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Robert D. Heinl, Editor

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February 5, 1947

PHILA. RECORD-WCAU SALE ROUSES U.S. TO PROBE PRESS STRIKES

Reverberations of David Stern selling the three month strike-bound Philadelphia Record, the Camden Post and Evening Courier and WCAU, 50,000 watt broadcasting station to Robert McClean, of the Philadelphia Bulletin, quickly reached Washington with the result that the Government will not only look into this unprecedented labor crisis but will investigate other strikes which caused newspapers to close down, including the Kansas City Star, the Los Angeles Herald, and the Gannett papers in Rochester, N.Y.

Representative J. Fred Hartley, Jr. (R), of New Jersey, Chairman of the House Labor Committee saying that "the recent epidemic of strikes by the CIO Guild had presented an unexpected crisis" was the first to get into action on Capitol Hill. He said that leading newspaper publishers and representatives of the American Newspaper Guild had been invited to explain to the Committee the differences between the Guild and the publishers.

Representative Hartley said the decision to hear details of the controversy grew out of the sale of the Philadelphia Record, Broadcasting Station WCAU, and the two Camden, N.J. papers following a long dispute with the Guild.

"This development not only terminates the strike which began on November 7, 1946, against the Philadelphia Record, but apparently throws out of employment 600 members of the Guild and 800 other employees," Representative Hartley said.

Invited to testify, Representative Hartley said, are J. David Stern, former publisher of the Record; Foy Roberts, Managing Editor of the Kansas City Star, "and other leading publishers" in addition to representatives of the Guild.

Almost at the same time that Representative Hartley acted, Attorney General Tom Clark sent telegrams to Messrs. Stern and McLean inviting them to come to Washington. This was construed to mean that the Justice Department wanted to determine whether the Stern-McLean deal is in conflict with the Federal Anti-Trust Laws, as the suspension of the Record leaves Philadelphia, a city of 2,000,000 population with only one morning newspaper.

Still a third Government agency automatically enters the situation as the Federal Communications Commission must pass on the sale of WCAU to the Bulletin and the disposal of the Bulletin's Station WPEN which it must sell if it takes on the more powerful WCAU to comply with the FCC rule prohibiting more than one station in the same area to be operated by the same owner.

Mr. McLean said reassuringly to WCAU employees who were not on strike: "The operation of radio station WCAU is not affected by the sale. It will continue to render service under the

direction of the present management which is in full control of the station. "

It is too early to appraise final results but apparently the strikers have met with one of the most stunning defeats in the history of organized labor. How much Mr. Stern may have lost as a result of the clash is not known but it is certain that Mr. McLean, who is also President of the Associated Press, in addition to securing a much desired Sunday morning Philadelphia newspaper franchise, is the biggest winner in having acquired WCAU, one of the most valuable radio properties in the East; It is a clear channel station operating on 1210 kc with ten times the power of WPEN, the Bulletin's station.

It can be assumed that the Bulletin is probably much more satisfied to get Station WCAU than perhaps the Record and the other Camden papers inasmuch as it had tried to secure WCAU at the time Mr. Stern purchased it

Mr. Stern is reported to have sold his newspapers and the broadcasting station at from \$10,000,000 to \$13,000,000. This could well be as last Fall he paid Dr. Leon Levy, brother-in-law of William S. Paley, Chairman of the Columbia Broadcasting System, and Dr. Levy's brother Ike, \$6,000,000 for WCAU alone. Philadelphia has nine standard broadcast stations but only two of them - WCAU and KYW, owned by Westinghouse,- have the maximum 50 KW power. The nearest to that is WIBG with 10,000 watts and two other 5,000 watt stations.

WPEN was acquired by the Philadelphia Bulletin from Arde Bulova in 1945 for \$620,000. It operates on 950 kcs. with 5,000 watts but has no network affiliation. Here again the Bulletin is the gainer in acquiring WCAU which is an old splendidly established CBS outlet and it more or less puts the Bulletin in the big time.

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PAINE, OF ASCAP, NOW CHEVALIER IN FRENCH LEGION OF HONOR

John G. Paine, General Manager of the American Society of Composers, Authors and Publishers (ASCAP) was made Chevalier of the National Order of the Legion of Honor. The Award was bestowed by M. Henri Bonnet, French Consul at the Office of the French Cultural Attache, in New York.

This is the second time that Mr. Paine has been decorated by the French Government for his work in the field of international copyright; in 1939 he was elected an Officier d'Academie.

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FINDS EXTERNAL FM ANTENNAS BEST; CAMPAIGN PROMOTES USE

Feeling that an antenna is a very important adjunct of an FM radio set, William R. Hutchins, Manager of WFMR, New Bedford, has been carrying on a campaign designed to promote the general use of external antennas.

"The FM Question Box", a daily question-and-answer column in The New Bedford Standard-Times frequently plugs the desirability of external antennas for obtaining the best FM reception. Instruction sheets for making a folded-dipole antenna are offered to readers and listeners and copies of these instructions have been sent to almost 200 radio dealers in WFMR's coverage area.

WFMR has found that built-in antennas do not always give satisfactory reception even in areas of 10,000 microvolt signal strengths, and believes that only through general adoption of higher external antennas can FM gain the faithful audience it deserves. For this reason the cheapest effective antenna is being recommended to dealers and purchasers.

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RADIO ENGINEERS TO DISCUSS TECHNICAL PHASES OF COLOR TV

Color television will also come into the technical discussions of the Spring Meeting of the Radio Manufacturers' Association's Engineering Department to be held at Syracuse, N.Y. April 28-30, when J. P. Wilmer of the Columbia Broadcasting System will describe "Color Television Transmitters Design in the UHF", and C. E. Hallmark, of the Farnsworth Television & Radio Corporation, Fort Wayne, "Television Studio Control Including Camera Dolly Considerations".

The program also includes the following papers:

"Absolute vs. Industrial Standardization" by C. H. Crawford, General Electric Company; "Characteristics and Circuit Applications of a New Low-Power Tetrode" by H. C. M. Longacre, Sylvania Electric Products, Inc.; "Design Consideration in an Automatic Gain Control and Limiting Amplifier" by William Jurek, Langevin Company; "Frequency Modulated Link" by E. Ostlund, Federal Telecommunications Laboratories; "Design Considerations for Commercial Radar Equipment" by Coleman London, Westinghouse Electric Corp.; and "Navigational Computers" by A. C. Omberg, of Bendix Aviation Corp.

Dr. W. R. G. Baker, Director of the RMA Engineering Department, and Vice President of the General Electric Co., Schenectady, N.Y., will be toastmaster at the dinner on Tuesday evening, April 29th. Fred R. Lack, RMA Director and Vice President of Western Electric Co., N.Y., will speak on "Thirty Years in Transmitter Design" at the dinner.

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WAA TO CUT RED TAPE IN ELECTRONIC SURPLUSES DISPOSAL

War Assets Administration officials, in a conference with Radio Manufacturers' Association representatives, gave assurances of early and large volume releases of electronic surpluses to manufacturer-agents. Disclosing new administrative procedure designed to cut red tape, it was stated that early in February there should be substantial releases of surplus electronics, both components and equipment to manufacturer-agents and that by March there should be large quantities increasingly available.

Deputy Administrator Carey, Col. George H. Moriarity, now in charge of both WAA Aircraft and Electronics, and his successor, H. C. Thomas, new chief of the Electronics Division, participated in the conference last week with Chairman M. F. Balcom of the RMA Surplus Disposal Committee, and Bond Geddes, RMA Executive Vice-President.

The procedure first to be instituted at the Philadelphia warehouses, provides for calling in manufacturer-agents to select surplus directly. Warehouse release, for shipments within ten days, also is being arranged under the new administrative arrangements to reduce records and paper work which have heretofore hampered electronic disposal.

The warehouse selection program by agents will be adopted soon at Camp Holabird, Baltimore; Akron and Decatur, Ill., for the Chicago district agents. Agents will similarly be authorized to select surplus from the inventories of manufacturers whose WAA agency contracts have been cancelled.

RMA representatives told WAA officials that the entire electronics disposal program had been bogged down for practically seven months and that a declining market for such surpluses was indicated for 1947, including reduced prices as well as a contracting market, with increased private manufacture of electronic components in prospect in competition with war surpluses. Possibility of injury to the industry, with reduced employment, was among the RMA representations to WAA. It was emphasized that for months there has only been a "trickle" of electronics surpluses available to the manufacturer-agents.

WAA officials, however, stated that they were sure that the February volume of available surpluses would be substantial and that heavy receipts by manufacturer-agents would begin in March.

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Walter H. Annenberg, editor and publisher of the Philadelphia Inquirer, has given \$35,000 to Temple University for establishment of a new school of radio.

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PRES. TRUMAN TAKES NIGHT OFF FOR RADIO SCRIBES' DINNER

President Truman last Saturday night attended the fourth annual dinner of the Radio Correspondents' Association at the Statler Hotel, and thanked the broadcasters for permitting him to "play hookey" from his official cares.

Flanked by members of his Cabinet, the Supreme Court and military leaders, the President took a night off from reading reports "stacked up to there" and enjoyed himself at the antics of Abbott and Costello, Tom Howard and his "It Pays to Be Ignorant" troupe, radio comedian Henry Morgan, and Paul Whieman's orchestra.

In a room jam-packed with Congressmen, Howard quipped:

"Why, that boy's I. Q. was so low he was voted the most likely to become a Congressman."

President Truman led the laughter that followed.

Entertainment was furnished by the four major networks - American Broadcasting Company, Columbia Broadcasting System, Mutual Broadcasting System, and National Broadcasting Company. So many celebrities were present that there wasn't room for all of them at the head table, including such people as former Governor Harold E. Stassen, of Minnesota; Senator Harry F. Byrd (D), of Virginia, and Carroll Reece, Chairman of the Republican National Committee.

Among those at the head table with the President were Chief Justice Fred M. Vinson, Gen. Dwight D. Eisenhower, Admiral William D. Leahy, members of the Supreme Court and Cabinet, and some of the Nation's top radio executives and broadcasters, including:

Representative Lea (D), of California, Ranking Minority Member, House Interstate Commerce Committee; Representative Wolverton (R), N.J., Chairman, House Interstate Commerce Committee; Mark Woods, President, American Broadcasting Company; Edgar Kobak, President, Mutual Broadcasting System; Senator Wallace White (R), Maine, Senate Majority Leader; Niles Trammell, President, National Broadcasting Company, Charles R. Denny, Jr., Chairman, Federal Communications Commission; Justin Miller, President, National Association of Broadcasters; Edward Noble, Chairman of the Board, Mutual Broadcasting System; Frank Stanton, President, Columbia Broadcasting System; Joseph Ream Vice-President, Columbia Broadcasting System; Leonard Reinsch, Radio advisor to President Truman; Charter Heslep, Washington representative of Mutual Broadcasting System and Chairman of the Dinner Committee and Alfred McCosker, Chairman, Mutual Broadcasting System, and Paul Whiteman.

Additional higher-ups from the radio industry attending the dinner were:

Earl E. Anderson, Vice-President, MBS; E. M. Antrim, MBS; Bill Bailey, Secretary, FM Association; Charles C. Barry, Program Department, MBS; Kenneth H. Berkeley, Manager, WMAL; Carl Burkland,

General Manager, WTOP; Phillips Carlin, Vice-President, MBS; Homer Capehart, Senator from Indiana; H. K. Carpenter, WHK, Cleveland; Martin Codel, Publisher, FM Magazine; R. C. Cosgrove, President, Radio Manufacturers' Association; George Crandall, Press Representative, Columbia Broadcasting System, New York City; FCC Commissioner Clifford J. Durr; E. H. Gemmons, Vice-President, CBS; Carl Gebuhr, WTOP; George Gillingham, Press Representative, Federal Communications Commission; Benedict Gimbel, Jr., WIP, Philadelphia; F. P. Guthrie, Assistant Vice-President, RCA Communications.

Also, Robert H. Hinckley, Vice-President, MBS; Roy Hofheinz, President, FM Association; FCC Commissioner Rosel Hyde; FCC Commissioner E. K. Jett; Merle S. Jones, General Manager WOL; H. V. Kaltenborn, Radio commentator; Sen. William F. Knowland, California; Fulton Lewis, Jr., Radio Commentator; Robert M. Menaugh, Supt. House Radio Gallery; Clarence Menser, Vice-President, NBC; Maurice Mitchell, WTOP; J. R. Poppele, WOR, New York; C. Nicholas Priaulx, Vice-President, MBS; Bryson Rash, WMAL; Sen. Clyde M. Reed and Frank Russell, Vice-President, NBC, Washington.

Also, Frank P. Schreiber, General Manager, WGN, Chicago; Oswald Schuette, RCA; John Shepard, 3rd, Yankee Network; James Shouse, Pres., Crosley Broadcasting Co., Cincinnati; Carleton D. Smith, General Manager, NBC, Washington; Theodore Streibert, MBS; Robert Swezey, MBS; Senator Robert A. Taft, Republican Senate Leader; Sol Taishoff, Publisher, Broadcasting; Senator Charles W. Tobey; FCC Commissioner Roy C. Wakefield; FCC Commissioner Paul Walker; Lewis Allen Weiss, Vice-President, Don Lee Network, Hollywood; Senator (Former) Burton K. Wheeler; Frank White, Vice-President, CBS and A. D. Willard, Jr., General Manager, NAB.

