Operated Stations and Station Relations. George H. Frey was named Director of Network Sales.

Mr. Dyck was appointed program head of the NBC. He succeeds Clarence L. Menser, who recently figured in a disagreement with Fred Allen on the subject of radio vice-presidents and network censorship.

John H. MacDonald, formerly Vice-President in charge of Finance, was appointed Administrative Vice-President also. I. E. Showerman, formerly Manager of the Central Division, was elected Vice-President in Charge of the Central Division.

Mr. Gaines was named Director of Owned and Operated Stations and will continue as Manager of Station WNBC.

Commenting on the realignment of the company's executive staff, President Trammell stated, "Our objective in reorganizing the administration of the company's activities is to further improve our operating efficiency. The many pressing problems in this

post-war era, together with our expansion into the field of television, have placed additional responsibilities upon our executives. We expect that the Administrative Vice-Presidents will assume responsibility for the company's day-to-day operations, thereby enabling the Executive Vice President, Mr. Frank E. Mullen, and myself to devote more of our time to over-all management affairs and the problems of expansion, particularly in the new field of television broadcasting.

"I want to express our thanks and appreciation to Judge Ashby for his long years of service and to Mr. Menser likewise for the contributions they have made to the success of the National Broadcasting Company."

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FCC AUTHORIZES OVERSEAS RADIO, CABLE RATE INCREASE

Something like \$5,800,000 will be added to the annual revenue of United States international cable and radiotelegraph services as a result of a general increase in rates authorized last week by the Federal Communications Commission.

This action climaxed a Commission investigation, instituted last March, in which the carriers stressed the need for additional income to meet a decline in net earnings.

The authorization permits rates on messages from the continental United States to Central and South America to be increased from 20 to 22 cents per full rate word; to Europe (including the United Kingdom, Eire, Turkey and the USSR), from 20 to 25 cents; to trans-Pacific points (except Hawaii), from 20 to 30 cents; and to Oahu, T.H., and Cuba, from 12 and 15-20 cents, respectively, to 20 cents. Increases are also authorized in rates from various United States territories and possessions. However, no increases are authorized to points to which a full rate of 30 cents per word now applies.

The carriers involved include RCA Communications, Inc.; All America Cables and Radio, Inc.; Mackay Radio and Telegraph Co.; The Commercial Cable Co.; Commercial Pacific Cable Co.; The Western Union Telegraph Co.; Press Wireless, Inc.; Tropical Radio Telegraph Co.; and Globe Wireless, Ltd.

On the basis of the hearings in this proceeding, the Commission is "thoroughly satisfied with respect to the urgent need of some of the United States carriers for additional revenues" and, further, that "substantial rate relief can be immediately afforded which will serve to alleviate the urgency of the situation but which would still be within the limits of reasonableness". However, the Commission "intends to maintain a close watch on the operating results of the respondent carriers after these rate increases have become effective, in order to be in a position to take promptly any further action that may be appropriate."

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DREW PEARSON'S BROTHER PINCH-HITS AND SWATS THE BALL

Quite a little favorable comment has been heard in Washington regarding Leon M. Pearson who is pinch-hitting Sunday nights over ABC for his brother Drew Pearson now on vacation. Leon, also a radio commentator, speaks briskly (however not as brisk as Drew or Walter Winchell), is brief and direct. At times he reminds the listener of his brother, then again he doesn't.

Instead of copying the well known feature "Prediction of Things to Come", Leon Pearson substitutes views of well known men on some topic of current interest. On his broadcast last Sunday night one was the Howard Hughes-Senate War Expenditure Investigation. Those quoted by Mr. Pearson were Senators Ferguson (R), of Michigan, Brewster (R), of Maine, and Pepper (D), of Florida. An effort was made to give all angles in a brief space of time and in this Mr. Pearson proved very successful.

The Pearson brothers were born in Evanston, Illinois; Drew in 1897 and Leon in 1899. Leon graduated with an AB at Swarthmore College in 1920 and an A.M. at Harvard in 1922. He was previously associated with Drew Pearson and Robert S. Allen and is the author of several plays.

Leon Pearson at present is on leave as head of the International News Service Bureau in Paris.

Drew Pearson was mentioned this week as being interested in purchasing Station WQQW, Washington's "Blue Book" station reportedly for sale. WQQW, according to one news source is \$180,000 in the red and the purchase figure mentioned in connection with Mr. Pearson is \$110,000.

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ALMOST MAKES YOU SEE THE FM STATIONS GROWING

At the outbreak of war there were 44 FM stations on the air and an additional four authorized by the Federal Communications Commission, making a total of 48. J. N. (Bill) Bailey, Executive Director of the FM Association told the Dealers Group of the Gas and Electric Association of New York recently. On October 23, 1946 - a little less than eight months ago - there were 66 FM Stations in operation.

"There are now 232 FM stations in operation", Mr. Bailey continued. "That's an increase of more than 250 percent in less than eight months. In addition, the Commission has authorized for construction within eight months after such authorization, 659 other stations. Pending before the FCC are 170 applications, making a total of 1,061 potential FM stations within a year."

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ARMY AIR FORCES TO USE FACSIMILE FOR MOST EVERYTHING

The U. S. Army Air Forces are planning to use facsimile equipment, a form of visual message presentation quite similar to television, so that aircraft in flight can receive weather maps, pictures, enemy troop locations, and printed types of information, according to Brig. General F. L. Ankenbrandt of Washington, D. C., Chief Air Communications officer of the AAF. He spoke in Schenectady on the General Electric Science Forum.

"The Air Forces have as an objective the development of a light-weight, rugged facsimile equipment which will provide high operating speeds", General Ankerbrandt pointed out in the broadcast over WGY and WGFM. He said that other forms of automatic and visual message transmission systems under development are teletype, and symbol and light signal displays.

"We are developing a great many devices which show promise of minimizing the effects of noise on our aircraft communication systems", the speaker continued. "We have found most types of atmospheric noise to be practically non-existent in the ultra-high frequency or micro-wave region of the radio frequency spectrum. We are, therefore placing an important portion of our future aircraft communication systems in this so-called microwave region."

"We are doing everything possible to make our communication equipments and systems more reliable", General Ankenbrandt declared. "This is especially important when we consider the requirements in connection with the aircraft of the future which we expect to travel at velocities exceeding that of sound. As aircraft speeds increase, it is obvious that less time is available for communications. For example, every word spoken into the microphone of the aircraft transmitter should be instantly understood at the other end of the system - there's no time for repeats. It follows, also, that every communication intended for the aircraft must be reliably received immediately upon transmission."

Future airborne equipments will be designed for fully automatic operation, according to General Ankenbrandt. "By automatic operation", he explained, "I mean that if the pilot of the aircraft wishes to talk to agiven station 'A', for example, he simply turns a selector switch to a position marked 'Station A'. The complete tuning and adjustment of the radio receiving and transmitting equipment to the frequency of Station 'A' are done automatically without any further work on the part of the pilot."

The general problem of airborne equipment design is complicated by the fact that it must operate under a very wide variety of climatic conditions", he continued. "The equipment must provide reliable operation both in the polar regions and at the Equator. It must not falter whether the climate is very dry or very humid. Also, it must provide continuous communications whether the aircraft is flying at an altitude of 50,000 feet, where the atmosphere is very rare, or near the surface of the earth where it is much denser."

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AMATEUR RADIO FREQUENCY BANDS; TYPES OF EMISSION, DEFINED

The adoption of its Order 130-P, cancelling and replacing previous orders of the 130 series, which specified the frequencies and types of emission available for operation of amateur radio stations was announced Monday by the Federal Communications Commission. This order includes the authorization for use of the band 5650-5925 Mc., which the Commission recently allocated to replace the amateur band 5650-5850 Mc. The allocation of the wider band contained a qualification to the effect that amateur operations between 5775 and 5925 Mc are subject to such interference as may result from the operation of industrial, scientific and medical devices assigned to the frequency 5850 Mc.

The Order also authorizes the use of narrow band frequency modulation for radiotelephony in the bands 3850-3900 kc. and 14,200-14,250 kc. by Class A amateur radio operators at stations licensed to the holders of Class A amateur radio operator licenses. In addition the holder of any class of amateur radio operator license is authorized to use narrow band FM radiotelephony at any licensed amateur radio station on frequencies from 28.5 to 29.0 megacycles and from 51 to 52.5 megacycles.

This authorization is on an experimental basis until further order of the Commission, but in no event beyond August 1, 1948. The purpose is to determine whether or not it is practical for narrow band frequency modulation and the conventional amplitude modulation (AM) to operate within the same portions of the amateur phone bands, particularly in the lower two heavily-occupied phone bands. In addition, it is desired to determine under practical operating conditions, the advantages and disadvantages of NBFM as compared to conventional AM. Experience has already shown that in many cases where amplitude modulated amateur signals caused interference to broadcast reception, such interference was completely eliminated when the involved amateur station changed over to narrow band frequency modulation.

The Commission stresses the fact that this authorization is on a temporary experimental basis, subject to cancellation at any time, if after a reasonable trial period, experience shows that NBFM is not desirable in portions of the amateur phone bands also occupied by amplitude modulated amateur signals.

At the expiration date of this order, the specified frequencies revert to the status indicated in paragraph A of the Order, unless, as a result of the experimental program, the determination is made that a permanent change with respect to the use of NBFM should be made in the amateur bands. In arriving at this determination, the amateurs will be accorded full opportunity to express their desires.

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INDUSTRY SERVICE LABORATORY AIMS TO ASSIST MANUFACTURERS

A new booklet "RCA Service to the Radio Industry" traces the history of the RCA Industry Service Laboratory and its increasing value to radio manufacturers as well as the general public.

The functions of the Laboratory from the time of its foundation in 1930 have included the following main points of endeavor:

1. To serve as a clearing house for radio technical information.
2. To act as a consultation and counseling service on development, design and production.
3. To function as a testing agency for radio tubes and electronic equipment.
4. To develop new and technical concepts for rapid application.
5. To make available to the radio industry advanced information on RCA work in developing new techniques and improvements.

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BRITAIN PLANS TO EXPAND TELEVISION RECEPTION AREA

England is making strides to increase the area for the reception of television, according to the American Embassy in London.

The use of coaxial cable is costly construction, and "beam" television by the use of "reflector" stations is England's answer for the expansion of the scope of television reception.

The first installation of this type will be between London and Birmingham, a distance of 112 miles. The effective range of a 17-kilowatt vision transmitter, such as that installed at Alexandra Palace in London, is approximately 35 miles. Four such reflector stations will be required according to technicians - spacing them about 20 miles apart. The locations of these repeater points, although selected, have not yet been announced.

Each station will be a 20-foot-square building of stone, topped with an 80-foot radio mast. The repeater stations will have no staff, technical or otherwise, and will have only a fence to separate them from the outside world. The station will automatically send out its own warning signal in the event a break-down threatens.

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EXPERIMENTAL RADAR REFLECTORS FOR BUOYS PROVE SUCCESSFUL

The Coast Guard has developed and successfully demonstrated an experimental device to improve the usefulness of buoys and channel markers as aids to navigation for the rapidly growing number of vessels now using radar equipment. The new device, termed a "radar reflector", increases the strength of the radar echo from the ordinary buoy structure and thus makes it detectable at greater distance and through worse conditions of interference, such as that from rough, choppy seas, known as "sea-clutter" when viewed on a radar screen.

The action of the device is similar to that of a good mirror, properly pointed to reflect light flashes back to the observer and can be compared, in this respect, to the familiar reflectors used on automobile highway signs and markers to make them show up better when illuminated by automobile headlights. Only in this case, of course, the reflection is the radar beam sent out from the ship, returned by the reflector and made visible to the navigator on the viewing screen of his radar equipment.

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GEN. CHENNAULT'S CENSORED ADDRESS SOUGHT FOR U.S. RADIO

Maj. Gen. Claire L. Chennault, wartime Flying Tigers commander whose Air Force Day recorded address was banned from broadcast over the United States Army station in China, said in Shanghai Tuesday, according to an A.P. dispatch, that former Governor James A. Noe of Louisiana had requested the recording for rebroadcast in the United States.

General Chennault said Governor Noe informed him the talk would be carried over Governor Noe's stations WNOE at New Orleans and KNOE at Monroe, La.; by KNET in Texas, and "possibly a few other stations".

He informed Governor Noe he understood his original record had been destroyed, but that he was ready to make another and air-mail it to Louisiana.

Maj. Gen. John P. Lucas, commanding the United States military advisory group in China, refused to permit the armed forces radio station in Nanking to broadcast Chennault's address, which termed "penny wise and pound foolish conservatism of politicians" one of the greatest hazards to the development of American air power. General Lucas held the talk was improper for an official Army station.

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::: SCISSORS AND PASTE :::

Another View of "The Hucksters" ("Life")

As a cynically exaggerated study of big business and big advertising the new moving picture "The Hucksters" has a good bit of ginger to it.

With the release of M-G-M's movie, the ad game will probably receive the same sort of national attention which The Grapes of Wrath won for Okies seven years ago.

The traditional adornments of this way of life are \$35,000 salaries, Lincoln convertibles, gin rummy for astonishing stakes, fancy women and country houses which the owner is always too busy to visit.

Confronted by this picture of their industry hucksters themselves are inclined to be wistful rather than amazed. Said one, looking fondly at Deborah Kerr, "Foot, Cone and Belding was never like this."

Radio-Cow Senator Plays Joke On Taft. ("Washington Post")

Senator Glen Taylor (D), of Idaho, former "radio cowboy", when Senator Taft (R), Majority steersman was working feverishly just before the Senate adjourned last week sent for a huge pile of books and papers, which he placed on his desk, along with a lectern.

To those not in on his scheme, it was obvious that he was preparing for a filibuster that might hold the Senate in session for days.

However, Taylor had sent a note to the press gallery saying: "I don't intend to speak, but watch me drive Taft to distraction (senatorial term for 'nuts') - Glen Taylor."

When the Ohio Republican leader spotted Taylor's desk, he hastened to the Idahoan and apparently pleaded with him not to undertake a speech. Taylor glared, angrily shook his head and continued shuffling his papers as if waiting for an opportunity to get the floor and launch his filibuster.

In the press gallery it was assumed that Taft then appealed to Democratic Leader Alben W. Barkley (Ky.) to intercede with Taylor, for soon Leslie Biffle, (personal friend of President Truman,) and Staff Director of the Minority Policy Committee, was seen to approach Taylor and converse earnestly with him.