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FCC TURNS DOWN REQUEST TO LABEL STANDARD BROADCAST "AM"

As had been expected, the Federal Communications Commission failed to comply with the request of Roy Hofheinz, President of the newly formed Frequency Modulation (FM) Association that the Commission delete all references in its rules and forms to "standard" broadcasting and substitute the term "AM". Judge Hofheinz, in his first important official move since becoming president, said that it was misleading to refer to "an inferior service as a standard service".

The FCC communique read:

"The Commission, under date of January 28, advises that, because of many administrative problems involved, it is unable at this time to comply with Mr. Hofheinz's request for deletion from existing rules of all reference to 'standard broadcast' station and substitution of the words "amplitude modulation" or "AM"."

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WGBS, MIAMI, ALSO TO JOIN CBS; MAYBE WAGA, ATLANTA, LATER

WGBS, 10,000-watt Fort Industry Company station in Miami, Fla., will join the Columbia network June 15th, the same day WWVA, Fort Industry's 50,000-watter in Wheeling, W. Va., rejoins CBS.

WGBS, which operates on 710 kilocycles, 10,000 watts unlimited time, will replace WQAM as the Columbia station in Miami. Stanton P. Kettler is General Manager of WGBS.

Pending before the FCC is a WGBS application for a power increase to 50,000 watts daytime and 10,000 night, installation of all new equipment, and a change of location to the Hialeah section, Miami.

As announced last December, WWVA will replace WKWK, which operates with 250 watts, as the CBS station in Wheeling. WWVA became a CBS affiliate in 1931, switched to ABC in 1941, and had its original power of 5,000 watts increased to 50,000 in October, 1942, with a frequency of 1170 kc.

WGBS and WWVA are now affiliated with ABC. It is reported that WAGA, Atlanta, another Fort Industry station, may likewise affiliate with CBS when the present contract of WGST, Atlanta, CBS outlet, expires one year hence.

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MARK WOODS ELECTED TO METROPOLITAN OPERA BOARD

Mark Woods, President of the American Broadcasting Company, over the facilities of which the performances of the Metropolitan Opera are broadcast each Saturday afternoon during the season, has been elected a member of the Board of Directors of the Metropolitan Opera Association.

"I feel that my election to the Board of Directors of the Association", Mr. Woods said, "is a recognition of and a tribute to the vast unseen audience which, throughout the years, has been able to enjoy the best in operatic performances through the magic of radio. In my new relationship with the Opera, I shall strive at all times to consider myself a representative of this large group of opera and music lovers."

The opera performances have been broadcast since December 25, 1931, and since 1939, have been an exclusive feature of the American Broadcasting Company.

Mr. Woods follows in the footsteps of David Sarnoff, President of the Radio Corporation of America, who has been on the Metropolitan Board for a number of years.

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PRICE AGAIN POINTS TO RADIO, PRESS, FILM CENSORSHIP DANGER

Once more raising his voice against the possibility of Government censorship, Byron Price, who served as wartime censor cautioned the radio, press and film people to be on guard. Mr. Price, now a top executive of the Motion Picture Association of America, speaking to the Harvard Clubs of Southern California, declared that both at home and internationally there are today many restraints, and threats of more restraints, upon all the great media of communication. "In our own land of liberty", he declared, "motion pictures are censored regularly in seven States, radio broadcasters are resisting Government control of programs, and as lately as the NRA days attempts have been made to license newspapers".

Pointing out that the laws against political subversion, libel, slander, blasphemy and pornography can be invoked against any radio station, newspaper or motion picture company which outrages the moral standards of civilized society, Mr. Price said it is "a quite different and un-American approach" when governing bodies set up censor boards, requiring prior approval and issuing licenses.

"These alien outcroppings could spring from only one cause", he continued. "They arise from a fear by public officials and perhaps by a section of the people that publishers, broadcasters, and motion picture producers are incapable of conducting their affairs without damage to the public interest. The situation translates itself into a distrust of the leadership of private enterprise in these particular fields. That distrust lies controller of communications equipment... behind motion of picture censorship, behind the present restrictions on radio, behind the recurring attacks on the press. . . . Even a few bombastic individuals associated with the press are smugly unconcerned with the censorship troubles of screen and radio."

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POLES REBUKE BRITISH RADIO

The Polish Government denounced the British Broadcasting Corporation's broadcasts as an incitement to murder in Poland. Gen. Wiktor Grosz, foreign office spokesman, said:

"Our Government cannot but consider that the Polish-language broadcasts coming from London - their whole tone of hatred and provocation - have something to do with inciting people in this country to murder one another.

"We consider that the authors of these broadcasts share responsibility for part of the bloodshed in Poland."

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COURT RULES TAXI PASSENGER MAY CHOOSE OWN PROGRAM

Believed to be one of the first cases of its kind, Judge Nathan Marigold in the Municipal Court of Washington, D. C. ruled that a taxicab passenger is entitled to a choice of his own radio program - or no program at all - but that the passenger is not justified in assaulting the taxicab driver.

Judge Marigold made these decisions in a case in which Fred M. Armstead, 24, 3606 Rock Creek Church Road, N.W., and Walter Lee Taylor, 24, 1522 O Street, N.W., were accused of assaulting Ben Jacobs, 244 - 12th St., S.E. Armstead was fined \$10, and Taylor was found not guilty.

Jacobs, the cab driver, said he liked hill-billy music and when the men asked him to turn it off, he told them to get another cab. Then the fighting began.

"It is true a hacker must not run the radio for his own amusement at the expense of the passengers", the Judge ruled, "and he must not put the passengers off because they object to his taste in music, hillbilly or otherwise. But just because the passengers became annoyed with the music on the radio, they shouldn't enforce their right to peace and quiet by beating up the driver."

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UNITED KINGDOM RECEIVING TUBE AND SET IMPORTS

Licenses to import United States radio receiving tubes into Great Britain have been procured from the British Board of Trade by 34 importers. The Federation of Anglo-American Importers, which obtained these licenses, estimates that the total quantity of tubes imported will amount to approximately 100,000 valued at about \$35,000.

The Federation is negotiating with the Board of Trade for the importation into the United Kingdom of radio sets. United States firms, if interested, should inform the Commodities Branch, Office of International Trade, Department of Commerce, so that an effort may be made to have radios placed on the British Token Import Plan list.

The Federation also reports that there is a great shortage of cathode-ray tubes and better-quality television sets in Great Britain.

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Merrill, Lynch, Pierce, Fenner and Beane, members of the New York Stock Exchange, will sponsor the first commercial television program as part of the exchange's campaign of public education. "Money at Work" is the title of the first showing to be made. The film will be released on February 15 over WCBS-TV at 8:30 P.M. EST.

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TRANSMITTING EQUIPMENT SALES RISE IN THIRD QUARTER OF 1946

Sales of broadcast transmitting equipment, including FM and television transmitters, rose sharply during the third quarter of 1946, Radio Manufacturers' Association tabulations of reports by member-companies of the Transmitter Division disclosed last week. Other transmitting equipment sales also showed substantial increases in production over each of the first two quarters of the year.

Total transmitter equipment sales for the third quarter almost equalled the combined sales for the first and second quarter of 1946. Out of the \$1,662,933 sales, \$1,159,433 was for AM equipment, \$233,600 for FM equipment, and \$269,900 for television transmitters. Orders received aggregated \$7,533,855 for the third quarter and \$15,227,173 for the year through the third quarter.

Studio equipment sales for the third quarter amounted to \$514,217 for the third quarter, while antenna and miscellaneous equipment brought the total sales of all transmitter equipment to \$2,265,565 for the third quarter and \$3,627,627 for the three quarters. Exports of transmitting equipment added \$624,512 for the quarter and \$1,021,023 for the year.

General communications equipment sales totalled \$655,392 for the third quarter and \$1,483,410 for the year to date. Airborne communications equipment sales during the third quarter amounted to \$708,266 to scheduled carriers and \$512,731 to non-scheduled carriers. Ground equipment sales to scheduled carriers amounted to \$21,949.

Government business accounted for a total of \$33,645,531 for the third quarter and \$79,467,892 for the year for all classes of transmitting and associated equipment.

First reports since the war on transmitting tube sales disclosed sales of \$2,639,533 in power tubes and \$700,554 in cathode ray tubes to make \$6,518,717 in power tubes and \$1,487,077 for cathode ray tubes for the three quarters. Quartz crystal sales for the third quarter were \$247,728.

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FADA RADIO BUYS FACTORY

A former war plant in Belleville, N. J. has been sold to the Fada Radio and Electric Corporation for \$868,353, it has been announced by Robert W. Allen, District Director of the War Assets Administration. The sale included a one-story building, \$8,353 worth of machinery and a parking area.

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## GALLUP CHARGES RADIO WITH FUDGING LISTENING FIGURES

Flat assertion that radio people are "fudging" in presenting circulation figures was made by George M. Gallup, Opinion Research, Inc., in an interview with an Editor & Publisher representative in San Francisco last week.

"There is nothing in radio to compare with the ABC statement", Dr. Gallup said at Young & Rubicam advertising agency offices here. He is now on a coast trip.

"Newspapers do a more thorough job in providing circulation figures, and give advertisers a much better opportunity to weigh coverage.

"The potential radio coverage is not known. We want that average. The radio industry is in its infancy in research. Radio people are fudging. What we wish to know is the average opportunity to reach people on any one day."

Newspapers give this information in the ABC records, Dr. Gallup said. Radio measurement gives, instead of the average daily circulation provided by ABC, the total number of different persons who were reached during a week, he explained.

"There is still no adequate national radio service. After 17 years, we do not know what the whole industry has. There are no basic facts", Dr. Gallup said. "How many listened last night? How many listened last month?"

He described Hooper Ratings and the Nielsen system as the "most used radio survey systems, but neither covers the entire country."

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## SENATE CLEARS ERICKSON OF SEN. WHEELER'S BOOK CHARGE

The Senate Campaign Investigating Committee has reported to the Senate that it found no evidence linking Leif Erickson of Montana to the publication of a book called "The Plot Against America".

Mr. Erickson defeated former Senator Burton K. Wheeler in last year's Democratic Senatorial primary in Montana, and subsequently was defeated himself for the Senate seat by Senator Ecton, Republican, of Montana. An investigation of the publication of the book was requested by Mr. Wheeler last June.

In its report the Committee condemned the book as "one of the vilest, most contemptible, and obscene pieces of so-called literature ever to be published concerning a man in public office in the United States. The Committee said the book was published by J. E. Kennedy of Missoula, Mont., operating as John E. Kennedy, publishers, Missoula, and that it was written by David George Plotkin of New York, under the pen name of David George Kin.

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NORWAY'S POWERFUL SHORT-WAVE TRANSMITTER NEARS COMPLETION

Oslo reports that the new Norwegian short-wave transmitter now under construction near Frederikstad may begin operations by June of 1947. The new station will have a power of 100,000 watts, approximately the same strength as the most powerful British transmitter, and is expected to be heard at any point on the globe.

Expressly noted is the fact that the new Fredrikstad transmitter will carry to Antarctica where the Norwegian whaling fleet will be operating and will reach Norwegian ships the world over. Plans for installing loud-speakers in the mess rooms aboard Norwegian vessels are now under consideration, and programs of special interest to Norwegian merchant seamen are being planned.

The new transmitter will represent a total cost of 1,400,000 Norwegian crowns.

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FOREIGN RIGHTS ON HARRY BUTCHER'S EISENHOWER BOOK AT ISSUE

An echo of the wartime experiences of Gen. Dwight D. Eisenhower was heard last week in the Paris courts, where several European publishing houses fought for the rights to edit Capt. Harry C. Butcher's book, "Three Years With Eisenhower".

A French publishing firm, according to a radiogram to the New York Times, had practically completed printing of the book when police seized the entire edition. They acted on the complaint of a Swiss publisher who claimed to hold all the European rights. The French firm filed suit to get its material released, and when the case came up for trial representatives of several other publishing houses appeared to assert their claims to the rights of publication.

Captain Butcher's book, which treats in detail the facts relating to the death of Admiral Jean F. Darlan, Vichy France's Premier, and to the conflict between Gen. Charles de Gaulle and Gen. Henri Giraud, is considered to have a high market value in France.

The court's judgment will be rendered this week probably.

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The Government of Costa Rica is buying 3,500 radios of United States manufacture to be issued to each of the country's school teachers. The cost of the radios will be deducted from their salaries at the rate of approximately \$2 a month. The teachers have received a pay increase but some still get less than \$25 a month.

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:::: SCISSORS AND PASTE ::::  
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Television - Pro And Con  
(Larry Wolters in "Chicago Tribune")

Dr. Lee De Forest, who 40 years ago this month invented the audion tube upon which the radio industry and electronics largely have been built, said the other day: "This year - 1947 - is certain to convince every skeptic, every scoffer, that television has arrived from around that fabled corner." If it does that 1947 will be a memorable year. . . .

Apparently one-half of the companies interested in television a year ago have withdrawn their requests for licenses. The controversy over whether color television is ready for commercial licensing (still pending before the Federal Communications Commission) caused numerous companies to hold off on setting up stations until this problem is settled. Others may have backed out when they learned how much it will cost to launch a television station and to continue to operate it, with little promise of any immediate returns from advertising. . . .

Currently television is relying chiefly on sports and special events. That's been the bread and butter of television fare to date. It's a solid, but monotonous diet.

Ultimately, the studio show, with drama, music and variety will have to become the backbone of television programming. But how to get suitable plays for television? The major motion picture companies won't release their products to television. For one thing James C. Petrillo won't permit their music to be used on television. Up to now he hasn't been willing to talk about a contract for television at all. . . .

NBC has made a deal with the Dramatists' guild, the professional play writers' organization, to produce for television plays not yet produced on Broadway. . . .

CBS is grappling with the play shortage in another way. It's doing business with authors willing to put the bare points of a play in skeleton form on a sheet of paper. . . .

ABC has specialized in transposing some of its radio shows into television. . . .

Thus, some progress is being made to solve the lesser problems confronting television. The highest hurdles, however, lie ahead. The biggest question - the billion dollar question - is: "Who will pay the bill?"

The problems are great, but so is the promise. Charles R. Denny, Chairman of the FCC, asserted recently: "The American people want television and they need television. . . .Its educational potential is unlimited. It will be the most powerful communication tool of them all."

McKellar Doesn't Budge Denny; Rayburn Hits At Porter  
(Drew Pearson, Bell Syndicate, Inc.)

Though the FCC is sometimes accused of bending before politics, its recent brush with Tennessee solons would make it appear otherwise. Pugnacious Senator McKellar wrote one of the hottest letters of his hot career to FCC Chairman Denny, demanding a Nashville wave length for his friends. "You have made a great mistake", fumed McKellar. "Is it too late to mend? Of course, you know all about Tennessee and we know nothing. Frankly, I resent very much your action in the matter." Senator Stewart also raised Cain, but the FCC stood pat.

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We The Sponsors Of Self-Praising Filibustering Senators  
( "Terre Haute Star" )

Senator Claude Pepper wants to put the Senate on the radio. His idea is to offer the Capitol Hill variety show to the networks, on the grounds that it would improve debate. Some of his colleagues don't agree.

Senator Charles Tobey (R., N.H.), the cautious New England type, says, "There are some things that I'd hate to have the public listen to."

Senator Theodore F. Green (D., R.I.), also apparently a little suspicious of innovations, says, "The Senate would never do any work."

Well, that's the question - would debate of national issues on a national hookup bring out the statesman or the ham in these distinguished gentlemen? The only way to tell is to try. But if the Senate does get a few weeks with options, it seems to us the thing should be done properly.

First, there's sponsorship. We don't think the networks should have to pay for a sustaining program on the grounds that it's a public service. For they might run into one of those days when the Senators devote most of the session praising their home States or some other Senator or mother's cooking. And where's the public service in that?

So let's have a sponsor. And who shall it be? Who else but the Senators' electors? Tax-paying voters pay the Senate's salaries. So why not let them pay for the broadcasts, too - provided that we, the sponsors, have something to say about how the program is to be run.

There will have to be a time limit on the broadcast and a time limit for each speaker. Since every healthy, normal Senator would be glad to hold the watch on other Senators, so he could get a chance at the microphone himself, this should offer no problem. (Maybe this is even that long-sought cure for the filibuster.)

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TRADE NOTES

The twelfth annual report of the Federal Communications Commission will be released for publication next Sunday, February 9th.

\*\*\*\*\*

Senator Capehart (R), of Indiana, and Senator Glen Taylor (D), of Idaho, former radio commentator, are members of the new Small Business Committee.

\*\*\*\*\*

When President Truman views the Spring maneuvers of the Atlantic Fleet in the Caribbean aboard a battleship, he will be in constant communication with Washington through radiotelephone, radio printers of Naval Communications and straight wireless as when he participated in task force operations off the Virginia capes last Spring.

\*\*\*\*\*

Sparks-Withington Company and Subsidiaries - Six months to December 31: Net profit, \$376,409, equal to 40 cents a share, compared with \$56,221, or 5 cents a share for 1945 period when \$559,964 carry-back tax credit was included in the result.

\*\*\*\*\*

If the Supreme Court determines that it will hear the Lea Act-Petrillo appeal directly, rather than requiring the Government first to go to the Circuit Court of Appeals, it appears unlikely that any decision on the constitutionality of the Lea Act will be announced until April or May.

\*\*\*\*\*

The RCA Victor story that it will enter new markets with the introduction of a gold electro-plated and pocket size personal radio hit a publicity jackpot by being picked up by the Associated Press and carried to all parts of the country.

This receiver, the Solitaire, is only 6-3/8 x 4-5/8 inches in size. The set has a built-in loop antenna, and can be played without opening a door or lifting an antenna panel; has instantaneous program reception at the flick of a switch; simplified battery replacement, as easy as changing batteries in a flashlight; a fine-quality elliptical speaker for tonal reproduction, said a company statement.

\*\*\*\*\*

At the end of 1946, radio licenses in Finland numbered 545,366, an increase of 13,000 over those in 1945, according to the Finnish press.

\*\*\*\*\*

The appointment of Mrs. Florence S. B. Davis as an Assistant Vice President of the International Telephone and Telegraph Corporation was announced last week. Mrs. Davis, who has been associated with I. T. & T. for more than twenty years, has been a member of the corporation's legal department for fourteen years, more recently in the capacity of foreign law consultant. She is a member of the New York State Bar.

\*\*\*\*\*

Among the Vice-Chairmen of the Department of Commerce Business Advisory Council, elected for 1947, of which Henry Ford, 2nd is a new member, and at a meeting presided over by Secretary Harri- man, was James S. Knowlson, Chairman of Stewart Warner, Chicago, and former President of the Radio Manufacturers' Association.

\* \* \* \* \*

The New York Police Department now has 799 radio equipped cars in service.

\* \* \* \* \*

The Fort Industry Company has applied for a permit for Channel No. 2 in Detroit. This is the second for Fort Industry, the other being granted for Station WSPD in Toledo, Ohio.

\* \* \* \* \*

Because of difficulties in shipping, and the need for additional time for preparation of exhibits, its sponsors have an- nounced that the First Radio-Electronic Exposition, heretofore as having been scheduled for December 1946-January 1947, will not open until July 15, 1947. Present plans call for the exhibition to last three weeks.

\* \* \* \* \*

A 15-pound electronic device has been developed by General Electric Company engineers to snatch valuable scientific and oper- ating information from speeding rockets before they crash to destruction. Enclosed in the instrument section of aV-2 rocket launched from the Army Ordnance Proving Ground, White Sands, N. Mex., in recent tests, the telemetering equipment transmitted 28 items of information to the ground each 1/35th of a second.

\* \* \* \* \*

The United States has 90% of all the radio stations in the world.

\* \* \* \* \*

The introduction of a new RCA 16 mm film projector, specially designed for operation with a television camera and facil- itating the use of newsreels, a wide variety of short film subjects, and film commercials for low-cost television programming, was an- nounced by W. W. Watts, Vice-President in charge of the RCA Engineer- ing Products Department.

The new television film projector, RCA Type 16A-TP, is an adaptation of an outstandingly successful RCA 16 mm sound motion picture projector. It has been modified to project motion pictures onto the mosaic of a pickup tube in a television camera where the varying light values of the moving pictures are translated into video signals for transmission.

\* \* \* \* \*

Ted Koop, former Assistant Director of Censorship during the war, in his recent book "Weapon of Silence", noted the beginning of a peacetime military censorship on atomic information and the willingness of supposedly free writers and editors seeking clearance in Washington for their articles. "Secrecy begets secrecy, just as censorship feeds upon itself. A nation that will control science is in a mood to control its press and radio", Koop warned.

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# HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W.

Washington 8, D. C.

Robert D. Heintz, Editor

Founded in 1924

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FEB 13 1947

RULES TRANSMIT

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February 12, 1947

## EDISON VERY NEARLY INVENTED RADIO, DAVID SARNOFF REVEALS

Addressing the Technical and Scientific Societies in Cincinnati last night, Tuesday, February 11th, on the one hundredth anniversary of the birth of Thomas A. Edison, at Milan, Ohio, Brig. Gen. David Sarnoff, President of the Radio Corporation of America, said:

"So close was Edison to the invention of wireless, that in 1885 he took out a patent on 'telegraphy without wires'. He called his system 'grasshopper telegraph', but he said he was 'too busy with other things' to devote more time to complete the invention of wireless. It remained for a young man in Italy to do that. When Marconi received the first transatlantic signal in 1901, Edison remarked that he would like to meet 'the young man who had the monumental audacity to attempt and succeed in jumping an electric wave across the Atlantic.'"

General Sarnoff then told his listeners of the part Ohio played in the development of radio.

"Ohio was the first State from which a Republican National Convention was broadcast", he recalled. "That was in 1924 when Calvin Coolidge was nominated at Cleveland. The wonder of that day was that twelve States, as far west as Kansas City, were linked into a network! President Warren G. Harding, the first Chief Executive to broadcast while in office, was born in Ohio. So we see that the history of radio, in its service to the Nation and its people, is not only linked with this State through science, but also through its social and political life. All these have had an important influence on the growth of America."

Mr. Sarnoff said the Edison Centennial was an inspiration to look ahead and to survey the great forces of science which mankind now commands as a result of the pioneering of Edison. Some highlights of the Sarnoff address follow:

"Radio and radar have proved that space is not empty and we know now that it is accessible to man. He may even learn how to use the moon and the planets as radio sounding boards and reflectors, to bounce or relay broadcasts and to mirror television pictures. The moon is only 240,000 miles, or radiowise less than 2 seconds away. It looks like a good radio concession! We may find future broadcasters staking claims for Saturn, for Jupiter, or for Mars and Venus as well."

\* \* \* \* \*

"The radar 'peep' that echoed from the moon was more than a faint signal of hope to radio scientists and astronomers. To them it was as important as the first feeble transatlantic signal to Marconi's ears when he plucked the letter 'S' from the ocean air. That flash of three dots in the Morse code told him that world-wide

radio communication was possible. Similarly, the radar signal from the moon proved that man might some day reach out to touch the planets; it revived speculation on interplanetary communication and inspired great hope for interstellar scientific exploration. With electronic computers, sensitive, photo-electric cells and infra-red eyes that see in the dark, the mystery story of the upper altitudes will become available for man to read."

\* \* \* \* \*

"The air, of course, has been ever present, but man did not learn how to use it until the turn of the century when radio and aviation were born. As a result of the vision of Marconi and the Wrights, and others who followed them, the air has become a common medium that brings nations together. By radio, Moscow and Chungking are as near to Washington as Cincinnati and New York. By airplane the great cities of the world are only hours apart."

\* \* \* \* \*

"Already we are on the threshold of individual radio communication. A motorist on the streets of New York may talk with a friend in Bombay, or with a relative on a ship somewhere on the Seven Seas. The day is coming when radio will speak man to man, and television will place them face to face in New York, London, or Shanghai. All this is the essence of one world."

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McCOSKER NAMED TO BOARD OF AMERICAN HEART ASSOCIATION

Alfred J. McCosker, Chairman of the Board of both WOR and the Mutual Broadcasting System, in recognition of his effort to cope with the disease which leads all others in fatalities, has been named to the National Advisory Committee of the American Heart Association. Appointments to the 23-man Committee were made under a plan allowing for the admission of non-physicians on the executive bodies of the American Heart Association. Previously, membership in the AHA was limited to leading specialists in the field.

Mr. McCosker, co-founder of the McCosker-Hershfield Cardiac Home for Indigents at Hilburn, N. Y. joined Dr. Thomas Parran, Surgeon General of the U. S. Health Service, and Dr. Howard F. West, President of the American Heart Association in an MBS broadcast from Chicago formally opening National Heart Week in a country-wide fund raising and educational campaign.

Four hundred thousand Americans will die this year of heart disease, Dr. Parran said, while cancer will claim only half as many lives and tuberculosis only one-seventh of this total.

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CHAINS, STATIONS, NET 1946 TIME SALES UP 7% OVER 1945

On the basis of preliminary financial reports, net time sales (after deducting commissions) of standard broadcast networks and stations during 1946 increased by seven percent over 1945, the Federal Communications Commission revealed last Monday (February 10th). Included in this comparison are the four nation-wide networks and their 10 key stations, three regional networks, and 751 individual stations. In 1945, these 751 stations accounted for 97.7 percent of the net time sales of all stations.

Net time sales reported by the four national networks and their 10 key stations (i.e., amount retained after payments to affiliated stations) was \$70,008,962, or an increase of two percent over the amount reported for 1945. Reports from three out of the five regional networks indicate a 10 percent decrease in net time sales from 1945.

Preliminary financial reports submitted by the 751 stations show an increase of 9.2 percent over the amount of net time sales reported by the same stations in 1945. This increase was the result of a 4.9 percent increase in the sale of station time to networks, an 8.1 percent increase in the sale of station time to non-network advertisers and a 9.2 percent decrease in the amount of commissions paid to agencies, etc. With respect to total broadcast revenues (i.e., net time sales plus incidental broadcast revenues, such as sale of talent, etc.), an increase of 8.9 percent was indicated over 1945 for the same stations.

For the 620 stations serving as outlets for nationwide networks, an increase of 8.1 percent in net time sales was reported, while for the 131 stations not serving as such outlets an increase of 18 percent was reported in net time sales.

Stations of the various classes reported increases in net time sales during 1946 as follows: Forty-one clear channel 50 kilowatt unlimited time stations, an increase of 3.3 percent; 22 clear channel 5-20 kilowatt, unlimited time stations, 5.9 percent; 251 regional unlimited time stations, 7.7 percent; 49 regional part-time stations, 9.7 percent; 371 local unlimited time stations, 19.4 percent; 13 local day and part-time stations, 27 percent.

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PHILCO CLOSES CHICAGO PLANT AS UNPROFITABLE

Philco Corporation's Chicago plant has been closed down indefinitely because of inability to operate profitably, it was revealed last Saturday. The plant, which had 232 employees, has been manufacturing phonograph record changers since the end of the war.

Unofficially, it was stated that excessive union demands had prompted the decision to close down the Chicago plant.