The Idahoan repeated the show he had staged when Taft approached him, shaking his head and giving every evidence of a determination to talk at great length whenever he could obtain the floor.

RCA Exhibition Hall In New York Draws Large Crowds
("Radio Age", July 1947)

The RCA Exhibition Hall, latest addition to New York's showplaces for citizens and out-of-town visitors, opened its doors May 14 to the first group of spectators who, since that day, have continued to throng the exhibits from morning to late evening. Before the lights were put out on the opening day, more than 5,000 guests had inspected the various animated displays which portray the widespread worldwide activities of the Radio Corporation of America.

Behind the Hall's 200-foot window front at 36 W. 49th St. in Radio City, is displayed the wonders of modern electronics - radio, television, radar, global communications, electronic equipment and home instruments - an exposition combining the gadgetry of The World of Tomorrow with the pageantry of Hollywood.

The entire main floor of the Exhibition Hall, from its 30-foot high laminated ceiling to its carpeted floor, is visible from the street. In its high windows can be seen giant models of RCA tubes containing miniatures of radio and television receivers, sewing machines, and other electronic equipment.

At the left end of the main floor, a 12-foot high plexi-glass map of the U. S., shows in bright lights the radio network of the National Broadcasting Company. By flicking buttons on an accompanying keyboard, the affiliated stations light up separately, while another push-button brings in on a loudspeaker the network program being broadcast at the moment.

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Joske's Radio Test Erings Newspaper Comeback
("Editor and Publisher")

Joske's department store in San Antonio has conducted a unique experiment in the use of radio advertising by a retail store, the results of which will be used widely in radio's attempt to crash the retail field. Joske's test was well conducted under controlled conditions and the store's analysis of the results are restrained. There is no claim that radio was solely responsible for this or that increase in sales. It is stated only that "radio contributed directly" to these sales results.

Unfortunately, these figures will be bandied about by radio salesmen all over the country and it will be claimed that radio did this or that - "look what it did for Joske's".

What must be remembered by retailers and salesmen for all media is that radio was not used alone in this experiment. Newspaper advertising was continued for the test departments and the newspaper space was used lavishly to plug the store's radio programs in addition to selling merchandise.

In addition, it is wise to remember that the test departments were plugged for 12 weeks on four daily radio programs and a Sunday night news program adding up to a total of 282 commercials.

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:::: TRADE NOTES ::::
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Some 600 applicants for radio engineer jobs in the Federal Communications Commission were examined this week.

Sailing on the QUEEN ELIZABETH last week, Senator Henry Cabot Lodge, Jr., Republican from Massachusetts, a member of the Committee to investigate the "Voice of America" in Europe, made it known that he was traveling at his own expense.

Richard W. Hubbell and Associates, Television Consultants of New York, Washington and Cincinnati, have formed a working agreement with Anderson and Merryman, Radio Consultants, with headquarters in New Orleans.

Philip Merryman was formerly Manager of Planning and Development of the National Broadcasting Company and a member of the NEC New York executive staff, resigned from NEC several months ago to form a partnership with H. V. Anderson, consulting radio engineer of New Orleans and former radar expert of the U. S. Navy.

Senator Owen Brewster (R), of Maine, Chairman of the Senate War Investigating Committee, and a member of the Interstate Commerce (Radio) Committee, faces a battery of newspapermen on WOR-Mutual's "Meet the Press", Friday, August 8, from 10 to 10:30 P.M. EDT. Senator Brewster currently is making headlines in the special subcommittee probing the \$40,000,000 cargo plane contract awarded Howard Hughes and Henry J. Kaiser.

The nation's magazines and periodicals reached a new record in unit and dollar sales in 1946, a summary by the Magazine Advertising Bureau disclosed Monday. For 549 general and farm magazines, an average circulation was attained of 209,000,000 copies per issue. Total sales for the year were 325,000,000,000 copies and gross circulation revenues were \$418,000,000, the bureau said. The average family in the United States spent nearly \$11 on magazines during the year, reading an average of eighty-five copies or seven copies a month.

According to Drew Pearson, Senator Glen Taylor, "radio cowboy", "who admits it is a publicity stunt," will ride from coast-to-coast horseback this Summer making speeches enroute. Mr. Pearson says Senator Taylor is worried over the threat of war and wants to dramatize the problem of peace.

Arthur Godfrey, who ad-libs, says he once got a letter from a fan, who said: "I know your program is strictly ad-lib but don't make so much noise rattling them at the microphone." - From Earl Wilson's book "Pike's Peak or Bust".

"A Challenge to Radio: "The Medium", New American Opera, Poses Problem of Projecting a Character Who Is A Mute" - CBS Press Notice.

Listen Sunday August 10 (3 P.M. EDT) and see how it is done!

Stromberg-Carlson Company - Six months: Net profit, \$540,000 and billings totaled \$15,668,966, R. H. Manson, President, reported. Comparisons are not available. Reduction of inventories enabled company to reduce bank debt by about \$500,000, report added.

An innovation in television servicing has been introduced at United States Television Mfg. Corp. which is to train technicians in the service division to apply sales techniques in contacts with consumers. Besides installing and servicing, technicians will inform consumers as to what is being done to provide the best possible television reception for them. Thomas L. Jefferson, former Navy Lt. Commander in the Electronics Division of the Bureau of Ships has just been appointed Chief of the Installation and Maintenance Division.

Commercial Television Corporation, New York, rents television receivers to restaurants, bars and other places. This may be done on a more or less permanent basis or serve as a tryout for a prospective purchaser who takes this way to see how much attraction television has for customers.

The average cost of a large screen television set is in the \$2,000 bracket and anyone renting a set may be credited with a portion of the rental if he decides to buy.

A survey of the comparative popularity of the frequency modulation stations in the metropolitan area has been made by Pulse, Inc., Jack Gould reports in the New York Times. Findings of the survey indicate that approximately 3 per cent of the radio families in Greater New York had FM receivers, which would indicate that somewhere between 50,000 and 30,000 homes are equipped to receive the high-fidelity form of radio transmission.

A Glen Rock, N.J. couple celebrated their forty-first wedding anniversary last week by winning \$7,440 on the American Broadcasting Company's "Break the Bank" quiz program. It was said to be the greatest cash prize ever given on such a program.

The winners, Mr. and Mrs. Albert M. Fowler, both school teachers, answered without faltering the eight questions that Master of Ceremonies Bert Parks posed on people noted for accomplishments achieved after they became 75 years old.

Asked what they planned to do with the money, Mrs. Fowler replied: "We have a small home that needs repairs and we're going to help this sick home as well as some sick people."

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HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W.

Washington 8, D. C.

Robert D. Heinl, Editor

Founded in 1924

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No. 1787

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August 13, 1947

VERBATIM BROADCASTS MAY MAKE DISK JOCKEYS OF COMMENTATORS

The success of the broadcasting of the wire recorded testimony of some of the most exciting moments of the Hughes-Brewster-Roosevelt Senate rumpus by the four network stations in Washington - WRC (NEC), WTOP (CBS), WMAL (AEC) and WOL (MBS) - foreshadows many commentators becoming mere disk jockeys. If a listener can actually hear a sharp exchange between witnesses such as the clash between Howard Hughes and Senator Brewster as to who was telling the truth, or the face to face veracity encounter between Johnny Meyer, the Hughes ambassador of the expense account, and Elliott Roosevelt, there is little a commentator can add.

For instance, WTOP-CBS reports that it used thirteen miles of tape during the hearings - more than 30 hours of recorded testimony - boiled down to four and a half hours which was broadcast at intervals during the week. Phone calls to WTOP jumped as much as 800 percent in one day as a result of the programs.

Thus the listener heard not only what was said but the tone of voice in which it was said which was about all the commentator could do who had been present at the hearing. So, except seeing the witnesses (which will come with television), the listener was in a position to draw his own conclusions instead of having to depend upon a commentator. In which case the commentator in many instances will be reduced more or less to a disk jockey role of telling whose voices the listener is hearing, etc.

Also the recorded broadcasts perform a public service in placing a listener in intimate contact with a national event such as the Howard Hughes Senate investigation and at a convenient hour in the evening when the listener can give his full time and attention to the subject. There is no question after listening to the verbatim recorded broadcasts but that the listener actually feels as if he had been there himself.

Unquestionably the Hughes-Brewster Senate War Investigating hearings have given recorded verbatim testimony broadcasts their big chance.

There is no doubt but what the broadcasts right from the ringside have whetted the appetite of the listening public for more of this. Thus it is believed the day is not far off when recorded broadcasts will form a large part of news commentaries.

Although for years there has been talk of broadcasting the proceedings of Congress, it was only last March, after quite a squabble, that NEC microphones were permitted to pick up and immediately broadcast testimony at a Congressional Committee meeting. It was a session from the Caucus Room of the House Office Building in Washington, where the House Foreign Affairs Committee was questioning Under Secretary of State Dean Acheson on President Truman's

proposed appropriation for aid to Greece. The pickup was reported as of good broadcast quality, despite the fact that the remarks of Under Secretary Acheson, Representative Charles Eaton (R), Chairman of the House Foreign Affairs Committee and others were picked up by a microphone from a public address speaker. Previously recorded portions of the Committee hearings had been broadcast but this was the first live pick-up. For the first time in history those who happened to be listening heard a live radio broadcast of the proceedings of a Congressional Committee.

Oddly enough though Congressional Committees have been pressed time and again to allow recorded broadcasts and Senators and Representatives have considered formal resolutions which would permit this to be done, the initial permission came with no advance publicity and simply by verbal authorization. It is believed by many that Congress may yield sooner or later just as easily as that and the time is near at hand when broadcasts of highlights of general sessions of Congress will be commonplace.

Senator Arthur H. Vandenberg (R), of Michigan, was a pioneer in using a live recorded broadcast when he dubbed the voice of President Roosevelt into a speech he was making in the campaign of 1936. He used some 1932 recordings of President Roosevelt's pre-campaign promises and then asked why Mr. Roosevelt had not made them good. Senator Vandenberg was delivering a country-wide broadcast and the networks in their excitement upon learning the nature of the unrehearsed program, immediately cut the Senator off. The ground for this action was theoretically that the chains allowed no recordings to be broadcast. The real reason, however, was the panic over the political dynamite such a broadcast might contain. The nets quickly woke up to the fact that cutting off as big a man as Vandenberg might kick up as big a rumpus as allowing him to be heard and some of the chains resumed. WGN was said to have been the only station that broadcast the entire address.

The funny part of it was though it was announced at the beginning that President Roosevelt's voice was a transcription and that Senator Vandenberg was speaking in person, some individuals got the impression that it was a joint debate between Senator Vandenberg and President Roosevelt with, of course, the latter getting much the worst of it.

Oddly enough the Democrats used Roosevelt's voice and somewhat the same technique in the campaign of 1946. One of the Democratic National Committee recordings dealt with the meat shortage. Professional actors, hired in New York, discussed the matter. One of them said, in effect, "Here's what President Roosevelt had to say about it." Roosevelt's voice, taken from an earlier recording, then came in, explaining the necessity for fighting inflation. Then President Truman's voice was brought in to explain the latest action in the meat controversy.

Another platter dealt with war veterans. A third dramatization, built around "a man who remembers", looked backward to the Harding, Coolidge and Hoover administrations. In both, the voices of Roosevelt and Truman were dubbed in.

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BROADCASTERS MUSIC COMMITTEE REPORTS PROGRESS WITH ASCAP

Progress in its discussions with ASCAP concerning renewal of broadcasting industry licenses was reported by the National Association of Broadcasters' Music Advisory Committee last week, after a meeting in New York City with ASCAP, President Deems Taylor and a special committee appointed by the music licensing organization's Board of Directors.

Theodore Streibert, WOR, Chairman of the NAB Committee, said after the meeting that tentative plans had been made to meet again in about one month.

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GENERAL MOBILE RADIOTELEPHONE HEARING POSTPONED TO OCT. 27

The Federal Communications Commission has postponed the General Mobile hearing now set for September 8th to October 27th, and extended date for filing appearances and written statements to October 1st.

This Order relieves the licensees of taxicab radio dispatching systems and other general mobile experimental radiotelephone systems of the requirement that they apply for renewal of their experimental licenses this year as they would otherwise be required to do prior to September 1st.

The Commission, however, requests that the experimental reports which normally accompany each application for renewal of experimental license be submitted prior to September 1, 1947, or, in lieu thereof, that F.C.C. Questionnaire 7560 be filled out and returned to the Commission by the same date.

It is contemplated that the October 27th hearing will result in the establishment of a regular service for which many licensees of experimental general mobile systems will be eligible. In this event it will be necessary for eligible experimental licensees to apply for authority to operate in such a service, and the extension will serve to avoid a duplication of work involved in the submission and processing of applications for renewals as well as new licenses.

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FCC WARNS STATIONS RE AD CONTRACTS RESPONSIBILITIES

The Federal Communications Commission recently received information concerning certain contracts that were entered into between several licensees and permittees of radio broadcast stations under which broadcast time was sold directly to an advertising agency; the latter in turn sold this broadcast time to participating sponsors, arranged the programs for certain periods, selected the talent when used, and, in some instances, used its own studios for the production of programs which were carried by remote control to the transmitters of the broadcast stations in question; and in at least one case the contract in terms provided that the advertising agency should take over the commercial management of the station. Upon investigation, it appeared that none of the above-mentioned contracts had been filed with the Commission, nor had the stations involved in such contractual arrangements requested the Commission's consent therefor.

In connection with such contracts, or similar arrangements, whether of a formal or informal nature, the attention of all station licensees, permittees, and applicants is invited to Section 310(b) of the Communications Act of 1934, as amended, which prohibits the voluntary or involuntary transfer of a license or of "the frequencies authorized to be used by the licensee, and the rights therein granted", or the transfer of control of a licensee corporation, unless the Commission decides, on the basis of full information, that the transfer is in the public interest and so signifies in writing.

The Commission, in accordance with the foregoing provisions of the Act, has repeatedly emphasized that the licensee is responsible for the management and operation of the station in the public interest, and has required that this responsibility shall not be improperly delegated, whether by contract or otherwise, to another. Thus, in Bellingham Broadcasting Company case, it was pointed out that "*** the licensee of a radio broadcast station must be necessarily held responsible for all program service and may not delegate his ultimate responsibility for such to others." In numerous subsequent cases, the Commission has re-emphasized this principle.