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EDITOR BREWER FINDS 52% MEN, 56% WOMEN READ RADIO PROGRAMS

Deciding to check the "Continuing Study of Newspaper Reading", which the Advertising Research Foundation conducted in co-operation with the American Newspaper Publishers' Association, by making a survey of his own newspaper, the New Bedford, Mass. Standard-Times, Basil Brewer, New England publisher and broadcaster, found that 52% of the men read the Standard-Times radio programs, and news, and 56% of the women. This exceeded the Foundation study which revealed 40% for men and 51% for women.

In fact Mr. Brewer, who also operates Stations WNBH and WFMR, recently dedicated by Speaker Joe Martin in New Bedford, Mass. and WOGB in West Yarmouth, discovered that the Standard-Times exceeded the "median" of all studies to date in 23 of the 26 categories, advertising and editorial, men and women, and tied with the "median" in one of the remaining three departments.

Here are the scores of the New Bedford Standard Times compared with the "medians" (averages) of the Advertising Foundation - ANPA studies to date:

(Percentage of Men Interviewed Who Read Any)	<u>Standard- Times Study</u>	<u>Median of 104 Studies</u>
Editorials . . . . .	45%	45%
Editorial Page . . . . .	86	85
Comics . . . . .	83	80
Financial News . . . . .	41	29
Radio Programs or News . . . . .	52	40
Society News or Pictures . . . . .	57	38
Sports News or Pictures . . . . .	79	76
(Percentage of Women Interviewed Who Read Any)		
Editorials . . . . .	32%	29%
Editorial Page . . . . .	77	80
Comics . . . . .	89	78
Financial News . . . . .	36	10
Radio Programs or News . . . . .	56	51
Society News or Pictures . . . . .	88	84
Sports News or Pictures . . . . .	24	34

No other paper equaled the Standard-Times' record in comparison with the ARF-ANPA studies.

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Another listing of lobbyists appears in the Congressional Record of February 5. Beginning on Page 863, the listing covers 13 pages. As yet no representative of a radio or communications company has been discovered among the names. A previous list was printed in the Record of January 3rd.

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M-G-M TO INVADE RECORD FIELD MARCH 1; ZENITH SALES SET-UP

Much discussion has been occasioned by the announcement that Metro-Goldwyn-Mayer Pictures and distributors of the Zenith Radio Corporation will enter the phonograph record manufacturing business in completion with RCA-Victor, Columbia, Decca and others long established and now dominating the field.

A well-organized distribution setup has proved the stumbling block to most other recent entrants in this highly-competitive business. M-G-M has solved this problem by contracting to use 25 of Zenith Radio Corporation's 76 distributors to handle nationwide sales.

M-G-M's first album, recordings made from the sound track of the movie "Till the Clouds Roll By", it was said, will demonstrate the advantage the motion picture company will have over other record makers.

Seven of the singers featured in the film, built around the life and music of composer Jerome Kern, will appear in the M-G-M album, although several of them have been recording for other record companies.

It was said there appears to be nothing to stop MGM from using the sound tracks of its movies for records, although the players are under other recording contracts.

MGM through its strong movie position has been able to put its own long roster of film stars under contract to make records and has signed leading symphony orchestras and prominent artists of stage, screen and radio. It will produce both popular and classical music recordings.

J. H. Hickey, General Manager of Zenith Radio Distributing, said 40,000,000 records will be made this year. The Zenith distributors who will handle MGM records are all privately owned except for companies in New York, Chicago and Newark, which are Zenith owned.

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SEES 500,000 TV SETS IN HANDS OF PUBLIC BY '48

"Television stations will be springing up in the various communities of the United States at the rate of nearly two a month during 1947 and 1948", J. David Cathcart, Advertising Manager of RCA Victor Home Instrument Department, told the Philadelphia Kiwanis Club.

"Most of these new stations will be introducing television to their communities for the first time", he said. "Currently, St. Louis and Detroit are inaugurating television. Some 40 construction permits have been granted by the FCC for television stations in addition to nearly a dozen now on the air. Television receiver produc-

tion lines are rolling rapidly and steadily in an effort to fill the growing demand stimulated by the expanding industry. By 1948, a half million of these receivers may well be in the hands of the public."

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ZENITH ASKS COURT TO SUSTAIN RIGHT TO REFUSE RCA LICENSE

A second declaratory judgment suit was filed by the Zenith Radio Corporation of Chicago against the Radio Corporation of America in the Federal Court at Wilmington, Delaware, on February 4, 1947. This suit states that in the original complaint filed in the same court, Zenith repudiated as of December 13, 1946 the license formerly granted by RCA.

On January 10, 1947, Zenith submitted a report and paid royalties accrued through December 13, 1946 but on January 30, 1947, according to Court records, RCA notified Zenith in writing it denied that Zenith had the right to repudiate. RCA returned the payment that had been made and demanded royalties for the entire month of December.

Zenith asked the Federal Court of Delaware to sustain its right to repudiate its license.

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RCA COMMUNICATIONS ELEVATES GEN. THOMAS; TAKES ON DENNING

Former Brigadier General Samuel M. Thomas has been appointed Assistant Chief Engineer of RCA Communications, Inc. At the same time James E. Denning was named Director of Industrial Relations.

General Thomas joined the organization in March, 1946, and has been responsible for much of the engineering and planning phases of the Company's current modernization program which includes conversion of its world-wide radiotelegraph system from Morse to semi-automatic tape relay and telegraph printing operations.

One of the relatively few reserve officers to reach the rank of Brigadier General during the war, Mr. Thomas commenced his military career in 1926 as a Second Lieutenant in the Army Reserve Corps. As Chief of Staff to the Commanding General of the Persian Gulf Command, General Thomas developed a communications system which supported the movement of military and lend-lease supplies to Russia through the Persian Corridor. As Director of the Communications Division of the U. S. Army in Berlin, he was largely responsible for the initial post-war restoration of German communications.

Mr. Denning was formerly Secretary and General Counsel of Press Wireless, Inc., and Press Wireless Manufacturing Corporation, as well as Secretary of the News Traffic Board, Ltd.

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**FREEZE DEADLINE BRINGS APPLICATIONS FOR 1099 AM STATIONS**

Here is the latest checkup on what the FCC faces now that the lid has been clamped down on new standard broadcast station applications until May 1 by the temporary expediting plan:

Applications for New Standard	
Broadcast Licenses (AM) . . . . .	1,099
Construction permits . . . . .	461
Pending applications . . . . .	871

A summary of the boom in the FM classification follows:

Initial FM authorizations. . . . .	657
Pending FM applications. . . . .	255
FM Stations on air . . . . .	150

Television with 6 licensed stations, 52 construction permits and 13 applications demands its share of attention.

A further reminder of what the Federal Communications Commission is up against at present is the fact that the number of all kinds of broadcast stations now is more than 1,200, construction permits approach 1,200, and applications nearly 1,000.

Outside the broadcast category there are nearly 31,400 police, marine, aviation, etc. stations; 70,000 amateur stations, 35 amateurs and 325,000 commercial radio operators. In fact, the total of licensees applying to the FCC in 1947 reaches the amazing number of 530,000.

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**NEW BBC CHAIRMAN IS OVERSEAS TRADE ADVISOR**

Lord Inman, recently appointed by the British Prime Minister, Mr. Atlee, Chairman of the Board of Governors of the British Broadcasting Corporation, is principal adviser to the Secretary for Overseas Trade in the establishment of the organization for the development of the catering, holiday and tourist services. Lord Inman, in addition to holding a number of directorships, is Chairman of the Charing Cross Hospital and the Central Board of Finance of the Church Assembly. He is 54 years old and received a barony in the New Year honors.

Dowager Lady Reading was likewise recently appointed Vice-Chairman of the BBC Governors Board.

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## FCC'S FACE SEEMS RED IN HAVING TO MAKE COLOR DECISION

There was no lack of color in what was hoped would be the final hearings of the Federal Communications Commission on whether or not the Commission should fix the commercial standards of color television at this time. Black and white picture proponents were so aggressive it was wondered if there might not be some black eyes. There were those who even imagined they saw color in the faces of the FCC Commissioners trying to reach a decision in one of the most controversial questions the Commission has ever been called upon to solve.

Neither the results thus far achieved by CBS, nor the system by which they have been developed, justify favorable action by the Commission, on the CBS petition, according to three Committee reports prepared by the Engineering Department of the Radio Manufacturers' Association, and presented with the endorsement of twelve major manufacturing companies.

On the basis of the findings of these committees, as reported by W. R. G. Baker of the Radio Manufacturers' Association, Monday, dismissal of the CBS petition was recommended on the ground that color service when introduced should be of as high a standard as the existing black and white service, which at present it is not; that adoption now of the CBS system would retard development of other and more promising systems, with which also existing systems can more readily be integrated; and further, that FCC standards, when adopted, should include provisions for adequate performance and the basis for improvements in performance as the system matures.

Allen B. DuMont, President of DuMont Laboratories, who also appeared in support of the RMA Committee's recommendations, testified that "we are certain that no system of color television, either mechanical or electronic, has yet reached the degree of perfection which justifies the adoption of commercial color standards."

Pointing out that the ultra-high frequency color television service being proposed by the Columbia Broadcasting System is entirely compatible with the present black and white service in the lower frequencies, by the simple method of using combination receivers, Dr. Peter C. Goldmark, inventor of the CBS color video system, Tuesday revealed that CBS currently is working on a combination tuner which covers the entire television band, low frequency as well as high frequency, and which requires only one extra tube more than CBS' standard color receiver.

Dr. Goldmark was testifying before the Federal Communications Commission in its hearing on Columbia's petition to commercialize color television. He was the second CBS witness Tuesday. Earlier, Dr. Selig Hecht, world-famous Columbia University biophysicist, had praised the CBS color television system for producing color pictures "adequate in brightness, color, resolution, contrast and freedom from intrusive flicker". Dr. Hecht also had criticized

the discussion Monday by Paul Raibourne, Paramount Pictures Vice-President, of how rods and cones in the human eye function, as the "highest irrelevance" which had "nothing to do with television".

Dr. Goldmark suggested that compatability between the proposed CBS color service and black and white service be handled "on the same basis as FM and AM".

In radio, he pointed out, "the solution was not converters ...but rather combination receivers which have an FM and an AM band ...the CBS dual band television receiver is the television counterpart of a combination AM-FM receiver."

On the subject of the cost of color receivers, the CBS engineer said that it was not surprising that the relative prices submitted by ten manufacturers to the Radio Manufacturers' Association were comparatively high. He pointed out that of the ten, only one, Bendix, which submitted the lowest estimate, had access to all CBS developments, plans and diagrams, and that happens to be the "only company out of the ten who actually wishes to make color receivers."

He added that the General Electric price was based on a 47-tube set built according to CBS specifications the company had received over a year ago. Columbia's latest 10-inch receiver, which was demonstrated in New York before the FCC two weeks ago and which Bendix proposes to manufacture, has only 30 tubes, and Columbia also has demonstrated a table model receiver, smallest television receiver in existence, which uses only 25 tubes.

Concluding, Dr. Goldmark emphasized these points:

1. Color television under the proposed sequential standards already is performing better than did black and white when it was commercialized.
2. All of the equipment necessary for a highly satisfactory commercial color television system has been developed and tested.
3. The standards proposed by CBS impose no practical technical limitations on future developments.
4. Color television requires the same period of commercial development that black and white has enjoyed to realize its full capabilities, and this can only happen after commercial operation of color television stations has been authorized by the FCC.

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New business signed by WJZ during January ran about 32% ahead of bookings for December 1946, according to Murray B. Grabhorn, Manager of the key New York station for the American Broadcasting Company.

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DETROLA QUARTERLY SALES \$17,582,892; JANUARY \$6,549,962

Sales of International Detrola Corporation and subsidiaries during January totaled \$6,549,962.72 and aggregated \$17,582,892.72 for the Company's first quarter ended January 31, President C. Russell Feldmann announced Monday, February 10th.

These figures compare with \$2,209,185.83 for the month and \$6,408,252.93 for the quarter a year ago. The recent figures include operations of the Newport Rolling Mill division and the Hardy-Burlingham Mining Company, acquired last August.

The figures also compare with sales of \$40,810,028.22 for the entire fiscal year ended October 31, 1946.

A report to the stockholders, put out by Detrola, dated January 24, 1947, carried the following paragraph:

"In August, 1946, Philco Corporation offered to sell a stock interest in National Union Radio Corporation to Mr. Feldmann. Mr. Feldmann thereupon advised the Board of Directors of the offer and volunteered to let the Corporation take advantage of the offer if deemed advisable by the Board of Directors. The Board of Directors, however, after careful consideration of the matter, decided not to purchase a stock interest in National Union Radio Corporation. Thereafter, Henney Motor Company, Inc., a corporation controlled by Mr. Feldmann, purchased the stock of National Union Radio Corporation from Philco Corporation. At the Annual Meeting, stockholders are asked to ratify the action of the Board of Directors in this regard."

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SCHOOL RESEARCH ON RADIO GAINS; NEWSPAPERS STILL DOMINATE

An "amazing increase" in the number of projects related to radio is noted as a postwar trend in journalism research, according to a compilation made for the American Association of Schools and Departments of Journalism and the National Council on Research in Journalism.

The report listed 18 special studies in radio by members of journalism department staffs. A year ago, the most popular research topic was readership. There are 12 items in this category in the present report, evenly divided between readability and readership.

A statement made in connection with the report remarks that "increasing interest in radio on the part of AASDJ teachers has not, however, given the Fifth Estate dominance over a traditionally popular newspaper research topic - history. The report lists 25 items related to historical aspects of the press and five dealing with biographies of journalists."

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FULTON LEWIS SCRIMMAGE WITH ELLIOT CAUSES CAPITAL BUZZING

Nowhere probably was the news of the mixup between Fulton Lewis, Jr., Mr. and Mrs. Elliot Roosevelt and a representative of Elliot's publisher, Dick Harrity, in the MBS studios in New York, received with livelier interest than in Washington. The incident followed Mr. Roosevelt's appearance on a broadcast last Friday night, February 7th, "Meet the Press", and a United Press report described it thus:

"After the broadcast", Mr. Lewis said, "Roosevelt drew him aside and asked him about one of Lewis' broadcasts concerning financial dealings of the Texas State Network with which young Roosevelt formerly was connected. An argument ensued and the pretty, blonde Mrs. Roosevelt stepped into the conversation to back up her husband.

"Why, you don't know anything about this; you weren't even there", Lewis said he told Mrs. Roosevelt.

Lewis said Roosevelt asked him if he was calling his wife a liar and the radio commentator replied that if Mrs. Roosevelt said she was in Texas at that time, then "I must say she is a liar."

Lewis said that young Roosevelt then cursed him, and Harrity, who is connected with Duell, Sloane & Pierce, publishers of Elliot's book, "As He Saw It", swung the blow to Lewis' chin. The men were parted immediately.

Later, Lewis said, he apologized as did Roosevelt and Harrity and they shook hands.

The brief flurry came after a heated half-hour exchange between Roosevelt and his questioners on the program - Lewis, Henry J. Taylor of the Scripps-Howard newspapers, Warren Moscow of the New York Times and Bert Andrews of the New York Herald Tribune.

During the broadcast, Roosevelt branded as "a complete misstatement of fact" Newsweek Magazine's report of remarks he made at a dinner in Moscow at which Newsweek said he called the United States "an aggressor nation".

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MILL BEGINS TO GRIND FEB. <sup>14</sup> ~~13~~ EXPEDITING AM APPLICATIONS

The following partial schedule of informal engineering conferences in connection with the temporary expediting procedure of Standard Broadcast applications, is announced by the Federal Communications Commission:

<u>DATE AND TIME</u>	<u>CHANNEL</u>
Friday, February 14, 10 A. M.	940 kc
	970 kc
	1370 kc
	1510 kc
	1520 kc
Saturday, February 15, 10 A. M.	620 kc
	850 kc
	1360 kc
	1460 kc
	1470 kc

Attorneys and engineers representing applicants on the above specified channels should appear in Room 7454, New Post Office Building, Washington, D. C., at the time indicated, prepared to participate in the conference concerning the channel in which they are interested.

Failure to attend the conference will be construed as indicating that such applicants do not desire to participate in the expediting plan and, although their applications will be considered in connection with the other applications concerned, they will not be accorded the amendment privileges provided for in the Commission's notice of January 8th.

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ROYAL BRITISH SOUTH AFRICAN PARTY FIRST TO CARRY TV MAN

On the arrival in South Africa February 17th of Great Britain's newest and largest battleship, the 42,000 ton "Vanguard", carrying their Majesties, the King and Queen and the two Princesses, the royal party will be joined by the first representative of British television to travel so far afield in the interest of viewers. It will be George Rottner, a BBC television cameraman, whose films will be flown back to Britain for transmission from Alexandra Palace in London.

Also elaborate arrangements have been made for radio coverage of the trip by short-wave broadcasts which will be beamed to the United States and all parts of the world. Aboard the "Vanguard" which sailed for South Africa Saturday, February 1st, will be Frank Gillard, ace BBC radio reporter to keep listeners everywhere in touch with her progress and the life aboard her. Standard recording equipment was installed in the vessel, which will enable Gillard to illustrate his reports by means of actuality sound-pictures. All material of topical interest will be sent back to London by radio - either as a cable, or, when conditions permit, by direct transmission. Recordings of a less urgent nature will be flown back.

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::: SCISSORS AND PASTE :::
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Television And Advertising  
 (Robert D. Levitt in "Tide Magazine")

Television has elected to become a medium of paid advertising and to pay its way with advertising revenue. The adoption of this course already has raised the familiar question of the chicken and the egg, which has not yet been solved in either the poultry or the television field. Advertisers must have a medium with a large enough audience to justify the cost of using it; but the audience will be large enough only if the medium offers something sufficiently interesting to justify the purchase of expensive equipment.

The problem, of course, is primarily one of programming. Who will do it and, more important, what will they do?

Currently, there are enough advertisers willing to pay for television shows even though the audience falls far short of justifying the expense. They do it, of course, in order to get in on the ground floor of a new medium, for the satisfaction of being first, or to experiment with it while the cost is still comparatively low.

How long they will be willing to do it with practically no return, however, is another question. The broadcasters and the sponsors must obviously build up sufficiently enticing programs so that public demand makes television a truly vast medium. What these programs must be like hinges on one highly significant and fundamental fact: television is at best only a motion picture in the home, with only the one important added ingredient of simultaneity. . . .

Obviously, the motion picture industry is not willing to make movies for television except at a prohibitive cost. And if the medium tries to make its own, it will soon find out that even the most modest of "B" pictures now costs about \$200,000, or a great deal more than the most elaborate radio show. And they would be comparatively poor imitations.

\* \* \* \* \*

Churchill Dictates By Remote Control  
 (Raymond Daniell in "N.Y. Times")

Mr. Churchill prefers, in good weather to walk up and down in his rose garden, "talking to himself", as one friend put it, but in reality dictating to a "walkie-talkie" he brought back from the United States on one of his visits to President Roosevelt. His words are recorded inside the house and later transcribed by a secretary.

\* \* \* \* \*

Rising Rail Magnate Writes His Own Advertising Copy  
(Robert R. Young, Chairman, C. & O. Railway, in  
"Editor and Publisher")

Businessmen are only beginning to realize the great tool they have neglected. Yes, in many cases, by turning their newspaper, radio and magazine copy over to glib writers, they have been instrumental in undermining the very system they were trying to build up.

\* \* \* \* \*

Silent 2-Way Radio As Eliminator of Much Train Whistling  
(W. E. G. in "Washington Post")

When the engineer of a stopped train wants to tell his flagman that he's ready to start moving again, he lets loose with four or five blasts that wake the dead.

But two-way radio would do the same job without inconveniencing thousands of people who have to get up in the morning. For that matter, even an old-fashioned lantern signal could be employed.

\* \* \* \* \*

Radio Played Important Part In Atlanta Hotel Fire  
(Roe E. Woolley in "Fire Engineering")

Atlanta has equipped chiefs' cars with two-way radio, operated on the police radio frequency, and this communication facility was employed to advantage throughout the Hotel Winecoff fire and afterward. Multiple alarms were all sent in by radio from departmental cars to fire alarm headquarters. By means of short-wave radio apparatus, no longer needed at the fire, was dispatched to various vacant fire stations with saving in time. One fire chief's aide, reporting on the fire, advanced the belief that walkie-talkies would have been particularly useful in maintaining voice communications between working units and personnel.

Commercial radio was also employed in many ways, to bring medical aid, blood plasma, and volunteer workers; to help in identifying victims and locating missing persons. Appeals were broadcast by Chief Styron for outside aid and by Mayor Hartsfield and other officials for the help of emergency units.

\* \* \* \* \*

Flying Radiotypewriter  
( "Long Lines" )

In an airport office a Bell System teletypewriter clicked away, bringing typewritten news of bad flying conditions only a few miles ahead. In a matter of seconds the same news was recorded in the same typewritten form in a plane as it sped toward the danger zone. With no possibility of misunderstanding, the pilot read and acted on the message, which reached him instantly by radio - direct from the teletypewriter on the ground to the one in his plane.

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::: TRADE NOTES :::  
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A further pre-hearing conference for the oral argument on Multiple Ownership Rules (now scheduled for February 24, 1947) will be held on Monday, February 17, 1947, at 10:00 A.M., EST at the Federal Communications Commission in Washington. All persons expecting to appear at the oral argument, including persons who did not attend the first pre-hearing conference, which was held on January 31, 1947, are invited to attend.

The Commission's staff has prepared a tabulation of television and FM broadcast stations, existing and proposed, which have overlapping service areas and some degree of common control. A limited number of copies of this tabulation are available at the Commission to persons interested in participating in the oral argument on the Multiple Ownership Rules.

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The Southern Radio & Television Equipment Company of Miami, Fla. has filed an application with the Federal Communications Commission for permission to build and operate a commercial television station in Miami.

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More radio receiving tubes were produced in the United States in 1946 than in any other year in the industry's history, the Radio Manufacturers' Association reports.

Total shipments by RMA member-companies were 205,217,174 for 1946 and 24,473,535 in December. The highest prewar production was 135,858,157 in 1941, while the highest output during the war was 139,478,321 in 1944.

Last year's output included 129,637,191 tubes for new sets, 65,228,065 for replacements, 9,991,214 for export, and 360,704 for Government agencies.

-----  
Two publications, each containing 16 pages, are "Receiving Tubes for Television, FM, and Standard Broadcast", and "Power and Gas Tubes for Radio and for Industry" have been published by the RCA Tube Department. They are said to be of particular value to tube users, service men, and the trade in supplying liberal technical information on RCA tubes in ready reference form.

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At the annual meeting of the Emerson Radio and Phonograph Corporation, Benjamin Abrams, President, informed stockholders that the company now was turning out radio receiving sets at a rate of 2,000,000 a year. In October, when the company's fiscal year ended, the rate was 1,600,000 sets a year.

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Krisch-Radisco, Inc., radio, television and appliance distributors in New York, have created a separate television division to handle RCA Victor "Eye Witness" television receivers. The division will be headed by Earl C. Pullen as Sales Manager.

Television was shown for the first time in Baltimore Tuesday night, February 11th, as business and civic leaders paid tribute to Thomas A. Edison on the centennial of his birth.

As the eight hundred participants of the occasion arrived at the banquet, they were met with the cameras and microphones of the new WBAL Television scheduled to be first on the air with television in this area. Pictures were received by receivers of various makes.

Among the models was a Bendix Radio black and white television receiver combining AM-FM radio and automatic phonograph. A limited number of this model is scheduled for early production.

-----  
Representatives of the National Association of Broadcasters Sales Managers Committee and the Advertising Committee of the Radio Manufacturers' Association met jointly in Washington last week and discussed plans for coordination of activities in the "Radio-in-Every-Room" campaign, which is scheduled to be launched early this Spring.

Chairman John S. Garceau of Fort Wayne, Ind., of the RMA Advertising Committee, and E. R. Taylor, of Chicago, Chairman of the subcommittee in charge of the sales promotion project, welcomed the cooperation of NAB as offered by John M. Outler of Atlanta, Ga., Chairman of the NAB Sales Managers Subcommittee.

-----  
Assistant Postmaster General Burko of London told Parliament recently that television set production in Great Britain had mounted from 375 last June to 1,725 receivers by November.

Paul Adorian, a director of Radiffusion, Ltd., manufacturers of communication equipment, in a letter to friends in the U.S., wrote recently, according to the Television Broadcasters' Bulletin that owing to difficulties in obtaining components, in particular transformers, set production had lagged. He added that most manufacturers have designs ready for mass production.

He indicated that blocks of homes in London were being wired for television receivers as soon as they become available.

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A message of commendation was sent by President Truman last week to Rear Admiral Ellery W. Stone, former Chief Commissioner of the Allied Commission for Italy. He is now chief of the Italian affairs section of Allied Forces headquarters in Italy. Admiral Stone was formerly Vice-President of I. T. & T. and President of the Postal Telegraph Company.

Mr. Truman sent his message to commemorate the termination of the Allied Commission.

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# HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W.

Washington 8, D. C.

Robert D. Heinel, Editor

Founded in 1924

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February 19, 1947

## WASHINGTON FORESEEN AS GREAT ANNUAL BROADCASTERS' MECCA

A thing which has been shaping itself for a long time - delayed only by the war - but which the outstanding success of the recent Radio Correspondents' Dinner to President Truman made crystal clear was that Washington is destined at the time this dinner is held to become the annual gathering place for the high command of the broadcasting industry. They attended in unprecedented numbers this year, more than 400, but the time is not far away when the demand for tickets for this affair may be as great as for the famous Gridiron Dinner.

The way high government officials in the Capital accepted invitations to the radio dinner is already comparable to the Gridiron. According to Charter Heslep, Washington representative of Mutual, more than 80 per cent of the dignitaries invited, came. This included such people as Chief Justice Vinson, Dwight D. Eisenhower, and Admiral William D. Leahy. In fact, there was such a turnout of brass that the head table was not big enough to hold them all and no less a personage than former Governor Stassen of Minnesota, found himself seated down with the others at an ordinary table - a thing which probably doesn't happen often to the country's first avowed presidential candidate.

It is believed the day will soon come when the President will set aside the Saturday morning of the Radio Correspondents' dinner to receiving important broadcasters, just as he does to greet prominent publishers from various parts of the country the morning of the Gridiron. In fact, a precedent has already been set for this in Mr. Truman receiving the Board of Directors of the Mutual Broadcasting System at the White House the day before the Correspondents' Dinner. Realizing that most of the Directors would want to attend the dinner, Alfred J. McCosker, Chairman of the Board, had called a meeting in Washington at that time. Included in the party who subsequently went to see the President were:

Alfred J. McCosker, of New York; Edgar Kobak, President; Lewis Allen Weiss, Don Lee Net, Hollywood; Chesser Campbell, WGN, Chicago; Willet H. Brown, Don Lee Net, Hollywood; John Shepard, 3rd Yankee Network, Boston; E. M. Antrim, WGN, Chicago; J. E. Campeau, CKLW, Detroit; Benedict Gimbel, Jr., WIP, Philadelphia; J. E. Wallen, MBS Treasurer; Robert D. Swezey, MBS Vice-President and General Manager, and Mr. Heslep.