The requirement, therefore, that the station licensee shall exercise full and final responsibility for the operation of his broadcast station, and that he shall not divest himself, directly or indirectly, of the substantial measure of control necessary to fulfill it, is a basic feature of the Communications Act, and, as a matter of administrative practice, the Commission has constantly adhered to such requirement. Arrangements of the nature described above will, therefore, be carefully scrutinized by the Commission to determine whether they involve surrender of the licensee's responsibilities.

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WEISS GOES AFTER PETRILLO PERSONALLY - RARELY DONE IN RADIO

You can count the people in the radio industry on your left hand who have had the courage to publicly tell James C. Petrillo, President of the American Federation of Musicians, where they think he should get off. One of these was Ralph Atlass, who called the turn on the little music dictator in Chicago, and another Stanley Hubbard of KSTP in Minneapolis.

A third last week was Lewis Allen Weiss of Los Angeles, newly elected Chairman of the Mutual Broadcasting System and the first national network head to be chosen from the Pacific Coast. Mr. Weiss, who is a veteran broadcaster, President and General Manager of Mutual's affiliated Don Lee network of 43 Pacific coast stations, told the House Labor subcommittee now continuing the Washington Congressional investigation by probing into the Hollywood music situation, that the AFM "conducts itself differently from any other union with which we have to deal because of the domination of one man - James C. Petrillo, union president." Mr. Weiss said the AFM under Petrillo was a "despotic" union which had engaged in a "racket" and among other activities had effectively stymied the growth of FM and television.

Mr. Weiss declared the music union had repeatedly and "ruthlessly" broken its contracts. That, he said, came in suddenly cutting off the network broadcasts of dance bands in amusement places simply because in some individual locality the union had a dispute with the local network station. This was a device, Mr. Weiss said, to make the network impose a "secondary boycott" on the member station until it acceded to union demands.

The main issue between the union and the network at the moment, he said, was Mr. Petrillo's insistence on imposing a large surcharge when the Western network, because of the four-hour time differential with the East, could not broadcast a program at the same hour as Eastern stations and recorded it for later transmissions.

In the case of one program alone, he said, this surcharge amounted to \$12,000, although no additional services were rendered, there was no question of the program's being broadcast twice in the same area, and the musicians had already been paid on the basis of full coverage of the country.

Mr. Weiss assailed the union's ruling that a metropolitan station should expend an amount equal to five and one-half per cent of its net income on musicians; the "racket" by which the union demanded the employment of "stand-by" musicians when non-union members played (which union officials previously testified was being abolished) and the shifting of authority "without notice" from the hands of union locals to the hands of Mr. Petrillo.

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RCA DOESN'T SEE EYE TO EYE WITH MACKAY ON BRITISH CIRCUITS

The Radio Corporation of America has filed with the Federal Communications Commission its response to the Exceptions of the Mackay Radio and Telegraph Company to the proposed report of the Commission in the case which gave RCA six out of eleven circuits to British Empire points, as against only one to Mackay (The July 23rd issue of the Heinl News Service carried a story on the Mackay Exceptions.)

The oral argument in this case, originally set for August 8th and then postponed to September 24th has been postponed another week until October 1st. It is one of the most important non-broadcast cases ever to come before the Commission, and if the proposed report of the Commission is adopted in its present form many precedents will have been established.

The RCA reply, filed by its attorneys Glen McDaniel, John W. Niels, and Howard R. Hawkins, is in the form of a 56 page printed document which is easy to read because in parallel columns on each page are the pertinent paragraphs of the Commission's proposed report, Mackay's exceptions, and RCA's reply to each exception.

Where Mackay takes exception to the Commission's award to RCA because it "operates more direct circuits, handles more telephone traffic, obtains larger revenues and realizes better net operating results than any other United States radiotelegraph carrier", RCA says "The truth of the facts stated by the Commission is not challenged by Mackay. Mackay does not deny that RCA realizes better net operating results than any other United States radiotelegraph carrier. Since the public interest consists of the best possible service at the lowest possible cost, the realization of better net operating results bears directly upon the public interest. Better net operating results are persuasive evidence that the company realizing them is able to provide more efficient service."

In regard to another exception noted by Mackay, RCA says "Mackay is merely taking exception to its own proposed finding. It would ask the Commission to adopt a finding with respect to one part of the case and insist that it cannot be adopted for another part of the case."

With respect to Mackay's exception covering antennas, RCA says, "The superior performance characteristics of the RCA antennas are set forth in the record. The performance characteristics of the Mackay antennas are not. Mackay cannot expect to obtain a favorable finding, or escape an unfavorable finding, by default."

Mackay's claim that the Commission should give it a larger share of the circuits to foster competition is answered by RCA as follows:

"Competitive considerations alone would not lead to the conclusion that additional circuit licenses should be granted to Mackay in this proceeding, in view of the following factors:

"(1) Mackay is part of American Cable and Radio Corporation which is the 'largest American owned international telegraph company'. AC&R in turn is a part of the world-wide IT&T system. The operating entities of AC&R for many years have had more traffic and more revenue than RCA. For the eight and a half years for which comparisons were included in the record, 1936 to the middle of 1943, AC&R had 65.7 per cent and RCA had 34.3 per cent of the revenues of the two companies from combined inbound and outbound traffic. The financial resources of the group are used for the benefit of Mackay.

"(2) In the past nine years the Commission has doubled the number of circuit licenses of Mackay, whereas RCA's circuit licenses have increased only 50 per cent. Between 1936 and 1943 Mackay's traffic increased 560 per cent in comparison to an increase of 186 per cent of RCA. RCA's percentage of total telegraph traffic declined from 20.6 per cent in 1936 to 19.3 per cent in 1943, while Mackay's increased from 2.7 per cent to 6.8 per cent, or two and a half times its 1936 participation.

"(3) There is no evidence that a grant of additional circuits to Mackay for reasons related to competitive considerations will improve rapid communications with countries of the world. As the Commission has heretofore noted, the Commission's duty is to determine the public interest, convenience, or necessity from the view-point of the country as a whole, uncontrolled by the private interest of particular carriers."

In reply to another of Mackay's exceptions, RCA says "It is idle to talk of an RCA 'monopoly' when AC&R for years has had more traffic and more revenues than RCA, and when international telegraph faces increasingly serious competition from air mail and radiotelephone."

With regard to Mackay objecting to the Commission giving RCA credit for greater speed in modernization, RCA says:

"By this Exception, Mackay clearly admits that RCA has made more extensive progress than has Mackay in the realization of the plans of the respective carriers for the improvement of their service. Mackay does not dispute the technical and economical soundness of RCA's modernization plan and did not in the course of the hearings. On the contrary, Mackay repeatedly protested that it had a similar program, thus admitting the technical and economical soundness of such a program. The statement that RCA plunged headlong into its program and pursued it with accelerated speed is an admission that RCA has accomplished what Mackay has been unable to accomplish."

To Mackay's exception that the situation has changed since the hearing began, more than a year ago, RCA says "To some extent, greater or lesser, the records of all proceedings of this character before administrative tribunals are not 'current' at the time

decision is rendered. If the passage of time were a ground for re-opening the record of such proceedings, a final decision would never be reached."

Finally, RCA with regard to Mackay's entire list of exceptions, remarks, "The premise of the Mackay Exceptions, that Mackay and RCA are 'equally qualified carriers' is the premise Mackay failed to establish in these proceedings."

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"TV HAS MEASURED UP, IS MOVING FORWARD", NICHOLAS, FARNSWORTH

"While drawing its first breath, television has been measured against radio, the stage and the motion picture. In the face of this, television has won hearty approval. It has measured up. It has shown itself fully ready for the American home. It has proved its advertising.

"Television is moving forward, inspired by public confidence."

Thus spoke E. A. Nichols, President of the Farnsworth Television and Radio Corporation addressing a national gathering of the company's distributors in Chicago.

"It is an obvious statement that the potential market for television receivers is huge. The sale of five million sets is likely in the next five years. The volume, of course, will depend to considerable extent on retail prices", Mr. Nicholas continued.

"It is only competitive horse-sense that every manufacturer will keep his television products at the lowest possible price levels. And these price levels will be well within the means of a large percentage of the American public.

"Eleven television stations are on the air with regular programs in eight cities. These cities are: New York, Washington, Philadelphia, Schenectady, Chicago, Detroit, St. Louis and Los Angeles. Represented here is a total population of 25 millions.

"Fifty-five additional station construction permits have been granted by the FCC. Fifteen of these stations expect to be operating by the end of this year. Fifty-five permits, of course, do not mean fifty-five different cities. Some of the larger cities now have, and will have, more than one or two stations.

"But this number does include 37 cities, in almost all parts of the country, not now enjoying television service. Chicago, for example, is destined to become a capital of television. Station WKBK has been pioneering here since before the war. The Chicago Tribune is now erecting a telecasting station. The National Broadcasting Company and the American Broadcasting Company have received permits to build stations in Chicago.* * *

"Stations in all the cities now pending should be operating by the end of 1948. The areas they will serve include more than 40 per cent of the nation's population.

"Television service need not be limited to the large cities. Smaller communities will have television too. Like radio, which in many ways has blazed a path for television, the new service can be made economically feasible in the smaller market areas. The networking of television programs will be helpful. That networking already is under way.

"About 6,500 miles of coaxial cable are to be operating this year. Another means of linking stations has begun with the use of microwave radio relay systems. A system of this kind is now in operation on the East Coast. It may well be the forerunner of a new kind of network facility, which will carry national programs to remote smaller stations as well as the larger ones. Very possibly, the ultimate will be a combination service by coaxial cable and radio relay."

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NEW RADIO TUBE MAY REDUCE COST OF TELEVISION

A "traveling wave" radio tube twice as powerful as any existing model was disclosed by Dr. Lester M. Field, Stanford University, Palo Alto, Calif., electrical engineering researcher.

The foot-long tube will make it possible to amplify simultaneously 250,000 telephone conversations, 300 black and white television broadcasts or 100 color telecasts.

Fields said the radical tube appears to supply the answer to one of television's major problems. It doubles the ability of earlier models to cover a wide range of frequencies and handle a huge volume of radio traffic.

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LISTENERS GET THEIR LEONS MIXED UP

An amusing incident in connection with Leon Pearson "pinch-hitting" for his brother Drew Pearson over ABC each Sunday night is that some of his fan mail is going to Leon Henderson. Mr. Henderson's secretary said letters had been receiving thanking Henderson for his Sunday evening radio show. Since he has no such program, they were puzzled to know the reason for the letters. Apparently the explanation lies in the fact that the names are so nearly alike.

Thus, however, between Drew Pearson on the one hand and Leon Henderson on the other, Leon Pearson, who is the head of the International News Service in Paris and a radio commentator in his own right, seems to have lost his identity completely.

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UP-TO-DATE FCC RADIO PRIMER GOES TO PRESS

Copy for the latest edition of what is sure to be one of the Federal Communications Commission's best sellers - "Radio - A Public Primer" - has just been sent to the Government Printing Office.

The revised edition does not carry the name of the author but of course, as always, it is George O. Gillingham, head of the Press Section of the Federal Communications Commission, who in his anonymity has probably been read by more radio listeners than anybody on earth.

"Radio - A Public Primer" is primarily to answer questions of the lay man. Broadcasters also will find this revised edition helpful as they are the target for about the same queries as the Communications Commission.

The following FCC publications may be obtained from the Superintendent of Documents, Government Printing Office, Washington 25, D.C., at the prices indicated:

<u>Title</u>	<u>Price</u>
"An ABC of the FCC"	5¢
Communications Act of 1934, with amendments	15
Annual Report of the FCC for fiscal 1946.	20
Report, "Public Service Responsibility of Broadcast Licensees" (Blue Book)	25
Statistics of the Communications Industry for 1944.	40
Part I of the Commission's Rules and Regulation Relating to Organization and Practice and Procedure.	30

Printed copies of "Radio - A Public Primer" will be available at the GPO around October 1 and probably for approximately 10¢ a copy.

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COMMANDER KOEPF IS NEW FORT INDUSTRY DETROIT TV MANAGER

Commander John Koepf, formerly in charge of the Washington Office of The Fort Industry Company, has been transferred to their Detroit headquarters as Television Manager. Commander Koepf before entering the Navy was associated with Proctor and Gamble and Station WLW in Cincinnati.

Fort Industry is now constructing a television station in Detroit, in connection with Fort Industry's recently acquired WJBK, Detroit, the home of Commander George B. Storer, President of the company. The Detroit television station will have a 500 foot antenna tower which is expected to become a landmark in that part of the city.

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STATIONS DEVOTE 34% OF TIME TO SUSTAINING PROGRAMS, NAB FINDS

Member stations of the National Association of Broadcasters spend one-third of their time on the air presenting "sustaining" programs, according to an extensive analysis just completed by the NAB Research Department.

These programs, which are not supported directly by advertisers, constitute 34% of the program fare broadcast by NAB members. The remaining time is devoted to sponsored programs.

For purposes of this survey, a "sustaining program" was defined as: "Any uninterrupted segment of the station's time which is five minutes or more in length and from which the station derives no income."

This study was the first of a series of such surveys which will be made by the NAB. It was based on station logs for the week of November 21-27, 1946. Already the NAB Research Department has begun a similar analysis of logs for a week in February of 1947. It is expected that these studies will be continued regularly on a semi-annual schedule.

A scientifically selected sample of station program records was used as the basis for the study just completed. This sample was limited to commercial AM stations in continental United States which were actually on the air and were NAB members on November 1, 1946. The stations had no advance knowledge that their records would be requested.

"The selection of the sample", NAB Research Director Kenneth H. Baker pointed out, "was by a randomized procedure so that the results would be projectable to the membership. Although the actual selection of the stations was determined by the use of tables of random numbers, definite controls were established to produce representativeness in the following variables: station size, city size, geographic distribution, network affiliation, and part-time--full-time operation. Of this number, 85 ret

"One-hundred stations were selected at random according to the above controls. Of this number, 85 returned usable data."

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LES ATLASS, CBS CHICAGO VICE-PRESIDENT, IN HOSPITAL

H. Leslie Atlass, a Vice-President of the Columbia Broadcasting System and founder of Chicago Radio Station WBBM, collapsed of a heart attack Monday night on his yacht in Lake Michigan and was revived by an inhalator rushed by speedboat, according to an Associated Press dispatch. He was removed to a hospital where attendants said his condition was fair.

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NAB AND RMA CONCENTRATE ON "RADIO-IN-EVERY-ROOM" CAMPAIGN

In an exchange of letters with RMA President Max F. Balcom, NAB President Justin Miller pledged the cooperation of broadcasters in the RMA year-round "Radio-in-Every Room" campaign as well as in the joint observance of National Radio Week October 26-November 1.

"'A-Radio-in-Every-Room' and 'A-Radio-for-Every-Purpose' eventually means more listening hours by more individuals to our program offerings and, of course, those are goals toward which the members of our industry constantly strive", Mr. Miller said.

Referring to National Radio Week, the NAB president wrote: "I do want to assure you that no effort will be spared by NAB to make Radio Week in 1947 a happy and successful undertaking for both of our industries".

RMA President Balcom, in his letter to Mr. Miller, pointed out that the RMA "Radio-in-Every-Room" campaign will benefit broadcasters as well as radio manufacturers.

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FM NOT LIMITED TO 30 MILES; CAN BE EXTENDED FOR REBROADCAST

A demonstration of network broadcasting without the use of long distance telephone wire circuits, was given last week before the delegates representing 77 nations attending the International Telecommunications Conference through FM programs originating at Alpine, N. J., received by Station WOAB-FM in Atlantic City, a distance of 116 miles, and rebroadcast to the delegates in their hotel a few miles away.

It was said the demonstration, originating in Dr. E. H. Armstrong's FM station W2XEA-W2XMN at Alpine, proved that FM broadcasting in the 100-megacycle range is not limited to a 30 mile radius, but can be extended over much greater distances for rebroadcast purposes; in other words, it disproves the impression held by many that FM broadcasts cannot be sent beyond the "line of sight" without the use of long telephone wire circuits.

The program demonstrating this technique used musical selections which particularly emphasized high fidelity and noise reduction properties. It was picked up by a special receiver at a point near Atlantic City, carried by a short high-fidelity wire circuit to station WBAB-FM and rebroadcast by a 3-kilowatt transmitter employing the frequematic modulator and square loop antenna of the Federal Telephone and Radio Corporation, Clifton, N.J., affiliate of International Telephone and Telegraph Corporation.

Many of the delegates showed interest in the demonstration as a means of providing rebroadcasting without the attendant expense of long telephone lines - that is, one major high power station could be utilized for supplying programs to any number of smaller satellite stations suitably equipped with elevated antennas & sensitive receivers.

Dr. Armstrong, a well known radio inventor who has contributed much to radio art and who developed the FM system used in the demonstration, also addressed the delegates of ITC.

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::: SCISSORS AND PASTE :::
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Cowles Says Must Have Greater Production To Avoid World War III
("Washington Post")

A blunt statement by Representative Charles A. Eaton, Chairman of the House Foreign Affairs Committee, adds fuel to the flames. "Let's Have a Showdown With Russia", in the American - and Eaton doesn't mean maybe. Russia has shown her imperialistic intentions, Eaton states, and must be stopped. "I think we can still block Russia with psychology", he says. "If we don't, we must defeat her by force of arms." * * * * *

This same policy is advocated in another blast at the Russians by Gardner Cowles, editor of Look in an article in the current issue of that magazine, called "Stalin Is Blocking Willkie's One World". Cowles, who is President of the Cowles Broadcasting Co. and who recently returned from a trip around the world in inaugurating Pan American's World Airway Service, also accompanied Wendell Willkie on his famous wartime global trip. He thinks only substantial and immediate aid will save the democracies in Europe. Their productive capacity must be restored, whether Russia likes it or not.

This does not mean the destruction of Willkie's "one world" idea. Conditions for this were destroyed already by the increasingly despotic Russian regime, Cowles says. But if Europe is to be helped, it must be with goods produced here, not only with dollars. We must have greater production than ever in order to avoid World War III, even if this conflicts with such goals as shorter working hours and a higher standard of living, he declares.

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Another Huckster
("New York Times")

The hucksters - and their kind - are still riding. Their gaudy station wagons, half-timbered like Elizabethan houses (what you might call the Stratford-upon-Detroit-River school of automobile design), continue to tool in, loaded with characters for new novels about the entertainment industry and allied arts. The people themselves don't look so new any more. And the neon-lit pandemonium of their lives has begun to seem somewhat routine. But they still provide a fair amount of satiric entertainment.

The latest venture of this kind is Richard Mealand's "Let Me Do the Talking", which his publishers blandly call "a witty, behind-the-scenes novel about a literary agent." Well, it is that, we agree, though the wit sometimes gets pretty desperate. It is also more than that, in that it inevitably gives encores to the big-time picture executive, the choleric radio manager, the widely gifted writer, the murderous vendettas between New York and Hollywood agents, and the familiar night-club and barroom scenes.

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Radio Folk Labor Till Dawn On Lincoln Papers
(Sonia Stein in "Washington Post")

"We have plenty of black coffee and we'll be here until daylight." "We have plenty of black coffee and we'll be here until daylight." "We have plenty of black coffee and . . ."

Over and over again the booming voice of Carl Sandburg repeated the ironic words while the sandry-eyed members of the CBS documentary unit "rocked" the tape recording back and forth across the pickup head. The ice water jug was long since dry and daylight was indeed approaching.

At the witching hour of midnight, betwixt Friday and Saturday, Lincoln scholars had joined the Library of Congress staff to open the vaults containing the famous Lincoln papers. Hard, and noisily, on the heels of the Lincoln scholars came a horde of news-reel cameramen, photographers, reporters and the CBS documentary unit.

With a tape recorder, the CBS men had picked up the alternating babble and hush, the reading of Robert T. Lincoln's bequest of the papers by Dr. Luther Evans, the muffled clicking of the tumblers in the safe. As soon as the historians had one quick peek at the 164 bound volumes of documents, Commentator John Daly had slipped a microphone in front of them to catch "a few words" for posterity.

By 1:30 A.M. the Lincoln scholars had begun working on the 18,350 documents and the "plenty of black coffee". By 1:30 the CBS men were back at the WTOP studios, drinking ice water and processing the tape.

From 1:30 until 4 A.M. they processed. Excess verbiage, long pauses and unseemly noises like "down in front, you guys"; were cut out. How? With scissors. The pieces were sutured together with sticky tape.

In two and a half hours, approximately two and a half minutes had been snipped - by word, by sentence and by paragraph - from the tape recording. Originally it had been a haphazard, protracted piece. When it was finished, it was well-integrated and polished - a dramatic seven-minute prelude for the half-hour broadcast into which it was fitted the following afternoon.

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South American Ban Hits Radio Exports
("New York Times")

Recent restrictions on importation of "luxuries" by Central and South American countries, except Cuba and Venezuela, constitute a serious threat to export volume of radio producers, Max Abrams, Treasurer, Emerson Radio and Phonograph Corporation, said in an interview last week. He explained that the full effect of the ban imposed during June on imports of radios, refrigerators and automobiles by most Latin-American countries is being felt acutely here.

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: : :
: : : TRADE NOTES : : :
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The Radio Manufacturers' Association export committee will meet Aug. 19 in Chicago to launch plans for further promotion of the export trade and to discuss barriers raised by foreign nations against radio imports from this country.

Exports of American-made radio receivers and components are expected to set a record this year, despite the fact that some countries, notably Mexico, have taken steps to restrict imports to conserve dollar credits.

Scott Radio Laboratories, Inc. - Year to May 31: Net income, \$178,663 or 45 cents a share, against \$111,075 or 28 cents a share for previous year; net sales, \$3,222,863 against \$4,544,649.

The number of installed television sets in the Chicago area, which includes the suburbs, has jumped over 1,000% within the past eight months, according to a survey conducted for WBKB, the Balaban & Katz television station. It was found that as of July 29 that these sets totalled 4,331, as compared to the 425 sets that prevailed in the same area in November, 1946.

A disclosure of the checkup was that despite the demand among tavernkeepers for tele receivers since the first of the year the number of video screens in the home led the tavern group.

The Federal Communications Commission has appointed Max Goldman to the position of Assistant Chief of the Litigation and Administration Division, anew post created to aid in the handling of the greatly increased volume of litigation and other work of the Division. Mr. Goldman served with the Commission since August 1941, except for the period from September 1944 through October 1945 when he was employed as Law Clerk to Judge Learned Hand of the United States Circuit Court of Appeals for the Second Circuit.

Hytron Radio & Electronic Corp. - Five months to May 31: Net earnings, \$43,855. No comparison available.

Seven thousand employees of the nationwide Japanese Broadcasting Corporation in Tokyo have demanded special "crisis" allowances averaging 7000 yen per worker by August 18. The workers' union also asked management to raise the basic wage scale from 1800 yen to 2500 yen per month.

The Government disclosed this week that it was using radar to search for new sources of oil in the tidelands off the continental United States. With the country facing a shortage of petroleum and light fuels, the Federal Communications Commission revealed that it had authorized several exploration parties to use radar bands as modern "divining rods" to find hidden oil resources.

Three new books on television have made their appearance: "Television Techniques", by Hoyland Bettinger, 237 pp, Harper and Bros. \$5.; "Television Primer of Production and Direction", by Louis A. Sposa, 237 pp., illustrated, New York: McGraw-Hill. \$3.50, and "Getting A Job In Television" by John Southwell, 120 pp. illustrated, New York: McGraw-Hill. \$2.

Weston Electrical Instrument Corporation - Six months: Net income, \$406,652 or \$2.53 each on 160,583 shares, against \$618,820 or \$3.85 a share last year.

Winston Churchill will broadcast to the British nation from London Sunday at 9:15 P.M. (4:15 P.M. EDT) in reply to Prime Minister Attlee's broadcast appeal to the people last Sunday.

At this writing no announcement has been made, but it is expected the speech will be carried by at least one of the U.S. Networks.

Two Zenith radios play parts in MGM's movie "The Hucksters". A Zenith provides the musical setting as Ava Gardner prepares dinner for two. The company's Transoceanic shortwave portable was chosen by MGM to provide outdoor music for the swimming pool scene.

Decca Records, Inc. - Sixmonths: Net profit, \$889,149, equal to \$1.14 a share, compared with \$967,534, or \$1.25 a share last year.

Edward Delaney, American born author and radio announcer, was held in \$10,000 bail last Friday in New York on a charge of treason alleging he broadcast political propaganda from Berlin during the war.

Delaney, born in Olney, Ill., had been in Europe since 1939 and was brought back under Army orders but at his own expense. He was indicted by a Washington grand jury for treason in July, 1943, but the case will be presented to a New York jury under a requirement that persons accused of treason be tried in the district in which they land from abroad.

To assure the privacy of facsimile machine communications, Charles J. Young of Princeton, N.J. has invented and assigned to the Radio Corporation of America, a secret communication system (No. 2,425,076) wherein a movable member at the transmitter and a corresponding movable member at the receiver are caused to have substantially identical speed variations. Any desired synchronizing and phasing scheme may be employed, the secrecy feature being obtained locally at the transmitter and at the receiver by a predetermined speed plan.

The National Broadcasting Company's television network will televise the home football games of the Navy this Fall. It is planned that the games will also be transmitted to NBC's New York television station W NBT by Bell System coaxial cable for integration with the NBC television network's coverage of other leading college football games.



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August 20, 1947

FDR HAD SHORT-WAVE SET IN WHITE HOUSE BOMB-PROOF SHELTER

That during the War President Roosevelt had a short-wave set secretly installed in the White House bomb-proof air-raid shelter is revealed by Merriman Smith, United Press White House correspondent, in his book, "Thank You, Mr. President". Behind high board fences to prevent the public from knowing what was going on, a tunnel was first dug across from the White House to the Treasury where the President could use the lower Treasury vault as his air-raid refuge until a shelter could be built under the new East Wing of the White House. It had walls 9 ft. thick, included a small kitchen, two bathrooms, a first aid room, double, air-tight steel doors, and as a final precaution, a powerful short-wave sending and receiving set equipped with generators fed by independent motors. Thus, even if the regular power went dead, President Roosevelt could have kept in communication with the outside world without interruption.

Mr. Smith's book, advertised as a Harper & Brothers' "find", and which quickly reached the list of best sellers of the year, refers to other things of radio interest.

For instance, on the day of President Roosevelt's death at Warm Springs, he was to have attended an old-fashioned Georgia barbecue and the barn in which it was to have been held was also equipped with short-wave radio units for the Secret Service. It was through this transmitter, in fact, that Smith received the first intimation that something had gone wrong with the President on that fatal day. Likewise, Shangri-La, President Roosevelt's hideaway in nearby Maryland, had a communications shack which contained a small switch-board with direct connections to the White House and short-wave radio facilities.

The author gives a vivid picture of the scene at the White House just before President Truman made his famous broadcast threatening to use the army to break the railroad strike.

"His radio speech was written like a hot news story just before edition time" Mr. Smith writes. "Actually, the last draft of the copy he read on the air was completed only four minutes before he sat down in the Oval Room of the White House and started speaking into the microphones of four networks.

"As the President's 'reading copy' was completed sheet at a time, Leonard Reinsch, Mr. Truman's radio advisor, ran over the text with him. At four minutes to ten, the last sheet was rushed to the President in the Oval Room. At ten, he looked at Reinsch who brought down his arm in a sharp gesture to signal the President that he was on the air."

Mr. Smith tells about the wartime innovation on the presidential train, and now a fixed piece of equipment, "the miraculous radio car developed by the Army Signal Corps. Whether rolling or not, the radio car maintains constant communication with the White House through short wave and radio teletype. Thus the President always has at his command instantaneous communication facilities with every other world capital."

The author makes an interesting comparison of the speaking abilities of Mr. Roosevelt and former Prime Minister Churchill:

"Churchill was a great, dramatic showman and actually a better speaker than Mr. Roosevelt. Churchill's speeches during the war contained much finer rhetoric than the Roosevelt speeches, but when it came to radio technique, Churchill could not come close.

"To Mr. Roosevelt, the microphone was as much of a political instrument as a ward leader. He knew how to use radio with quality rarely approached by political contemporaries. His deep resonant voice was an organ upon which he played with the skill of a fine musician."

Mr. Smith gives a very realistic description of the White House press and radio conferences. Speaking of the first of these ordeals, he writes:

"The President was as nervous as a Derby favorite at the barrier. He started three times before the reporters were all in the room. Three hundred press and radio reporters were present. Knowing his habit of speaking rapidly, I asked, 'Will you take it sort of slow for us today?'