Thus Mutual, having started the ball rolling, others are bound to see the wisdom of the move and follow suit. Conceivably the National Association of Broadcasters might call a meeting for that time. Likewise the Frequency Modulation (FM) Association, which was formed in Washington only a few days before the dinner. As it was, Judge Roy Hofheinz, President of the FM group and numerous others, stayed over for it. Washington would take on a radio complexion the same as when the Associated Press and other press organizations gather in New York for a newspaper week every Spring.

There is, however, a much more definite reason for broadcast station owners to meet in Washington and that is because they are virtually under the thumb of Congress and its creature the Federal Communications Commission. It is distinctly to their advantage to take every opportunity to become better acquainted with these high Government officials. And the Radio Correspondents' Association, it would seem, has given them a fine opportunity to do so.

Among the brass attending the dinner who, in one way or another, control radio insofar as the Government is concerned, were:

Senator Wallace White (R), of Maine, Majority Leader and Chairman of the Senate Interstate Commerce Committee; Senator Robert A. Taft (R), of Ohio, Chairman of the Senate Labor Committee; Representative Charles A. Wolverton (D), of New Jersey, Chairman of the House Interstate and Foreign Commerce Committee, and Representative Clarence Lea (D), of California, author of the Lea anti-Petrillo Act. Also Charles R. Denny, Jr., Chairman, and all the members of the Federal Communications Commission.

The Radio Correspondents' Association has proved to be a remarkable organization in many ways and now comprises more than 100 members. The same as the press, they have their own galleries in the House and Senate, the Superintendent of the former being Robert M. Menough, and the latter, D. Harold McGrath, both always efficient and accommodating. The Executive Committee of the Correspondents' Association is composed of the following:

Chairman, Rex Goad, Transradio Press Service; Vice-Chairman, Eric Sevareid, Columbia Broadcasting System; Secretary, Albert Warner, Mutual Broadcasting System; Treasurer, Ray Henle, Mutual Broadcasting System; Member ex-Officio: Richard Harkness, National Broadcasting Company; and Member at Large, Francis W. Tully, Jr., Washington Reporters, Inc.

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#### SUGGESTIONS INVITED RE EDUCATIONAL STATION RULES

Anyone who is interested in submitting comments and suggestions regarding a change of the Federal Communications Commission Rules governing non-commercial educational broadcast stations, may file such comments and suggestions within the next 20 days, and may request oral argument with respect thereto. If comments and suggestions are submitted which warrant the Commission in holding an oral argument, notice of the time and place of such oral argument will be given.

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SMALL BUSINESS GROUP FEARS FOR "LITTLE MAN" MAKING RADIOS

Speaking in behalf of his bill to make credit available to small enterprise and to continue the Reconstruction Finance Corporation as an agency whose prime function it would be to foster small business, Senator Glen Taylor (D), of Idaho, himself a former radio commentator, spoke last week of a possible business recession and expressed fear for the "little man" in the radio manufacturing business.

Senator Taylor, who is a member of the rejuvenated Senate Small Business Committee, of which Senator George A. Wherry (R), of Nebraska, is Chairman, said:

"Many leading business economists advise us that we are approaching a period of recession. The trade journals and economic tipsters usually refer to it as the shake-out of 1947, and predict that it will occur this Spring. They foresee declining prices in soft goods accompanied by falling production and unemployment in certain lines. They do not predict a lengthy depression, because it is generally agreed that there will be a continuing demand at high prices for hard goods.

"But what is significant about all these predictions is that everyone seems agreed that the people who will suffer most will be the small businessmen. Even in the case of some consumer durable goods, such as radios, it is predicted that so-called 'off brands' will no longer be in demand, and that their manufacturers will be forced out of business.

"Now, what is an 'off brand' radio, or any other article, for that matter? Briefly, an off-brand radio, we will say, is a radio which is not made by one of the largest corporations. It is a radio made by a small businessman. It is a radio which is not advertised in the national magazines. It is not necessarily a worse radio nor is it a better radio. I have no doubt that some 'off-brand' radios are far superior to the famous name radios which will be at their peak of sales. On the other hand, some may be shoddy and second rate. \* \* \*

"In other words, then, small business will suffer merely because it is small business. It will suffer because it cannot afford the large-scale promotion which big business can afford. It will suffer because of a lack of long-term credit."

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The Iraq Government has placed an order with the Marconi Company of England for equipment which will be used to erect a broadcasting station at Abu Graib near Baghdad. The order calls for one 20-kilowatt medium-wave transmitter; one 15-kilowatt short-wave transmitter; and one 25-kilowatt short-wave wireless set for telegraphy.

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WGY'S FIRST 25 YEARS WERE THE HARDEST

WGY, one of the ten oldest broadcasting stations in the country, will be 25 years old tomorrow (Thursday, February 20).

Open House is being observed all week. All studios are open from 10 A.M. until 10 P.M. for inspection tours. The walls of the main corridor of WGY carry a display of old broadcasting pictures, many of scenes taken during the first five years of the station's operation.

There will be three special programs during the week, in addition to the anniversary dinner broadcast on Friday night although practically all local broadcasts will point up the anniversary. The first took place last night when the WGY Players presented an original skit, "The World Without Radio". The second will be a special Science Forum broadcast on Wednesday evening (tonight) at 7:30 o'clock, during which Everett S. Lee, Engineer of the General Engineering and Consulting Laboratory of General Electric will have a two-way radio conversation with Sir Noel Ashbridge, Deputy Director General of the British Broadcasting Company and a pioneer in wireless in that country. Sir Noel was associated in 1920 with a small group of engineers at Marconi's experimental station at Shelmsford, England. The third feature broadcast will be on Friday at 7:30 o'clock marking the fifth anniversary of one of the station's most popular programs, "The FBI in Action". The guest speaker will be Louis B. Nichols, Assistant Director of the Federal Bureau of Investigation.

A dinner program on Friday originating from Schenectady will be on the air from 9:00 until 10:00 P.M. EST. The speakers will include Niles Trammell, President of the National Broadcasting Company with which WGY is affiliated.

WGY today operates 50,000 watts maximum power allotted to broadcast stations in this country. Its transmitter and radiation system, located at South Schenectady, are one of the most modern design, assuring a strong signal coverage to the great Northeast.

During 25 years of operation in the public interest WGY has been on the air a total of 132,883 hours. On its natal year, 1922, the station operated 733 hours. This operating time increased steadily until it reached its present schedule of 6:00 A.M. to 1:00 A.M. daily for a yearly total in 1946 of 6,853 hours. Top operating year was 1942, directly following Pearl Harbor, when the station was on the 24 hours a day, Jan. 1 through Dec. 1, for a total of 8,611 hours. WGY is affiliated with the National Broadcasting Company.

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RADIO PROXIMITY FUZE PEACETIME USES REVEALED

Stating that many industrial organizations are conferring with it concerning peacetime possibilities of wartime developments the National Bureau of Standards makes known that the technics embodied in the radio proximity fuze may be applied to such equipment as smaller hearing aids, pocket-size radios, walkie-talkies, and a variety of other miniature commercial electronic devices.

The radio proximity fuze is a tiny radio sending and receiving station, so small that some models may be covered by a man's hand. It operates by continuously sending out radio waves. When an object of reasonable size is approached, the radio waves reaching that object are reflected back to the projectile. The fuze receiver picks up these reflected waves, analyzes them, and when they have the desired properties (that is, when the projectile is close enough to the object), an electronic switch is closed, detonating the fuze and the projectile.

More than 1,000 fuzes were built in the Standard Bureau's model shops. Production was started in the latter part of 1942 and continued through most of 1943. About 400,000 each of the radio and photoelectric proximity fuzes were manufactured.

Examples of the peacetime equipment to which proximity fuze technics might be directly applied include the manufacture of I-F strips for radar equipment, control circuits in pilotless aircraft, portable radio transmitters and receivers concealed on the persons of intelligence personnel, subminiature electronic controls, a greatly expedited telephone dialing system, special research equipment, and a host of other commercial applications.

A detailed discussion of the proximity fuze and its development appears in the January issue of the National Standards Bureau Technical News just off the press.

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WAYNE COY, WINX WASHINGTON, TALKED OF AS PHILIPPINE AMBASSADOR

Press dispatches from Manila have mentioned Wayne Coy, Assistant to the Publisher of the Washington Post, and in charge of Station WINX as a possible successor to Paul V. McNutt as U. S. Ambassador to the Philippines. Mr. Coy at present is in Manila with a party of American editors who are making an inspection tour of Japan and the South Pacific.

Mr. Coy is a relatively newcomer into radio. He has been active in FM development - the Post having the leading FM station in the Capital, and was recently elected Vice-President of the newly formed FM Association.

A Hoosier by birth, Coy, 42 years old, was formerly administrative assistant for two years in High Commissioner McNutt's office in the Philippines. He began as a newspaper reporter serving on the Indianapolis Star and other papers. An early New Dealer, he was Assistant Administrator to the Federal Security Agency in Washington, Assistant to the President in the Office of Emergency Management, and finally Assistant Director of the Budget Bureau in the Executive Office of the President.

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SEEK TO WARD OFF PROPOSED APARTMENT HOUSE TV ANTENNA BAN

A bombshell was dropped into the television situation in New York City by a discovery by Jack Gould of the New York Times that the apartment house owners were planning a ban on the erection of television antennas. J. R. Poppele, President of the Television Broadcasters' Association lost no time coming out with the following statement:

"The Television Broadcasters' Association has been aware for some time of the problems involved in serving a large number of televiewers in any one dwelling. At the Association's annual meeting last month, machinery was set into motion to coordinate industry representatives into sub-committees for collective action on several pressing problems. One of them was the matter of television antenna installations in multiple dwellings. This afternoon (February 14) steps were taken to tackle the problem and to seek an immediate solution. \* \* \* \*

"Until suitable multiple antenna systems capable of serving large numbers of receivers are fully developed and field tested, it would appear unfair to tenants of apartments and other multiple dwellings to be deprived of a television service, if they desire one.

"The situation is analagous to the early days of radio when landlords were equally moved to protest the erection of radio antennas on rooftops and to prohibit their installations in many cases. Reasons cited were the danger of lightning striking the antennas; of individuals defacing rooftops by erecting poles and other trivialities.

Newspapers helped to ease the situation by conducting educational campaigns for readers on how to install antennas and, in many cases, developed and depicted antenna designs which either occupied little or no room on rooftops or could be incorporated within the receivers.

"Surely the television industry will meet this problem and meet it squarely. If the need is shown, the solution is invariably found. Every new service reaching the public has had its

skeptics as well as its enthusiastic adherents. Those who came to see Robert Fulton's first steamboat sink on its initial run remained to cheer.

"The very groups who today are anxious over so-called 'dangers', (unwarranted in most instances) were equally anxious about radio's 'dangers' from 1920 to 1925.

"I am firmly of the belief that the activity in the matter of antenna installations, initiated by TBA, will bring about a rapid solution. Meanwhile, I would urge landlords to reconsider their actions on antenna installations, and where adequate space for several antennas is available, to relax the ban and permit dipoles to be erected."

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#### WESTINGHOUSE TO GET PLENTY OF RADIO CABINETS

A long-term contract to purchase the entire output of radio cabinets manufactured at the woodworking shops of the Mifflinburg Body Works, Mifflinburg, Pa., has been signed by the Home Radio Division of Westinghouse Electric Corporation. The Mifflinburg Works, with a manufacturing area of 300,000 square feet, expects to deliver 40,000 console and table cabinets in the next four months.

"Since the small supply of radio cabinets has been one of the component shortages plaguing the radio industry in the past year, this contract will have the primary advantage of providing another source of cabinets", John E. Flood of Westinghouse said.

"In addition, the engineering design and development of new cabinets and the quality control of cabinets now being manufactured will be facilitated because of the proximity of the two plants", Mr. Flood continued. "Since Mifflinburg is only 20 miles from our Sunbury plant and the engineers of both companies will be able to get together as often as necessary to eliminate any manufacturing or design problems which may come up."

With the cabinet manufacturer located nearby, Mr. Flood pointed out that shipping and handling costs of the cabinets - generally high because of the bulky nature of the product and the long distance between the cabinet maker and the radio manufacturer - will be reduced, and delivery will not be hampered by transportation delays resulting from heavy volume of traffic or other causes.

The Mifflinburg Works has been supplying cabinets in a limited quantity to the Home Radio Division for the past year, with manufacturing furniture as a main line.

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WOR PUT BAMBERGER'S ON THE MAP; ALSO OTHERS IN 25 YEARS

A quarter of a century ago, somebody in Bamberger's Newark, N. J. Department Store got the bright idea that maybe starting a new fangled contraption known as a wireless transmitter might help the sale of wireless receivers and possibly give the store a little publicity. That's how WOR was started on 250 watts in a small room adjoining the sporting goods department. Not long thereafter a live young publicity man named McCosker - Alfred J. - breezed into the place and the listening public knows the rest. Mr. McCosker, a New Yorker by birth, had already made quite a name for himself in the newspaper and theatrical field. He took to radio like a duck takes to water.

Result - WOR, a 50,000 watter - this week celebrating its 25th anniversary is today one of the country's outstanding stations. Mr. McCosker is not only Chairman of WOR's Board of Directors, but also Chairman of the Board of the Mutual Broadcasting System of which WOR is a leading affiliate.