"The President said he would; glad to do anything he could to accommodate the reporters."

The author speaks in detail of the secret trip to the Pacific during the war where, before leaving the country, President Roosevelt accepted his renomination in a radio address on the Pacific Coast, then sailed quietly for Hawaii without the public being aware that he was absent from the United States. Mr. Smith writes:

"It was difficult for the three wire service reporters and the one radio 'pool' man - Carleton Smith of N.B.C. - to get information that would stick. * * * *

"Admiral Brown told me that we would have to put a Washington date line on the story and say nothing about the President's real whereabouts. I bucked at that; told him a Washington dateline would be an outright lie and that security or

no security, the United Press could not go along with a project of such ridiculous proportions.

"The President had been seen by thousands of people on the way to the West Coast and I didn't get the point of the Admiral's super secrecy."

Mr. Smith then tells how he got to the President personally on this matter and said: "Mr. President the Navy tells me that we must put a Washington dateline on your speech tonight. You know that would be outright dishonesty and we just can't do it."

"'Oh damn, that's a lot of nonsense,' the President replied. 'I say in the first paragraph of my speech that I am speaking from a West Coast naval base. Why not use that for a dateline?'

"'That is fine, Mr. President. We'll use it.'"

Some of those who attended the White House Correspondents' Dinner in the Spring of 1944 wondered if Bob Hope, the radio comedian had not been a little too rough in a reference which he made to Mrs. Roosevelt.

"I sat by the President that night and Hope will never know how much Mr. Roosevelt enjoyed his gentle - sometimes not so gentle - kidding", Mr. Smith writes.

"Mr. Roosevelt got a terrific kick out of Hope's routine. Once was when Bob told how Churchill wanted another conference with the President.

"'Churchill wants to figure out how to open a second front and still keep Eleanor out of the crossfire'", Hope shouted.

"The President laughed so hard that he groaned."

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WQQW VOTES NOT TO SELL "BLUE BOOK" STATION NOW

More than 100 stockholders of Radio Station WQQW in Washington, D. C., last Monday night (August 18) refused to consider sale of the station -- at least for two weeks.

The owners unanimously resolved, during a three-hour closed meeting at the station, to "explore further the possibilities of continued operation."

Its directors a month ago decided to call the stockholders together to determine what is to become of the "good music station."

The stockholders last night voted to meet again at 8:30 p.m. September 3. More than half of the approximately 180 stockholders were present.

The 1000-watt station modeled along the lines of the FCC's famous "Blue Book" attracted Nation-wide attention when it started last January 5 as a "listener-owned" station with restricted commercials.

Edward Brecher, ex-FCC publicist who was in its Law Department and helped prepare the "Blue Book", was the prime-mover behind WQQW. There was set forth a "bill of rights" for the listener, - promises of good (classical) music and promises of only one commercial each 15 minutes. Of late there have been rumors that the station is as much as \$180,000 in the red and that Drew Pearson had offered \$110,000 for it.

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SHAKELFORD, RCA, SLATED FOR NEXT IRE PRESIDENT

B. E. Shakelford has been nominated for the presidency of the Institute of Radio Engineers for 1948. Dr. Shakelford is manager of the license department of R.C.A. International Division, New York. Election returns will be final October 24, 1947. R. L. Smith-Rose, superintendent of the radio division of the National Physical Laboratory, Teddington, England has been nominated for the vice-presidency of the Institute.

Two directors-at-large will be elected for the period 1948-1950 from the following nominees:

B. deF. Bayly, consulting engineer at the University of Toronto, Canada; A. B. Chamberlain, chief engineer of the Columbia Broadcasting system, New York; J. E. Shepherd, research engineer, Sperry Gyroscope Company, Great Neck, L. I., and J. E. Stratton, director of the research laboratory of electronics, Massachusetts Institute of Technology, Cambridge.

One regional director will be elected for each designated region from the following nominees, for 1948:

The North Central Atlantic Region:

J.V.L. Hogan, president of Faximile, Inc., New York; F. A. Polkinghorn, Bell Telephone Laboratories, New York, and H. P. Westman, associate editor of "Electrical

Communication," International Telephone and Telegraph Corporation, New York.

The East Central Region:

W. A. Dickinson, Sylvania Products, Emporium, Pa.; P. L. Hoover, professor of electrical engineering, Case School of Applied Science, Cleveland, and J. A. Hutcheson, associate director of research, Westinghouse Electric Corporation, East Pittsburgh, Pa.

The Southern Region:

Ben Akerman, chief engineer, WGST, Atlanta; and A. E. Cullum, Jr., consulting radio engineer, Dallas, Texas.

The Canadian Region:

F. S. Howes, associate professor of electrical engineering, McGill University, Montreal, Canada, and F.H.R. Pounsett, chief engineer, Stromberg Carlson, Ltd., Toronto, Canada.

One regional director will be elected for each designated Region from the following nominees, for 1948 and 1949:

The North Atlantic Region:

L. E. Packard, treasurer of Technology Instrument Corporation, Waltham, Mass., and H. J. Reich, professor of electrical engineering at Dunham Laboratory, Yale University, New Haven, Conn.

The Central Atlantic Region:

J. B. Coleman of Haddonfield, N. J.; assistant director of engineering, Radio Corporation of America, Camden, N. J.

The Central Region:

T. A. Hunter, president of the Hunter Manufacturing Company, Iowa City, Iowa, and W. O. Swinyard, chief engineer, Hazeltine Research, Inc., Chicago, Ill.

The Pacific Region:

F. E. Terman, dean of the school of engineering, Stanford University, Palo Alto, California.

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DREW PEARSON PLANS TO BREAK UP W. VA. PRESS-RADIO MONOPOLIES

Drew Pearson, Washington radio commentator and columnist, plans to establish one or two daily newspapers in West Virginia "to break up some monopolies."

Mr. Pearson named Wheeling as the likely starting point for the venture. Both newspapers there are operated by the Ogden chain, property of the late H. C. Ogden estate.

"I have long contemplated bucking some of the newspaper monopolies, where one company dominates the field with newspapers and radio stations," he declared.

He said the project will be undertaken "with some other people," but declined to name them. Possible second point for establishment of a newspaper would be Parkersburg, he said.

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NATIONAL STANDARDS BUREAU APPOINTS REBER, RADIO PHYSICIST

Grote Reber, 35-year-old radio physicist and engineer, has been appointed to the staff of the National Bureau of Standards.

Reber is to direct several new projects aimed at extending present knowledge of conditions indirectly affecting radio communication. He will investigate the sources of radio noise, both cosmic and solar.

A B.S. graduate of the Illinois Institute of Technology in 1933, Reber has done graduate work in physics at the University of Chicago, and is the author of technical papers in the electrical engineering and interstellar static fields.

He is now supervising erection of a German Giant Wurzburg, an extremely large and powerful radar device which will be used to detect solar and cosmic radiations that penetrate the earth's atmosphere.

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BAN ON WASHINGTON, D. C. STREET LOUDSPEAKERS

Clark F. King, assistant corporation counsel in the Criminal Division of Municipal Court in Washington, D. C., announced this week that shop owners with noisy devices have until September 15 to turn off blaring loudspeakers in the vicinity of radio stores and elsewhere.

After that, he will prosecute owners of offending devices, he said, and impose stiff penalties under the application of the code, which provides a maximum of \$300 fine or 90 days in jail, or both.

King estimated he had received about 100 complaints recently about loudspeakers sounding off outside of stores, from people who told him the mechanical noise kept them from (1) sleeping, (2) hearing their own radios, (3) carrying on conversations or (4) walking along sidewalks blocked by impromptu radio-television audiences.

Prosecutions will follow justified police or citizen complaints after September 15, King said, who added that the District has been lenient up to now because there were few complaints until recently, when the racket apparently became worse. The District has been enforcing anti-blast statutes only in cases where the noise has brought complaints.

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PRESS WIRELESS WINS HELP OF REFEREE IN BANKRUPTCY PETITION

Orders were signed last Saturday by Federal Referee Irwin Kurtz permitting Press Wireless, Inc., of 1475 Broadway, to continue in business and enjoining two creditors from proceeding with court actions in a reorganization proceeding under the National Bankruptcy Act filed in Federal Court last Friday. Press Wireless transmits wireless press dispatches between this and foreign countries.

A. Warren Norton, president of the organization, filed a petition on Friday for an arrangement to pay off creditors in full over a period of three years and listing liabilities at \$1,205,946.27 and assets at \$1,832,218.73.

Referee Kurtz' orders enjoin Maguire Industries, Inc., from proceeding with an action brought against Press Wireless in Supreme Court, New York County, to recover \$45,993.80 for goods sold and delivered and stays Woolford Production, Inc., from proceeding with a suit in Municipal Court to collect \$234.

One order not only stays the two specific suits but also any other suit that may be contemplated. The second order continuing Press Wireless in business authorizes it to conduct business in the usual way and pay all new indebtedness as it is incurred.

The concern's largest unsecured creditor is the Ministry of Posts, Telegraph and Telephone, Paris, with a claim of \$164,269 against the organization. Other creditors include

the Chinese Government Radio Administration, The New York Times, The Associated Press, International News Service, The New York Herald Tribune, The United Press and the United States Treasury.

Press Wireless was established in 1929 by a group of newspapers as "a copy boy for the press of the world." In 1936, Press Wireless handled 8,184,549 words of press messages. In 1945 business reached the peak of 63,112,941 words.

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MACKAY RADIO CONTESTS PRESS WIRELESS NON-PRESS SERVICE BID

Intervening in the application of Press Wireless for modification of licenses to handle deferred commercial messages, All America Cables & Radio, Mackay Radio and associated companies state that such a grant for non-press users would be inconsistent with the purposes for which frequencies were allocated to meet the news requirements of the American press and would not be in the public interest.

According to a brief filed with the FCC by James A. Kennedy, attorney for the intervenors, there are ample cable and radio facilities and transmission capacity available in the communications systems of other carriers to serve each of the 15 countries to which Press Wireless proposes to offer a limited commercial service for non-press users and that such service as Press Wireless might provide would be limited in scope and "even assuming foreign agreement to the handling of such service could be obtained, it does not appear that such revenues as Press Wireless might thereby obtain would be sufficient to alleviate in any important respect its present financial difficulties. This is especially so since Applicant is not now offering, as it had originally proposed, to handle commercial deferred and nightletter traffic at less than the standard rates applied by other carriers. Moreover, Press Wireless, having public telegraph offices in only three cities, New York, Washington, D. C. and San Francisco, would not share in the unrouted traffic originated at interior points in the United States by Western Union."

"Moreover, a departure from the principle of allocating 'radio frequencies exclusively for the transmission of news' would be inconsistent with the purposes for which the Press Wireless was created and contrary to the views expressed on behalf of the American Newspaper Publishers Association as recently as two years ago."

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PHILCO EARNS \$2,425,121 IN SECOND QUARTER OF 1947

Net income from operations of Philco Corporation in the second quarter of 1947 totaled \$1,626,974 after all taxes and charges including an inventory reserve of \$1,200,000, and reserve for future research expenditures, and was equivalent, after preferred dividends, to \$1.12 per share of common stock. In addition, there was net non-recurring income of \$798,147 after taxes, or 58 cents per common share, so that total earnings for the quarter amounted to \$2,425,121 or \$1.70 per share after preferred dividends.

In the first quarter of 1947, net income totaled \$1,609,754 after taxes and charges including an inventory reserve of \$1,300,000, and was equivalent to \$1.10 per share of common stock after allowing for preferred dividends. In the second quarter of 1946, when operations were just beginning to recover from reconversion difficulties, net income amounted to \$14,787.

Sales (including excise taxes) of Philco Corporation in the second quarter of 1947 amounted to \$57,754,000 as compared with \$50,187,000 in the first quarter of this year, and \$22,861,000 in the second quarter of 1946.

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ONE TELEPHONE OPERATOR YOU CAN'T TALK BACK TO

For three weeks, the WTOP-CBS Washington, D. C., switchboard queen will be able to talk to thousands of people secure in the knowledge that not one can talk back to her.

For Miss Marie McGrain, veteran switchboard operator, will substitute for "Uncle Bill" Jenkins on the 5:30-7:30 AM "Corn Squeezin'" morning program while Uncle Bill takes a vacation starting August 25.

Deep-voiced Marie, famed for her salty, direct talk, never before has had a program. She has seldom appeared on the air. But her telephone training at switchboards in Washington in the Raleigh Hotel, the old Congressional Apartments and the Union Station (where she was the first woman employee and chief operator for 10 years), gives her plenty of experience in talking to any and every one. And for three glorious weeks they can't talk back!

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PETRILLO BAN IS BLOW TO FM; HOLDS OFF MAKING RECORDS

Opinion in Washington was that James C. Petrillo, president of the American Federation of Musicians in refusing to lift his prohibition against the simultaneous broadcasting of music on AM (standard) and FM (frequency modulation) radio stations had further gummed up the FM situation. Justin Miller, president of the National Association of Broadcasters, predicted serious delay in the development of FM. J. N. Bailey, director of the FM Association, contended that the Petrillo ban constituted a violation of the Taft-Hartley Labor Law and the Lea "Anti-Petrillo" Act. Mr. Bailey declared his intention of calling Petrillo's action to the attention of the Department of Justice.

Simultaneously with the FM edict Mr. Petrillo declared in Chicago that the American Federation of Musicians had decided to set aside for the time being at least its plan to manufacture its own musical recordings for broadcasts. He said: "It looks like we would be brought into court on charges of violating the anti-trust act if we made records. We don't want to fool around with the laws of the country."

The text of Mr. Petrillo's telegram sent from his Chicago headquarters to the presidents of the four networks read:

"Since our meeting of July in Chicago, at which we discussed AM and FM broadcasting, consideration has been given to your request to permit members of the American Federation of Musicians to render service for both AM and FM programs simultaneously.

"The federation holds that FM broadcasting is separate and distinct from AM broadcasting. The Federal Communications Commission licenses each FM station separately, assigns individual call letters and channels, and the station is required to comply with all FCC regulations.

"Many FM stations have no affiliation with either an AM station or a network, and could not possibly enjoy the benefits of AM programs even if the federation were willing to permit this dual service.

"Certainly the FM station with no AM affiliation is just as deserving and should not suffer this competition disadvantage. Neither should the federation be a party to such discrimination.

"We must bear in mind that the number of FM stations will eventually number into the thousands, and the present network facilities could not possibly feed all these stations.

"Locals of the American Federation of Musicians are ready and willing to negotiate wage scales and conditions for FM broadcasting. At the present time there are a number of FM stations employing musicians and it would not be sound policy for the federation to eliminate this employment and potential employment in other stations by agreeing to service both AM and FM simultaneously.

"The Federation does not insist that FM stations employ musicians but if they do need musicians locals will be ready and willing to negotiate contracts. This would give the FM stations the benefit of live music, and also give the public the chance to hear FM, and in return, musicians will have employment opportunities."

Mr. Petrillo predicted that the number of FM stations, now 204, would be increased to 3,000 in eighteen months. There are 1,320 licensed AM stations. Almost 3,000 network and AM station musicians are now drawing annual salaries of almost \$23,000,000, he said. No figures were available on the number of musicians working at FM stations.

At this writing no comment had been forthcoming from the networks but President Miller of NAB declared that Petrillo's action would mean a continuation of the FM stalemate.

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DAWSON IS NEW NAB ASSISTANT INFORMATION DIRECTOR

James Dawson, newspaper and radio news editor, has been named assistant director of information of the National Association of Broadcasters. At present Mr. Dawson is news editor and director of programs at WFBC, Greenville, S. C., a position he has held since release from active duty as a naval reserve officer. His four years in the Navy included three years of duty as a combat intelligence officer in the Pacific, beginning in the Solomons and continuing through the final Third Fleet campaign off the coast of Japan.

Prior to the war, Mr. Dawson operated his own advertising agency, Dawson, Inc., in Greenville, having previously served as managing editor of the Augusta, (Ga.) Chronicle. He began his newspaper career as a member of the Greenville Piedmont editorial staff, and was subsequently associate managing editor of the S. C. Newsview. Mr. Dawson was born in New Bern, North Carolina in 1910 and is the son of James B. Dawson, well-known North Carolina newspaper publisher.

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THEY CAN'T SEEM TO LEARN - "POMPEII" BROADCAST FOOLS PUBLIC

Mount Vesuvius "erupted" so realistically during last Monday night's radio dramatization of "The Last Days of Pompeii" that people called The Washington Star and Station WTOP, CBS outlet in Washington, D. C., to inquire the name of the announcer who "burned with the buildings."

Switchboards at The Star and WTOP became busy just after the lines "Mount Vesuvius has erupted," the "old mountain is on fire," and "the lions are running out," crackled through the ether to District listeners. A woman inquired if it was really "true that Rome was burning."

John Daly, correspondent for CBS News in New York, offered an explanation after stressing that the broadcast was only a play and recalling the excitement when Orson Welles broadcast his drama of the invasion of the earth by men from Mars.

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BENTON OFFERS TO SHARE SHORT WAVES WITH SMALLER NATIONS

Wm. Benton, Assistant Secretary of State, addressing delegates of the International High Frequency Broadcasting Conference at Atlantic City last week offered to relinquish some of the short broadcasting facilities of the United States to enable smaller nations to engage in world-wide communication.

"Frequency-sharing is an innovation in international affairs. At first glance frequency-sharing may seem to entail a loss of sovereignty.

"However, that is not the view of the United States. Frequency-sharing appears to us in the United States to be a means through which high-frequency broadcasting can continue to grow as a world force.

"It may be necessary for some nations now to reduce their operations somewhat. The United States is willing to reduce its transmitters, and we are willing to accept fewer frequencies than we are now using. If other nations will do the same, all of us should be able to obtain a fair and equitable share in the available frequencies.

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SCISSORS AND PASTE

Warns Against FTC Moving In On Radio Programs (Dorothy Holloway in "Variety")

A strong warning that if the Federal Trade Commission moves against the broadcast of racing results and track info as an unfair trade practice, "a logical extension of this philosophy would give FTC the right to examine the content of every radio program on the air," is contained in a memorandum filed on the q.t. with the agency by Cohn & Marks, counsel for WGAY, Silver Spring, Md. The counter-blast against FTC entry into the radio program field came as the agency mulled the first request in history from a broadcaster who wants the Commission to restrain as "unfair competition" a racing stint on WGAY and a money-give-away aired by WARL, Arlington, Va. WWDC, local indie which dropped similar shows last year, asked for the relief.

The entire broadcast industry has a large stake in the controversy, it is believed, since FTC authority might be used to bulwark that of FCC in the program field. And an increasing number of stations are fighting stiffer competition by resorting to use of race shows, money-give-aways and quiz shows with lottery-like features.

News Still At Top Of List In Radio (Jerry Walker in "Editor & Publisher")

On one side of the desk is Radio Daily's annual symposium on "Radio Programs.... What Will They Be Like?" On the other side is a copy of an inter-department memo at National Broadcasting Co. "To Sydney Eiges from H. M. Beville, Jr., on the subject, Readership Study."

The first, the outlook for radio programming, can be disposed of quickly. "Trends" discerned in a survey of 636 program directors give a decided preference to Music shows. Next, right up there in No. 2 spot, comes News.

* * * * *

As a matter of cold figures, Radio Daily's special number lists no fewer than 70 shows, of all sorts, built on news, available to broadcasters. . . More substantial for the purpose of discussion, is the fare in the Eiges-Beville memo, the former being chief of NBC's Press Department and the latter being director of research for that network.

* * * * *

One of the first things the analysis revealed was that readership of radio news varies considerably between large and

small cities. While any average of 46% of the men and 58% of the women readers of newspapers in cities of 1,000,000 or more read the radio news, only 16% of the men and 25% of the women in towns of 25,000 to 50,000 reported having read the radio news.

It should be remembered that 79 of the 106 studies were in cities over 100,000 (and four had no radio listings at all). Not many newspapers in cities of 50,000 or under have local radio columnists, and few have more than three stations to list. Folks there can keep track of their favorite programs by habit or memory.

Phone Calls From Trains By Radio
(Ward Allan Howe in "New York Times")

For the first time in this country, passengers on moving railroad trains can now make telephone calls to and receive calls from any telephone connected with the Bell System as well as with telephones in many foreign countries.

The service was started last week on an experimental basis by the Pennsylvania and the Baltimore & Ohio Railroad on the crack trains of each road between New York and Washington, the Pennsylvania's Congressional and the B. & O.'s Royal Blue. The Congressional leaves Pennsylvania Station here at 4:30 P. M. and the Royal Blue leaves Jersey City at 9:35 A. M., daylight time. The telephone service is available in both directions.

The Pennsylvania plans to extend the service next Friday to include its Potomac northbound from Washington and its Legislator southbound from New York.

Space has been set aside in the lounge car of each train for the telephoning, part of the car having been re-designed to afford privacy to passengers using the service.

Bankers May Use Television
(Noran E. Kersta in "Radio Age")

Television could be a valuable adjunct in banking procedure. Obvious applications would be the instantaneous transmission of signatures from the teller's cage to a central identification file where an endorsement, as it appeared on a screen, could be compared instantly with the original. Also, a television camera directed on the patron could project the scene to a "photograph identification section" for even more foolproof and positive identification.

When television expands, it is logical to prophesy that the ten-year-old youth of the next generation will know more about the world, its industries, its governments and its peoples than his grandfather knew in his entire lifetime.

::: TRADE NOTES :::

Joseph L. Egan, president of the Western Union, stated to stockholders last week: The Federal Communications Commission's authorization of increases in international cable and radio message rates from the United States to Europe, the British Isles, Central and South America, Cuba and Far Eastern points is expected to provide Western Union with additional annual revenues of approximately \$1,500,000.

Public offering of 75,000 shares of United States Television Manufacturing Corp., \$4 par value 5 per cent cumulative convertible preferred stock was made this week at \$4 per share. Net proceeds are to be used for general corporate purposes as additional working capital.

Barry Gray, WOR's platter-and-chatter artist, was elected chairman of the National Association of Disc Jockeys at its convention in Chicago last week. Another WOR disc jockey, 5-year-old Robin Morgan, was on the dais as Gray presided.

Dr. V. K. Zworykin, Vice President and Technical Consultant of RCA Laboratories, Princeton, N. J., left New York Saturday aboard the Queen Elizabeth to attend important engineering conferences in Belgium, France and Italy. Recognized internationally as an authority on television, Dr. Zworykin will represent the National Academy of Sciences at the Liege (Belgium) Congress, September 8.

Dr. Zworykin will address a conference of the French Society of Electrical Engineers at the Sorbonne, Paris, September 1. As representative of the National Academy of Sciences and the Institute of Physics, he will attend an international conference of radio engineers at Rome to commemorate the fiftieth anniversary of the invention of radio by Marconi.

There are an estimated 14,500 FM sets in use in the Washington area, according to a recent survey made by The Washington Post. Until this survey was made, 8000 plus was the best figure available.

The advertising and sales promotional plans of the Home Radio Division of Westinghouse Electric Corp. will support the new radio "for every room in the house" program of the Radio Manufacturers Association. In connection with this campaign RMA is offering to radio retailers a new 35 mm. Kodachrome film entitled "Let's Get Personal" which runs for 12 minutes. The film shows that 93% of American homes now have at least one radio.

The first employee to be awarded an RCA Fellowship is Harry J. Woll, advanced development engineer at the Company's Camden plant. Mr. Woll will devote a year to graduate studies at the University of Pennsylvania, working toward the Ph.D. degree. During this period he will give full time to study and research. The Fellowship provides a contribution by RCA of \$1800, in addition to approximately \$600 for tuition, fees, and other expenses.

WPIK, Washington, D. C., began duplicating its sunrise to sunset operations on FM this week, and also offers additional programs on FM only, until 10 p.m. The FM broadcasts will be on 98.3 megacycles.

WCFM, the FM station to be built near the Lincoln Memorial in Washington, has announced that its facilities will be combined with those of the Konsum gasoline station where station manager H. F. Kern now makes his headquarters.

WPIK-FM is Washington's sixth FM station and WCFM will probably be the seventh. This in addition to 12 standard wave stations in the metropolitan area.

Colleges Asked To Find Use for Electronic Surplus.-- Engineering schools throughout the Nation are being asked by War Assets Administration to figure out educational uses for some 100 million dollars worth of surplus electronic equipment with no commercial value.

Aiding WAA in selecting these schools is Dr. S. S. Steinberg, dean of the engineering school, Maryland University, and head of the Engineering Colleges Administrative Counsel.

Results of the studies will be made available to all schools. The materials found of value for educational purposes will go to the Federal Works Agency and will be put up for sale to State educational agencies at 5% of fair value.

Ex-Wave Becomes WGAY, Washington, D. C., Disk Jockey -- An ex-Wave has joined the staff of radio station WGAY and WGAY-FM, Silver Spring, a suburb of Washington, D. C., as an early morning "disk-jockey."

She is Miss Florence Eisen who is heard each weekday morning from 7:30 to 9 o'clock as "Florence -- Girl Disc Jockey."

She came to Washington from Brooklyn with a contingent of Waves during the war. She was assigned to the Navy Department here as a yeoman. After her discharge, she studied dramatics at a Washington drama school and then went to work for WGAY as a typist.

British Bid U.N. Fight Curbs on Radio Sets.-- Great Britain will propose to the United Nations Economic and Social Council that the 1948 international conference on freedom of information investigate any governmental restrictions against private citizens' owning or operating radio sets of their own selection.



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Radio — Television — FM — Communications

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Robert D. Heinl, *Editor*

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August 27, 1947

EISENHOWER AT GEN. HARBORD'S FUNERAL; FIRST EVER TELEVISED

General of the Army Dwight D. Eisenhower was among the distinguished mourners at the burial of Lieut. Gen. James G. Harbord, Chief of Staff to Gen. John J. Pershing in World War I, and former Chairman of the Board of the Radio Corporation of America, in Arlington National Cemetery, last Friday. General Harbord, who commanded the famous U. S. Marine Brigade near Chateau-Thierry, which stopped the German advance on Paris, died at his home in Rye, N. Y. last Wednesday (August 20) at the age of 81.

The honorary pallbearers at Arlington were:

Maj. Gen. Dennis Nolan, U. S. Army, Ret., Maj. Gen. William D. Connor, U. S. Army, Ret., Brig. Gen. David Sarnoff, President and Chairman of Board, RCA, Maj. Gen. Frank R. McCoy, member of Far Eastern Commission, and Maj. Gen. Fox Conner, U. S. Army, Ret.

In addition to the immediate family, Mrs. Anne Brown Harbord, widow, Lt. Col. Lewis Brown, step child, and Mrs. Anne Brown Whiting, step child, those who came on the special train from New York for the Washington services were:

Niles Trammel, President of National Broadcasting Company; Frank M. Folsom, Exec. Vice Pres. of RCA Victor Division; Orrin E. Dunlap, Vice Pres. in charge of Advertising & Publicity, RCA; Col. T. H. Mitchell, Exec. Vice Pres. in charge of RCA Communications, Inc.; Joseph V. Heffernan, Vice President & General Counsel, RCA; Edward F. McGrady, Vice President in charge of Labor Relations, RCA; S. M. Robards, Manager of RCA Department of Information; Mary Millea, Secretary to Gen. Harbord, and Earl Blakeley, Vice President, Bankers' Trust Company.

Prior to burial in Washington, services were also held for General Harbord Friday morning at St. Bartholomew's Protestant Episcopal Church in New York City. The honorary pallbearers there in addition to those who served at Arlington were:

Owen D. Young, former chairman of the board of the General Electric Company; Fred G. Gurley, president of the Atchison, Topeka & Santa Fe Railway Company; Sloan Colt, president of the Bankers Trust Company; Charles D. Hilles, former chairman of the Republican National Committee; Harry P. Davison, vice chairman of the New York Chapter, American Red Cross, and George L. Harrison, president of the New York Life Insurance Company.

Others who attended the service were Gen. Courtney H. Hodges, commander of the First Army; Maj. Gen. H. C. Ingles, USA,

retired, former chief signal officer of the Army and president of RCA Institutes, Inc., and Edward J. Nally, first president of RCA. Seven former presidents of the National Republican Club, of which General Harbord had served as president, and a color guard of four nurses from the New York Chapter of the Red Cross also were present in recognition of the General's World War II leadership of the New York City Red Cross Chapter.