Another man who deserves credit in the early development of WOR is J. R. Poppele, oldest employee in point of service, who opened WOR as Assistant Engineer and now is Engineering Vice-President of the company.

Throughout this week WOR listeners will hear announcements of the WOR special 25th anniversary broadcasts to be held on Saturday, Feb. 22 (MBS 9-10 P.M., EST). On Friday night, members of the WOR "Ten Year Club", composed of employees of 10 or more years' service, will be host to all the WOR staff and their families at a dinner-dance in the Waldorf Astoria Hotel.

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WOULD FURTHER ADAPT RADIOTELEPHONE TO HARBOR AND R.R. USES

Permits have been granted the New Telephone Company to test radiotelephone service in New York harbor and adjacent waters in connection with the development of coastal harbor radiocommunication systems and equipment. A coastal station will link 100 ship mobile units.

Authorization has also been given to the Union Bag & Paper Company of Savannah, Ga. to test radiotelephone service for switching locomotives on the firm's property in connection with development of Industrial radiocommunications system and equipment. Not being a common carrier, the applicant was ineligible for authorization in the new Railroad Radio Service. A like authorization was granted previously to the Pullman-Standard Car Manufacturing Co.

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WFAA, FORT WORTH, LICENSED TO USE KGKO FACILITIES

The Federal Communications Commission has granted applications for renewal of licenses and for assignment of license, to the following:

KGKO Broadcasting Co. (KGKO), Fort Worth, Texas, and Assignment of License; Carter Publications, Inc. (WBAP), Fort Worth and A. H. Belo Corp. (WFAA), Dallas, Texas.

The application for assignment of license of KGKO will have the effect of eliminating the call letters "KGKO", and dissolving the KGKO Broadcasting Co., and each of the assignees, Carter Publications, Inc., licensee of WBAP, and A. H. Belo Corp., licensee of WFAA, will be licensed to use the present facilities of KGKO operating one-half the total broadcast time on 820 kc. and one-half time on 570 kc., subject to the condition that Carter Publications, Inc., and A. H. Belo Corp. file with the Commission, within 60 days, a schedule of their hours of operation on both 820 kc. and 570 kc., in accordance with the provisions of the rules with respect to share-time stations; and to the further condition that they submit to the Commission within 90 days, satisfactory evidence that KGKO Broadcasting Co. has been dissolved that their commitments with respect to the separation of their respective operations have been effectively implemented.

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NAB SENDS OUT SECOND INSTALLMENT OF JOSKE REPORT

The Second Installment of "Radio for Retailers", the report published by the National Association of Broadcasters on the extensive experiments in radio advertising carried on by Joske's of Texas, has just been published.

The initial release, in a loose-leaf binder with the title "Radio for Retailers" stamped on the cover, was issued last October.

The latest installment contains two new chapters - one on "Copy", and the other on "Programs".

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Starting March 1st, WGNB, WGN's (Chicago Tribune) FM station, will be on the air 12 hours daily - from 11 A.M. to 11 P.M.

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FTC RULES AGAINST INCLUDING RECTIFIER IN TUBE COUNT

The Federal Trade Commission today (Wednesday, February 19) issued the following statement interpreting Rule 3(k) of the Trade Practice Rules for the Radio Receiving Set Manufacturing Industry, as promulgated July 22, 1939:

"Under Rule 3(k) of the Trade Practice Rules for the Radio Receiving Set Manufacturing Industry, and in the light of the decision of the court in Zenith Radio Corporation v. Federal Trade Commission, the Commission considers it improper to include rectifiers in the tube count in representations that a set contains a designated number of tubes or is of a designated tube capacity.

"The Commission does not regard it as improper, where the advertisement prominently and conspicuously states the actual tube capacity of a radio set (computed without inclusion of rectifiers or other devices which do not perform the recognized and customary function of radio receiving set tubes in the detection, amplification and reception of radio signals) for such advertisement also to contain a further statement to the effect that the set in addition contains a rectifier, provided such is true and the advertisement as a whole or in part involves no misrepresentation or deception. Illustration of such expression as descriptive of a set containing eight tubes computed in accordance with the above and a rectifier is as follows:

'An Eight Tube Set

This set in addition contains a rectifier.'"

The provisions of such Rule 3(k) of the Trade Practice Rules for the Radio Receiving Set Manufacturing Industry are as follows:

"Rule 3 - Specific Types of Advertisements or Representations Among Those Prohibited:

"It is an unfair trade practice for any member of the industry to use, or cause to be used, any of the following-described types of advertisements or representations: \* \* \* \* \*

"(k) Advertisements or representations stating, purporting or implying that any radio receiving set so advertised or represented contains a certain number of tubes or is of a certain tube capacity when one or more of such tubes in the set are dummy or fake tubes, or are tubes which perform no useful function, or are tubes which do not perform or were not placed in the set to perform the recognized and customary function of a radio receiving set tube in the detection, amplification and reception of radio signals.

"NOTE: In order to avoid and prevent deceptive or misleading tendencies or results, so-called 'ballast tubes', dial or other lamps used for illumination, so-called plug-in resistors, and other accessories or devices not serving the recognized and customary function of a radio receiving set tube, are not to be included as tubes in advertisements or representations of a radio receiving set which describe or refer to the set as having a certain number of tubes or

as being of a specified tube capacity. References to rectifier tubes, and to tubes, devices or accessories which do not serve as signal amplifying or detecting tubes or heterodyne oscillator tubes, should be such as to clearly avoid misunderstanding or deception of purchasers.)"

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### TURKEY'S 150 KW STATION TO BE MOST POWERFUL NEXT TO USSR

Authorization has been received for the construction of two radio stations in Anatolia, Turkey, in addition to two new stations that are now under construction.

Contracts were awarded in January 1946 for a 100-kilowatt short-wave station in Ankara and a 150-kilowatt medium-wave station in Istanbul.

The radio building under construction in Istanbul is to cost about \$1,260,000. Work on the transmitting tower is not expected to be entirely completed until the end of 1947. Operating on wave lengths of 395.78 meters and at a frequency of 758 kilocycles, this station is reported to be the most powerful medium-wave station on the European Continent outside of Russia.

All owners of wireless sets in Turkey are required to have a license. This covers all radio sets used for the transmission or reception, by means of electromagnetic waves, of pictures, signals, and sounds.

Radio subscribers in Turkey at the end of 1945 reached a total of 178,000, an increase from 25,510 at the end of 1937 and 46,244 at the end of 1938. Further expansion can be expected, upon the realization of plans for the expansion of electrification in Turkey.

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### RAPID CHICAGO FM AUDIENCE INCREASE; ESTIMATED NOW 200,000

Over 40 requests a day are being received by WGNB, WGN's FM station, for its program booklet listing all the WGNB programs for the month, which is sent free to all who ask for it.

G. William Lang, Chief Engineer of WGNB, estimates from mail response and the number of FM receiving sets released, that there are now well over 200,000 FM listeners in the Chicago area.

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RMA SCHOOL COMMITTEE PLANS STANDARDS FOR SCHOOL RECORDINGS

The School Equipment Committee of the Radio Manufacturers' Association, in cooperation with officials of the U. S. Bureau of Education and other educators who with industry representatives comprise the Joint Committee on Standards for School Audio Equipment, are preparing a report on acceptable standards for school recordings and playback equipment.

The work will be under the direction of a subcommittee headed by C. F. Gill of General Electric Company, Syracuse, N.Y., comprising industry and school representatives. Dr. R. R. Lowdermilk, of the Radio Section, U. S. Office of Education, will assist the subcommittee. When completed, the report will be acted upon by the full RMA School Equipment Committee, of which Lee McCanne, Vice-President and General Manager of the Stromberg-Carlson Company, Rochester, N.Y., is Chairman.

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"WALKIE-TALKIES" TRYOUT FOR FARMERS, SPORTSMEN, SURVEYORS

The Federal Communications Commission has granted to John M. Mulligan, of Elmira, N.Y., the first construction permit of its kind in connection with the development of a Citizens Radio Communications service.

Mr. Mulligan, a radio engineer, proposes to study propagation effects and other service factors in the 460-470 megacycle band which is allocated for the development of this service. Power of 50 watts maximum input will be used. The proposed Citizens Radiocommunications Service contemplates personal use of "walkie-talkies" and other portable two-way communication mediums by farmers, surveyors, sportsmen and others.

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BALLANTYNE, PHILCO PRES., AWARDED WAR DEPARTMENT CERTIFICATE

John Ballantyne, President of Philco Corporation, leading manufacturer of air-borne radar equipment for the Army and Navy, was awarded a special Certificate of Appreciation last Monday for his wartime services in directing the development and production of radar for the armed forces.

Lt. Col. Arnold T. Gallagher, Commanding Officer, Philadelphia Storage and Issue Agency, Signal Corps, read the Certificate, signed by Secretary of War Robert P. Patterson and others, which included the following citation:

"The War Department expresses its appreciation for patriotic service in a position of trust and responsibility to John Ballantyne for outstanding contributions by directing the research, development, engineering and production of highly complicated radar and associated equipment for the Signal Corps."

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

Powel Crosley's \$1,200 Bank Note And How It Grew  
(Gerard Piel in "Life" Feb. 17)

It was Powel III who was partly responsible for one of the major digressions in his father's career. At the age of 9 he reported that he had heard a radio and wanted one. Crosley shopped around the following day and discovered that the cheapest set was priced at \$119. He spent a quarter for a booklet called "The ABC of Radio". Within a few weeks Crosley had a team of hams building him a 20-watt transmitter and a couple of University of Cincinnati engineering students designing a receiver that could sell for \$20.

This was the Crosley one-tube Harko, the first low-priced set to reach the market. A year later, in 1922, the Crosley Radio Corp. was the biggest manufacturer of radio sets in the world and Crosley himself was happily engaged, as one of the earliest disk jockeys, announcers and program producers, in broadcasting phonograph records under federal license over the call letters WLW. He was also having trouble with his customers, however. They kept sending back their Harkos because the single tube could not bring in what radio programs there were above the noise level of Summer static. \* \* \*

Crosley's solution for this problem was "superpower", his major contribution to the broadcasting industry. As fast as technical advances permitted, he ran the power of WLWL, over the protest of competitors, up to 500,000 watts. The energy generated by WLW's huge transmitter bewitched the countryside for miles around. Barbed-wire fences emitted sparks, light bulbs glowed in farm-houses, rainspouts and bedsprings played hot jazz. WLW picked up regular listeners as far away as Aklavik on the Arctic Ocean. \* \* \* \*

Although WLW made money despite Crosley's extravagant investment in power, he never regarded it as a strictly profit-making venture. Its chief function, in his mind, was to sell cheap radio sets.

\* \* \* \* \*

When Victor Emanuel's Aviation Corporation turned up with an offer to buy everything Crosley owned except the Crosley car and the Cincinnati Reds, he knew the hour had arrived. For the business he had started on a \$1200 note, he got \$12,000,000 in cash.

Abuse Of Power By AFRA  
( "Washington Post" )

The noted Hollywood producer, Cecil D. DeMille, reminded the House Labor Committee that his refusal to pay an assessment of \$1 levied on him by the American Federation of Radio Artists for purely political purposes resulted in his suspension from the union. Under the provisions of the union shop agreement, Mr. De Mille was consequently barred from appearing on his radio program. \* \* \* \*

\* \* \* \* \*

Individual rights to enter into contracts for the sale of labor are necessarily curtailed by laws legalizing collective bargaining through representative unions. If employers are willing to accept bargaining agreements requiring all their employees to join the Union, the individual's freedom of action, is subject to some further curtailment. \* \* \*

\* \* \* \* \*

The real evil in the particular instance was the AFRA's assessment of its members for purposes not related to the legitimate objectives of the union as a collective bargaining agency. If unions with closed-shop agreements are permitted to assess their members in order to finance political campaigns, on pain of expulsion and loss of their jobs for refusal to pay, the foundations of our political structure, based on a system of free voting by the people, will be seriously undermined.

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Publisher Enthuses Over Facsimile; To Test It In Miami  
(Jerry Walker in "Editor and Publisher")

John S. Knight's announcement that the Miami (Fla.) Herald would begin facsimile service to the public within a few months prompted a refresher visit this week to the laboratories of Radio Inventions, Inc., New York City.

That's where Dr. John V. L. Hogan, facsimile pioneer, directs the research which a group of newspapers and others, banded together as Broadcasters Facsimile Analysis, has been financing for several years. Mr. Knight has become a subscriber to BFA and proposes to introduce the newspaper-of-the-air to Floridians on a regular basis.

"Facsimile", Mr. Knight declared, "is the most radical change in newspaper publishing methods since the invention of type-setting machines. Within a few years at most it promises you an entirely new concept of the daily newspaper.

"Facsimile means an exact copy or reproduction of the Miami Herald as a continuing process in your home - right before your eyes."

While Mr. Knight's enthusiasm is appreciated to a large degree, the laboratory experts are more restrained; they don't claim yet that their achievements, to date, would warrant scrapping of presses or other equipment needed to produce more than the original copy of a metropolitan newspaper. \* \* \*

Since mass production of BFA sets, designed by Radio Inventions, has been delayed until late Summer at the General Electric Co. plant, the Miami experiments probably will be confined at first to the receivers which will be placed in the lobbies of the large leisure lamaseries.

This plan, incidentally, has suggested a new method for a newspaper to introduce facsimile by letting hotels or advertisers underwrite the costs of public view machines.