The military honors accorded to General Harbord at Arlington were very impressive. It was probably the first notable funeral ever to be televised. Films made by the news-reel cameramen of WNBT, NBC's television station who came down from New York were later telecast by other stations over the eastern television network. In this there was an historic parallel when in 1925 the funeral services of William Jennings Bryan, the first in the United States to be heard over the radio, were broadcast from the New York Avenue Presbyterian Church in Washington, the church attended by President Lincoln.

One minute of silence out of respect to General Harbord was observed by the entire radio network of the National Broadcasting Company at the time of the military ceremony for the General in the Chapel at Fort Myer, Va., preliminary to his burial in Arlington. At the same time, all of the world-wide circuits of RCA were silenced for that period. American flags in Rockefeller Center and at all RCA manufacturing plants, stations and offices remained at half staff until after the burial.

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PERSHING CALLED GEN. HARBORD THE BEST OFFICER HE EVER KNEW

"James Guthrie Harbord never met a situation he did not master. Pershing called him the best officer he ever knew, Joffre described him as an abler commander than Ludendorff. But he was always a good soldier from the day in 1889 he enlisted as a private." So read an editorial in the New York Times which continued:

"Never in our history was there a more stirring or decisive victory than that at Belleau Wood and Chateau-Thierry. The Germans in their last desperate offensive were breaking the back of British and French resistance. Once more they had reached the banks of the Marne, only thirty-seven miles from Paris. At this last moment General Pershing threw in our best available troops. General Harbord was chosen to lead them -- the Marines at Belleau Wood, Bouresches and Vaux and elements of the Second Division at Chateau-Thierry. It was a Dunkerque in reverse. The Americans fought furiously in the open without regard to losses. For three days of carnage the decision hung in doubt until the Germans started a foot-by-foot retreat. Within two

weeks we had them unsheltered in the valley under the slaughter of our guns. They never recovered their lost initiative."

* * * * *

"In business he was as successful as he had been in the Army. He joined the Radio Corporation of America in 1923 and served it as president and chairman of the board for seventeen years through its period of greatest expansion. Until his recent retirement at 81 he was an executive officer in a dozen business enterprises. He wrote three books and a prodigious number of articles. A forceful speaker with a tart sense of humor, he remained a modest hero who never traded on past glories."

An editorial in the Washington (D. C.) Star read, in part:

"The story of James Guthrie Harbord deserves expansive telling. So various were his gifts and so wide was his employment of them that a book of considerable size would be required for an adequate appraisal. He was too large, too strong, too compelling a person to be crowded into a few paragraphs. Yet it is feasible to brief the man and his work. And the first point to be mentioned in such a summary is that he was self-made.

"Born on a farm in Illinois, General Harbord was the son of a cavalry trooper and grew up in the tradition of the Army. He tried for West Point and lost the appointment through politics. Undismayed by the disappointment, he enlisted as a private. He was in Cuba with the Rough Riders, in the Philippines with Leonard Wood, in France with Pershing. The record of his Marines at Belleau Wood proved his capacity as a leader in the field. He confirmed his country's appreciation of him by his command of a full division in the drive against the Germans at Soissons.

"General Harbord was fifty-six when he entered the second important phase of his career as president of the Radio Corporation of America. The new wireless communications industry needed men of his talents and especially men of his character. He soon demonstrated his ability to guide an enterprise for which the rules had to be made from day to day in response to immediate demand."

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ARMSTRONG TO DEMONSTRATE NEW FM SYSTEM CONNECTING STATIONS

Frequency modulation broadcasting has achieved standards of engineering excellence and acceptance as a technical improvement in the art of radio broadcasting which make it advisable for the National Association of Broadcasters' FM Department to

concentrate its efforts in behalf of FM member stations into business and program channels.

This policy was agreed upon unanimously last Monday (August 25) by members of NAB's FM Executive Committee in Washington, D. C., meeting for the first time under guidance of Leonard Asch, WBCA, Schenectady, N. Y., who was recently appointed to the committee chairmanship.

The NAB, at the committee's suggestion, will invite Major Edwin H. Armstrong to demonstrate, at the forthcoming NAB convention, his new relay system for connecting stations. Time for this purpose will be set aside one evening during the annual meeting at Atlantic City next month.

Following up recent By-Law changes which provide for direct representation for FM stations on the NAB Board of Directors, the FM Committee recommended that elections for this purpose be held at the annual NAB convention next month. FM stations of both classes, A & B, television and facsimile stations, are entitled under the new by-laws to one director-at-large each whenever there are 25 members from each category within the membership of NAB.

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JULY RADIO SET PRODUCTION DROPS; 10,000 TELEVISION SETS

A seasonal decline plus many plant vacation shut-downs resulted in decreased production of radio and television receivers in July, the Radio Manufacturers Association said Monday.

July production of all types of radio receivers by RMA member-companies dropped to 1,155,456 as compared to June's total of 1,213,142. However, a sharp increase in total set production occurred during the last week of July. In the work week ending August 1 a total of 357,240 radio receivers were produced as compared with 269,530; 187,723; 138,030, and 202,933 sets manufactured in the preceding work weeks.

Television receiver production in July of 10,007 was slightly below the record of 11,484 sets produced in June but well above the total of any other month reported this year. July's television receiver output was classified as follows: 5,546 radio table models, 2,591 radio consoles, 1,862 radio phonograph combination consoles, and 8 television converters.

FM-AM receivers produced by member-companies in July totalled 70,649, as follows: 14,176 table models, 485 consoles, 55,987 radio-phonograph combination consoles, and 1 table model radio-phonograph combination. July's FM-AM output was below that

of 76,624 such sets in June as might be expected with the decline in overall set production. So far this year RMA set manufacturers have produced more than a half-million AM-FM and FM receivers-- the July total bringing the 7 months' aggregate to 516,212.

Total radio set production by member-companies for the seven months of 1947 through July was 9,766,100.

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G.E.'s "VOICE OF WASHINGTON" BEGINS THIRD YEAR; LARGE STAFF

Commander T. A. M. Craven, vice president of the Cowles Broadcasting Company, General Manager of Station WOL in Washington, D. C., revealed that the morning edition of the "Voice of Washington" news programs which begin their third successive year under the sponsorship of the General Electric Company on September 1, will on that day be heard one-half hour earlier at 7:30 A.M., E.D.T. The evening broadcast will continue to be heard at 11:00 P.M.

The "Voice of Washington" is said to be prepared by one of the largest staffs of newspaper and radio reporters ever assembled by an individual station.

These programs are delivered by a voice known only as "The Voice of Washington." This voice was selected on the ability to present a straight-away delivery of news without any coloring, inflections or dramatic effects. The news is entirely devoid of editorial opinion or commentary.

The "Voice of Washington" news programs make extensive use of the GE Wire Recorder to bring WOL listeners the actual voices of the persons that make the news.

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GIVES HOLLYWOOD CREDIT FOR FACTORS IN TELEVISION'S GROWTH

We must not underestimate "the enterprise, sincerity, and importance of Hollywood's own fine television activities" in furthering the development of television, stated Warren R. Goldsmith, television worker from New York in an address on "Hollywood and East Coast Television" - presented before the Society of Television Engineers in Hollywood last week.

The speaker was introduced by Harry Lubcke, President of the Society of Television Engineers. Lubcke is Director of Television for the Don Lee Television System. Mr. Goldsmith said that Hollywood's motion picture industry is largely responsible for some major factors in the growth of television, since without

the photographic, optical, and film contributions of the motion picture, television's development would have been spasmodic and more difficult.

As to the important role which films will play in television, Mr. Goldsmith mentioned that "It is estimated that film will constitute 20 to 30% of all programs, and that it will take a relatively more necessary part in television than do transcription programs in present-day radio." Regarding network plans and operations, Mr. Goldsmith stated: "It is not unreasonable to assume that by 1950, radio relays and coaxial cables will bring network programs to the entire East and West, and that television networks will thus bind together the entire nation. Already over three thousand miles of the New York-Los Angeles link have been completed." The public's tremendous interest was emphasized when the speaker mentioned that in New York City, alone, "television is being exhibited in hundreds of restaurants, and over 1000 taverns."

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FCC STUDIES SHIP AND LIFEBOAT EMERGENCY RADIO EQUIPMENT

The Communications Commission last week adopted amendments to its Rules and Regulations for the purpose of deleting therefrom provisions with respect to lifeboat radio installations which became obsolete when, at the conclusion of hostilities, the U. S. Coast Guard cancelled certain lifeboat radio requirements. The effect of this action is to permit those ships which are required by the Safety of Life at Sea Convention or by the Coast Guard to carry lifeboat radio installations to have either one or two possible non-portable types of installations. One type of installation is the same as that permitted before the war. The other type of installation is one of the types of non-portable installations which was permitted during the war for use in lieu of a portable installation.

The Commission recognizes the importance from the safety standpoint of having adequate radio installations on board ship. In this connection, it is considered possible that portable radio installations should be permitted or required as part of the emergency equipment including the lifeboat radio equipment. The data available at this time are insufficient to afford a basis for a final conclusion in this matter and, therefore, the Commission through its Special Marine Safety Survey Group and in cooperation with other interested departments and agencies of the government and other interested persons is conducting a study to determine the facts and to ascertain whether recommendations should be made regarding any changes in the applicable treaties, laws and regulations.

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ASCAP WILL FIGURE MOTION PICTURE REVENUE ON NEW BASIS

The American Society of Composers, Authors and Publishers (ASCAP) with the expiration of current licenses to motion-picture theatres to use its music, will use a new method to calculate charges for such use of music. The present method of scaling the license prices to reflect the sizes of theatres will be replaced by a formula in use in many other countries, relating the charge for use of music to the scale of admission prices. This new formula will effect an adjustment of the motion-picture rates commensurate with similar adjustments already effected among other of the Society's licensees.

Deems Taylor, President of ASCAP, defined the new formula as simple. "We merely ascertain the potential income from a capacity sale of the theatre for a single performance, and use that as the amount of the annual license fee. Since there are usually well over a thousand performances a year, it is simple mathematics to estimate that the Society will receive about one one-thousandth of each admission dollar."

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LONDON LISTENERS GO TO BED EARLY

BBC researchers have been looking into the "availability of listeners" in the evenings in Britain. "What they wanted to know was the number of people normally available to listen to the radio at certain times -- not how many actually do listen -- and they unearthed some curious facts" the BBC Overseas Press Bulletin explains. Among their discoveries, they observed that listeners in the North and in Scotland go to bed considerably later than do listeners elsewhere in the United Kingdom. Surprisingly, listeners around London go to bed earlier than those in any other part of Great Britain except the West. Bedtimes tend to get later with each step in the social scale and men tend to go to bed later than women do. Young people (sixteen-nineteen years) are specially likely to be unable to listen before 7.0 p.m. on weekdays, while listeners in the twenty-twenty-nine age group are those who stay up latest. Listening figures are nearest to saturation point between 6.0 and 6.30 and furthest from it between 6.30 and 7.30 p.m.

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DAVIS, ZENITH PATENT COUNSEL, DROWNED AFTER SAVING DAUGHTER

David McClure Davis, patent counsel for Zenith Radio Corporation since 1942, and before that with General Electric, was drowned after he saved a daughter's life when their boat capsized in Santa Rosa Sound on the Gulf of Mexico, near Ft. Walton, Florida.

Mr. Davis was in the boat with his wife, Mary, their two daughters, Rebecca, 8 and Sally, 5, his sister and two other persons. The group was picnicing on a small island off the coast. When they got ready to leave their motor boat wouldn't start and they began drifting. Suddenly the motor started and the prow of the boat shipped water and capsized. Each of the adults took a child and started swimming for shore. Mr. Davis, who was on the crew at Princeton, had Rebecca. Mrs. Davis had already reached shore with Sally and came back and took Rebecca from Davis. When she reached shore again and looked back, Davis had disappeared. The Davises have one other daughter, Nancy, 2, who was not in the boat at the time.

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MOTHER AND BABY KILLED WHEN RADIO FALLS INTO BATH

A warning not to have small portable radios too near the bath tub came from Salt Lake City last week when a 22-year-old mother and her 14-month-old daughter were killed when a small table model radio apparently fell or was pulled accidentally into a bath tub in which the two were bathing last night.

Dr. Clarence R. Openshaw, Salt Lake City physician, said Mrs. Norman Waagen was electrocuted, while the baby possibly died from a combination of drowning and electrocution.

Dr. Openshaw said he believed the baby pulled the electric cord on the radio, causing it to fall into the water.

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NEW BRITISH GUIDE TO BROADCASTING STATIONS

Details of an additional 130 new broadcasting stations are given in the second edition of the British Guide to Broadcasting Stations, published by Iliffe and Sons, Ltd. (1s. Od. net) London. The compilers have had the help of the BBC Receiving Station at Tatsfield, Kent, in checking the frequency measurements of the 1,200 stations listed in the revised edition. The situation, call-sign, frequency, wavelength, and, where known, the power of some 900 short-wave stations throughout the world are an outstanding feature -- and one invaluable to every long-distance listener.

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FATHER GETS HERO SON'S AMATEUR CALL LETTERS

The Federal Communications Commission, to grant Ernest Melvey of Seattle, Washington, permission to change his amateur station call letters from W7HVS to W7HUX, waived its rules which

require that amateur calls be assigned systematically to prevent partiality. The extenuating circumstances which caused the Commission to make this exception was Mr. Melvey's desire to use the call letters of an amateur station which had been operated by his late son, Robert, who died in action aboard the cruiser Nashville when that ship was hit by a Japanese suicide plane during the war. The Commission was impressed by the father's wish to perpetuate his son's call letters on the air "in remembrance of the good times" the two had together.

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PAUL SPEARMAN, EX-FRC COUNSEL, MENTIONED TO SUCCEED SEN. BILBO

If the lightning should strike Paul D. P. Spearman and he would be elected to succeed Senator Theodore Bilbo of Mississippi, radio would be well represented by a newcomer on Capitol Hill. Mr. Spearman, a native of Mississippi, was former chief counsel of the old Federal Radio Commission. When the late Judge Eugene Sykes, also from Mississippi, former chairman of the FRC, retired he went into partnership with Mr. Spearman. The latter is still an active practitioner in the field of radio and communications and is the senior partner of the law firm of Spearman and Roberson in Washington.

Leading candidates in the race for the vacancy created by Senator Bilbo's death are Rep. Wm. M. Colmer of Mississippi and Paul B. Johnson, Jr., 31 year old Marine veteran of World War II. There is just a chance that Rep. John E. Rankin of Mississippi may also get into the contest.

Decision of Governor Wright of Mississippi to allow the seat to remain vacant until the State's general election November 4, presaged a wide open race with anyone able to get 50 names on a petition eligible for the scuffle, and already more than a dozen names have been mentioned.

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R.C.A. AWARDS FIRST RESEARCH FELLOWSHIPS

The Fellowship Board of the National Research Council, Radio Corporation of America, last Monday announced the first awards in a fellowship program to provide for advanced graduate study and research in electronics.

The awards, providing stipends ranging from \$1,600 to \$2,100 for a year of academic work, plus a maximum of \$600 for tuition or necessary equipment, have been made possible by a grant to the Research Council from R.C.A.

Winners for 1947-1948 are Arnold S. Epstein, Leigh University; Willis W. Harman, the University of Washington; Arnold R. Moore, Polytechnic Institute of Brooklyn; Sol Raboy, Brooklyn College, and H. Gunther Rudenberg of Harvard University.

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ABC GIVES REPUBLICANS EQUAL TIME ON POLITICAL RALLY

That a request by the Republican National Committee for equal time to counterbalance the forthcoming special program of the Democratic National Committee has been granted by the American Broadcasting Company, was learned by Jack Gould of the New York Times. The ABC network is carrying on a sustaining basis the Democratic 'radio rally,' scheduled for 10 P.M. on Tuesday, Sept. 2. The Republicans, who also will have a half hour at their disposal, have not yet indicated what type of program they will offer. The date of their program will be fixed after the Democratic broadcast, it was reported.

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MASTER TELEVISION ANTENNA SYSTEM BEGINS DISTRIBUTION

L. Bamberger & Co. of Newark, N. J. will be the first agent for the master television antenna system produced by Intra-Video Corporation, according to an announcement by Alexander Lewi, executive vice president of the store's home furnishings division.

The system will enable realtors to install one antenna array on an apartment house roof, providing unlimited outlets in the building. Mr. Lewi said it was developed by Telicon Laboratories, in New York City, and had been approved by the Television Broadcasters Association.

Sol Sagall, president of Intra-Video Corporation, predicted that the master antenna system will develop into a \$150,000,000 industry.

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SENATORS OPPOSE U. S. PROGRAM REGULATION, MBS POLL REVEALS

Most of the U. S. Senators who will commit themselves on the matter, even privately, are flatly opposed to government regulation of radio programming -- but there are enough of those who feel otherwise or who won't say how they feel to keep the broadcasting industry from lapsing into any smug attitude toward its freedom of the air. That, at least, is the way Paul Sulds of Mutual's Washington staff sees it on the basis of a confidential poll he took of 79 Senators, according to Variety.

Sulds, who revealed last week that a majority of Senators aren't opposed to "messages" in Hollywood films, disclosed this week his tabulation of the Senators' answers to another of his 25 questions: "Do you think the Broadcasting industry should be regulated as far as program content is concerned?"

The solons' answers, which could be interpreted as no less than mixed viewing, if not a frown, for the FCC's Blue Book, were tallied by Sulds as follows:

NO - 38 (24 Republicans, 14 Democrats).

YES - 19 (9 Republicans, 10 Democrats).

UNDECIDED - 6 (3 Republicans, 3 Democrats).

NO COMMENT - 15 (8 Republicans, 7 Democrats).

The Mutual poll-taker pointed out that undecided and the "no comment" Senators, added to those answering "yes", totalled 40 - one more than the number opposed to controlling program content.

Those who answered the question in the negative, Sulds reported, generally took the stand that the government should stay completely away from restrictions on freedom of expression in radio or any other medium. On the other hand, those who wanted some form of controls over program content were concerned almost entirely with news broadcasts and commentators. Oddly enough, Sulds added, the latter group included some of the most liberal as well as some of the most reactionary Senators. Almost to a man, they feared slanting of political news and comments in the opposite direction from which they themselves leaned.

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GOV. DONGAN BROADCASTING CO. RECOMMENDED FOR WOKO FREQUENCY

The Communications Commission last Tuesday (Aug. 26) announced adoption of its Proposed Decision of a Hearing Examiner's recommendation looking toward granting the application of the Governor Dongan Broadcasting Corp. for a construction permit for a new standard broadcast station at Albany, N. Y., to operate with 5 KW power on 1460 kc, unlimited time, which is the frequency to be relinquished by Station WOKO Albany pursuant to the Commission's denial of renewal of license to that station.

At the same time the Commission concurred in its Examiner's recommendation proposing to deny the mutually exclusive applications of Van Curler Broadcasting Corp. and the Joseph Henry Broadcasting Co. Inc., for the same facilities; also an additional

application of the Joseph Henry Broadcasting Co. Inc. for a license to operate the present facilities of WOKO.

The proposed grant would be conditioned to the Governor Dongan Broadcasting Corp. filing within 60 days, and approval of an application for modification of a construction permit incorporating the nighttime directional antenna system proposed by the Joseph Henry Broadcasting Co. and the selection and approval of a site which would enable it to give complete coverage to the city of Albany. By separate order, the Commission extended for one month from August 31 the temporary authority under which WOKO is operating.

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NEW YORK TELEVISION PICTURE REPORTED SEEN NEAR CHICAGO

Although television broadcasts are supposed to be limited in distance to the horizon -- somewhere around thirty miles -- R. E. Nord of St. Charles, Illinois reports partial reception of WCBS-TV, Columbia's television station in New York City. St. Charles, located thirty miles west of Chicago, is approximately 1,000 miles from New York.

"The lines in your test pattern were very sharp and clear cut and the name New York stood out like a printed sign," commented Nord who received the signal on a 30-tube table model. As proof of the pickup, he accurately drew the WCBS-TV test pattern on his letter paper.

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PETRILLO TO CONFER WITH NETS ON FM -- GOVERNMENT STUDIES CASE

James C. Petrillo, president of the American Federation of Musicians, has accepted the proposal of the heads of the four networks for a further meeting on the problem of simultaneous duplication of network musical programs on both frequency modulation and standard stations. The meeting is expected to be held the second week of September in Chicago, Jack Gould writes in the New York Times. Last week Mr. Petrillo formally rejected the plea of the four networks to authorize such duplication.

Meanwhile, representatives of the networks are scheduled to meet tomorrow afternoon with officials of the Department of Justice in Washington on the legal implications of Mr. Petrillo's refusal to permit duplication. The Frequency Modulation Association, which originally took the FM matter to the department, claims that there is nothing in the contract between the networks and the musicians to prevent duplication. The networks maintain that their contracts apply only to standard broadcast stations.

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::: SCISSORS AND PASTE :::
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Tavern Television Proves Sharp Competitor to Juke Box
("Variety")

Jukebox operators are beginning to feel the competition from television sets located in taverns in the Chicago area. Loss of revenue from such spots, compared to the takes of a year ago, ranges from 10% to 50%, according to such major firms in the jukebox operating field as the Universal Automatic Machine Co. and the ABC Music Service Corp.

(Reports from all over the country also reveal jukebox declines in taverns as a result of television).

It's in the early evening hours when television in the taverns gets heaviest attention. Diskbox have found that during the videocasts, which average three hours nightly, nickel-dropping is at its lowest ebb. On a typical 100-box route collections are down from an average of \$7 per box to \$6 and \$5, directly attributable to tele interference. This reflects a minimum loss of \$100 a week to the distributor. Other ops figure their losses are running as high as \$300 on a 100-machine route.

Projecting the situation nationally, the loss, if the \$1 per week reduction were made the norm, could easily reach \$250,000 for the year, without taking into account the anticipated expansion of video sets. New York is figured to have a minimum of 2,000 sets in taverns, while in Los Angeles it's at least 500. An additional 500 may be counted on in such videocasting areas as Washington, Philadelphia and St. Louis.

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Moscow Radio Committee Samples Alka-Seltzer
("Editor and Publisher")

During the recent Foreign Ministers Conference in Moscow broadcasts, Russian radio authorities would gather in the studio to listen to the feedback programs from the U.S.

Henry C. Cassidy of the Associated Press staff in Russia said one of them asked: "What is this Alka-Seltzer we hear so much?"

Cassidy produced a bottle of the stuff and passed it around. Each of the Russians took a sip, whereupon a censor asked Cassidy: "Is this stuff poison?"

Assured it was not, the censor commented slyly: "You could have poisoned the whole Moscow radio committee."

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Radio Audiences O.K. Sometimes; Sometimes Not

On a straight vote, says the radio critic of the London Observer, W. E. Williams, in the latest issue of The BBC Quarterly, the majority of listeners would probably favour the abolition of the studio audience. "But," he goes on, "if the question were broken down into components, the decision might be far less of a foregone conclusion."

Mr. Williams analyses, in his article, a problem that has long provoked professional, as well as lay, controversy. There are programmes, he says, in which the audience is an indispensable partner -- "Have a Go," for example; there are others -- he cites Variety productions -- in which an audience "is required as a catalyst," and of these he is critical, deprecating reliance on visual stimulus as incompatible with the nature of radio.

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BBC Gets Its Foot Into It Broadcasting Spanish Bullfight
(L. Marsland Gander writing from London in "New York Times")

The summer doldrums of British radio have been enlivened by a sudden squall caused by a bullfighting broadcast. Edward Ward, formerly a BBC war reporter, went down the old Spanish trail at Easter, and, among the recordings which he made on old Spanish customs, was a bullfight commentary. Though at times Ward seemed carried away by the poetry of an exciting spectacle, it was not a particularly callous commentary.

The BBC included the bullfight record, which lasted eight minutes, in a program lasting an hour and a half describing Easter festivities in Denmark, Greece, Austria, Spain and Italy. Soon the humanitarians were in full cry. The Performing Animals Defence League sued in the High Court for an injunction to restrain the BBC from broadcasting the commentary again. The motion was dismissed and the BBC then proceeded to rebroadcast the whole program, this time on the sacred and serious Third program wave lengths.

This brought 91-year-old George Bernard Shaw bounding into the arena and calling, in a letter to The Daily Telegraph, for an inquiry into the mental condition of the BBC. In his youth, said Shaw, England was proud of having abolished bear baiting and all such savageries. But now!!

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Paul Porter Will Tell Why It Was All Greek To Him
("Washington Post")

Paul Porter, ex-FCC chairman and the former special Ambassador to Greece, has written his first magazine piece about his mission. It will be published by Collier's September 12 and is called "Wanted in Greece -- A Miracle." Porter presented the check for this article to the Americans for Democratic Action.

::: TRADE NOTES :::
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Look published by Gardner Cowles, Jr., who is also president of the Cowles Broadcasting Company, advertises it has gained 3,000,000 readers in 1947 over 1946, largest gain among the Big Three magazines whose magazine audience now is: Life, 26,000,000 readers; Look, 15,650,000, and Saturday Evening Post, 13,750,000.

The Clear Channel hearing, which was scheduled to reopen September 29, at the FCC, has been postponed until October 14.

"Information Please," will become a weekly half-hour coast-to-coast attraction of the Mutual Broadcasting System beginning at 9:30 E.D.T. Friday, September 26, when it is offered for the first time for sponsorship locally in areas as the network's newest co-op show.

Offering a potential circulation of 200,000 at little cost, plus an opportunity to experiment with advertising commercials in the new medium, George Moskovics, WCBS-TV Commercial Manager, addressed his third sales letter in the CBS program availabilities series to the membership of the Association of National Advertisers on the subject of commercial films. 70% of the ANA roster, it is reported, has such films for promotion purposes.

The American Radio Relay League has appointed Albert E. Hayes, jr., radio amateur of Baltimore, to the full-time post of National Emergency Coordinator to promote and supervise amateur preparedness to supply disaster communication.

"A study of past experiences," ARRL states, "particularly in the recent Texas City catastrophe, has shown that to be prepared for efficient performance requires not only a highly-organized local planning program but also the co-ordination of existing nation-wide amateur radio networks as relay routes for emergency traffic. Organization at the national level must therefore be tightened."

Had the pilot of the plane in which Ambassador Atcheson crashed enroute from Japan sent an earlier warning that he was in trouble, radar could have expedited rescue efforts, an expert observed.

Naval Capt. Walter S. Mayer, jr., of Staten Island, N.Y., who helps direct the Hawaii Air-Sea Rescue Center, said, however, that the warning did not come until the plane was 30 minutes from disaster.

With a two-hour warning, he explained, a rescue plane could have been guided by radar to the imperilled plane to pinpoint the crash position and direct rescue vessels to the exact spot.

On his morning show over WTOP-CBS, Washington, Arthur Godfrey told of the need for relief for the Chinese people ravaged by floods.

The next day Godfrey got a letter from Congressman Walter H. Judd, 5th District of Minnesota, asking for the script of the broadcast. In his own hand, the Congressman added a P.S.: "As a result of your broadcast, a physician in D.C. has called to donate \$300 worth of drugs to China Relief. It must have been good!"

At the time of ABC's birth in January 1942 as the Blue Network it had a total of 116 affiliates of which 80 were in the leading market areas of the U.S. At the close of 1947, ABC will have a total of 265 affiliates of which it says at least 167 will serve the nation's top 200 markets.

Owners of portable and midget "personal" radios, formerly limited to the use of ordinary flashlight cells as "A" batteries, are now offered a new-type, sealed-in-steel radio "A" battery especially designed for use in smaller sets and recently placed on the market by the Tube Department of the Radio Corporation of America.

Davy Jones' locker soon may be opened to the public as a result of an underwater television experiment in Bikini lagoon, the Navy announced Tuesday night (Aug. 26).

A group of scientists and naval officers sat on a deck of a surface ship and watched the fish swim by a television camera 160 feet below the surface of the sunken submarine Apogon.

Deep sea divers who recently explored the sunken craft reported the five-inch square deck television screen approximated in clarity what they saw on the bottom during underwater searches.

The Navy said the television camera was lowered to the deck of the Apogon, a target ship in the Bikini atom bomb explosion. It was focused from the vessel floating atop the lagoon.

Listening to a radio program is an important part of the week's work for half a million students in 4,000 Western schools. Every Thursday at 10 a.m., school radios are tuned in to the Standard School Broadcast, presented from San Francisco by Standard Oil of California.

Then, back in their classrooms, the children relate the classical music they have heard to their studies. Often they meet and discuss music with the musicians who have performed for them.