(BFA currently offers publishers a minimum set of facsimile equipment and a program service for "lessthan \$10,000.") \* \* \*

(Continued at bottom of Page 16)

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::: TRADE NOTES :::  
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The Western Union is offering broadcasting stations, newspapers, airlines and others in New York City a 24 hour city-wide Weather Bureau teletype service. The cost will be \$35 with the Weather Bureau making no charge for its part of the service because of the relief from the 900 or more telephone calls which the Bureau now has to handle.

In addition to this, the New York Telephone Company receives upwards of 40,000 requests for weather information every day.

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J. T. Dalton has been appointed Sales Manager for Radio and Television of the Bendix Radio Division of Bendix Aviation Corporation. Mr. Dalton, who was Manager of Bendix distribution for the past three years, succeeds L. C. Truesdell, resigned.

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Station WTMV, Mississippi Valley Broadcasting Co. of East St. Louis, Ill., has been designated for a hearing on its sale to Evansville On The Air, Inc., for a consideration of \$320,000.

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The vacuum-tube acceleration pick-up as developed at the National Bureau of Standards takes advantage of the effect of acceleration on the relative position of the electrodes in the tube. The tube contains a fixed, indirectly heated cathode with two plates, one on either side. The plates are elastically mounted to deflect in response to acceleration normal to the plane of the plates. Deflection of the plates causes a change in plate current proportional to the acceleration and such changes in current are recorded on a standard oscillograph.

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Closely following the signing of a contract Tuesday by the Metropolitan Opera with the Columbia Recording Company for the recording of two complete operas a year from the stage of the Metropolitan, said to have the O.K. of Petrillo, RCA-Victor announced it would likewise record full length operas with Metropolitan singers.

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A. T. & T. has been given the green light to use five micro-wave relay stations between New York and Philadelphia (two terminal stations and three intermediate) to further test the practicability of television program transmission, multi-channel telephone communications and other long distance services. The grants are for Experimental Class 2 operation; commercial service is not authorized. Similar authorizations are held by the same company for a microwave chain between Boston and New York.

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Did you ever hear of Ambassador Radio? He is Pierre Radio, the new Argentine Ambassador to Spain.

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Philco Corporation declared a quarterly dividend of 37½ cents, payable March 12 to holders of record February 28. This places the company on a \$1.50 annual basis, compared with \$1 in 1946.

The Federal Communications Commission has announced adoption of a Proposed Decision looking towards the denial of the following applications:

Harold Thomas, licensee of Station WATR, Waterbury, Conn. for construction permit to change transmitter site and studio location of station to Springfield, Mass., and increase power from 1 KW to 5 KW and install a new transmitter and directional antenna, operating unlimited time on 1320 kc.; and WMAS, Inc., licensee of Station WMAS, Springfield, Mass., for a construction permit to change frequency from 1450 to 1320 kc. and increase power from 250 watts to 5 KW and install a new transmitter and directional antenna.

The Commission also adopted an Order making final its Proposed Decision granting application of the '49er Broadcasting Company, for a new station at Grass Valley, Calif. to operate on 1400 kc., 250 watts, unlimited time, and denying the application of Town Talk Broadcasting Company seeking the same facilities.

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Stimulated by the newly inaugurated Co-op Sales Awards Program, sales of cooperative programs by the American Broadcasting Company during January have shown a 46% increase over November 1946 bookings, according to Harold Day, Sales Manager of ABC's Co-Op Program Department.

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The Chillum Heights Citizens Association in Washington opposed the installation of a 300-foot broadcast tower for a proposed new 1,000 watt daytime radio station on 1590 kc. in the suburbs of Washington, D.C. this week.

Richard Eaton, former WWDC news commentator and applicant for the operation of the station, assured the group his station would not "blanket" the area, as it had been felt it would.

"I wish to create a 'family' station", he said. "It is my wish to give the community a station mothers and fathers will not hesitate to let their children listen to - a station free of 'who-dunits' and other mystery story types."

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Contents of Radio Age (RCA Quarterly) for January include: "Radio in 1946-47", Brig. General David Sarnoff; "Status of Color Television", Statements by Dr. C. B. Jolliffe, R. D. Kell and G. L. Beers; "Ship Radar Tested" by C. J. Pannill; "Modern Distribution", by Frank M. Folsom; "Making Tubes for Television"; "Advertising in the Public Interest", by Niles Trammell; "Radiotelegraph Traffic Doubled" by Thompson F. Mitchell, and "The Pocket Ear".

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(Continued from Page 14 "Publisher Enthuses Over Facsimile; To Test It In Miami".

Commercial standards have not as yet been set by the Federal Communications Commission, and no revenue can be obtained from advertising until they are. Numerous advertisers have expressed a desire to utilize the new medium as soon as there is a sizable audience, and some have a notion they would like to broadcast sponsored pages or sections.

Present machines will transmit and receive four fax pages every 15 minutes - that's the equivalent of one full-size newspaper page; four an hour, or 24 if the receiver is left turned on all day. The paper cost alone, for such a "Sunday edition" of a metropolitan paper, would run around \$1.

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# HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W.

Washington 8, D. C.

Robert D. Heidl, Editor

Founded in 1924

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KICKS COMING IN APLENTY ABOUT U.S. BROADCASTS TO RUSSIA

Reports coming in to Washington are that very few seem to be enthusiastic thus far about the U. S. Broadcasts to the Soviet Union - the Russians the least of all. The population of Russia, according to the latest figures furnished by the National Geographic Society, is 170,467,572. The British Broadcasting Corporation estimates there are 500,000 sets capable of hearing its daily Russian language programs. Charles W. Thayer, U. S. Foreign Service officer in New York, however, said the estimate of the number of receivers capable of picking up the transmissions from the United States varied from 10,000 to 2,000,000.

A dispatch to the New York Times from Moscow read:

"The United States Embassy's recent press release announcing the new program, has not been printed in the Moscow press. Most of the Russians who listened did so as a result of word-of-mouth information passed on by employees of the United States Embassy. It is impossible to say how many heard the broadcast. The Soviet-made Pioneer radio set can pick up the broadcast, but it has been estimated that about one in 1,000 Russians has this type of set. It is cheaper and easier in Moscow to plug in on an apartment house line and get the Moscow radio twenty-four hours a day.

An estimate credited to the State Department is that there are anywhere from 100,000 to several hundred thousand short-wave receivers in Russia today. These include sets which were impounded by the Soviet Government during the war and since have been returned, and receivers liberated by Red Army troops in Eastern Europe. In addition, the Moscow radio announced last Fall that 325,000 new sets would be distributed in the Soviet Union by the end of 1946, and the current Five-Year Plan calls for the production of 925,000 sets a year.

Probably the biggest black-eye the program has had was from Eddy Gilmore, head of the Moscow Bureau of the Associated Press. Received here Tuesday (February 25) and thus the latest work on the subject, Mr. Gilmore cabled:

"The 'Voice of America', the radio broadcast beamed to Russia by the United States State Department via Munich, appeared today (Feb. 24) to be yelling itself hoarse across the windy steppes with little effect.

"A number of Russians, interviewed after the first week of operation expressed these opinions:

1. Reception is very poor.
2. The programs are too highbrow.
3. There is considerable amateurishness.
4. The broadcasts are dull and uninteresting at times.
5. They do not sound American.

"Such Russians as have heard the program must be very few, because the broadcasts are so difficult to pick up. There is a great amount of interference and the program fades badly.

"This correspondent has found about 25 Russians who have heard the program. All said the broadcasts were not of general interest to the Russian public."

A previous dispatch from Moscow indicated the American program had gotten off to a poor start:

"It was a bad night for radio, atmospherically. All short-wave reception was poor. In addition, other stations - particularly French transmitter and a Russian one - blanked out the American broadcast occasionally.

"It is impossible to say definitely how many Russians listened to the broadcast, but from the quality of the reception and the lack of announcement in advance, this correspondent would guess that only the smallest percentage of Moscow residents heard it.\* \* \*

"Such Soviet citizens as heard the initial program were those who had foreign friends to tell them of it, or those who happened to tune in by chance. A number of these pronounced the program generally interesting. Others criticized it either as too highbrow or too amateurish."

Signing himself "A Maine Republican", a reader wrote the Washington Post:

"The Associated Press Monday announced that the first broadcast beamed to the Soviet Union by the State Department 'presented a 2000-word dissertation on "States' rights" and a summary of world news interspersed with such talk tunes as 'Turkey in the Straw' and 'Git Along Little Dogie'.' How many Russians stopped to listen to 2000 words on "States' rights" we do not know - but we can guess. We also can guess that they were impressed by 'Git Along Little Dogie' - and how.

"Is it not high time to put an end to this childish propaganda? Aside from the fact that no form of public appeal is so unconvincing as official propaganda, what earthly difference can it make to our relations with the Russians to inform them at the cost of some millions that the American States 'are healthy organisms created by historical forces'? Or that we have found 'a new cure for hay fever'?"

"

"In his budget recommendations the President gives the actual expenditures of the State Department in 1946 as 81 millions, he estimates them for 1947 at 140 millions, and for 1948 at 173 millions. The figures seem fantastic, but they could be cut down a little by suppressing entirely the cultural and propaganda nonsense."

An article getting after the British Broadcasting Corporation appeared in the Russian magazine Culture and Life at the close of the first American broadcasts to Russia but didn't mention the latter. It was written by Eugenie Tarle, Soviet historian, and said the British propagandists could save themselves a lot of effort by sticking to informative items and dropping "their free course in education when broadcasting to Russia.

Professor Tarle said that Russian broadcasts from Britain deliberately juggled facts and transmitted "agitative, poisonous and slanderous items" in an effort to mislead the Soviet people.

"The British Broadcasting Corporation lends assistance to war incendiaries and reflects a spirit that is unfriendly toward the Soviet Union", the historian wrote.

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#### HOUSE BAN ON DAYLIGHT TIME IS ACCEPTED BY SENATE GROUP

Daylight saving time for Washington this year was killed by a vote of 210-124 in the House.

Senate District Chairman C. Douglass Buck (R., Del.) said the vote had thrown the daylight saving plan "out the window". He said his Committee will probably drop the measure, too and individual Senators gave the impression that daylight saving time this year was dead. The Senate District Committee, after a poll of members, decided to postpone decision for an indefinite period.

House District Chairman Everett Dirksen (R., Ill.), who led the House fight for approval of daylight saving time here, interpreted the vote this way.

"Folks in the District are not sufficient to overwhelm the farmers, even though the farmers are not affected by daylight saving time here."

His interpretation referred to these two facts:

1. A majority of Washington residents wanted daylight saving time, according to a poll by the Washington Post cited by Dirksen during debate.

2. Representative Howard W. Smith (D., Va.) and other House members from New York, California, Arkansas, and Minnesota protested that daylight saving time hurts the farmers.

On the final roll call, 85 Republicans and 39 Democrats voted for daylight saving time in Washington. Voting against the plan were 110 Republicans and 100 Democrats.

The vote came not on a plan to establish daylight saving time for the District every Summer, but on a proposal to try it this Summer only. The one-year trial was proposed by Representative Dirksen after Representative Smith had announced he would seek this limitation.

WCCO-CBS OFFERS NEWS SERVICE TO MINNESOTA CONGRESSMEN

Station management of WCCO-CBS, Minneapolis-St. Paul, hosted members of the Minnesota delegation in Congress in Washington last week, to offer CBS and station facilities to the legislators for radio reports to the voters of the State.

Addressing the delegation at the dinner, WCCO General Manager A. E. Joscelyn declared:

"WCCO is the only radio station which covers the entire State of Minnesota. This coverage gives the station a terrific responsibility to its listeners. We at WCCO are convinced that this responsibility obliges us to ask our Representatives in Congress for suggestions and improvements on our service to provide the citizens of Minnesota with the most complete and direct information possible on the activities of our Minnesota representatives in Congress. We therefore wish to offer the CBS newsroom and facilities in Washington as a liaison between the Minnesota delegation and their constituents."

The first Northwest radio station to offer such a service, WCCO and CBS executives at the meeting reported the Congressmen gave unqualified approval to the proposal.

Plans were made at the meeting for a weekly round table of opinion by the legislators to be transcribed at the Capitol for broadcast over WCCO. Teletype facilities from the CBS Washington News Bureau to WCCO will be utilized as part of the news service for expression of legislative opinion on WCCO news shows, Mr. Joscelyn said.

Among those present at the dinner besides Mr. Joscelyn were Senator Edward J. Thye; Representatives A. A. Andresen, G. MacKinnon, W. H. Judd, H. Knutson and J. A. Blatnik; Earl H. Gammons, CBS Vice-President and Eric Sevareid, Chief of the CBS Washington News Bureau.

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RADIO SET PRICE CUT CALLED "MERCHANDISING STUNT"

If a long-established radio manufacturer is able to maintain its recently announced 20 per cent reduction on a table model set "for any length of time" other well-known manufacturers will have to follow suit, a wholesale spokesman said to the New York Times Tuesday. He indicated, however, that such suppliers feel that the move may be a "merchandising stunt" by the organization in question and will not be permanent. Wholesalers state that this explains failure of other quality producers to notify them of possible reductions.

(Editor's Note: This evidently refers to the reduction from \$49.95 to \$39.95 in its portable radio model announced last week by the Emerson Radio and Phonograph Corporation.)

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ASKS FCC APPROVAL FOR "WORLD'S TALLEST STRUCTURE"

The building of the highest structure in the world at Des Moines, Iowa, to carry frequency modulation radio programs to a great Midwest audience is incorporated in plans revealed in Washington yesterday (Tuesday, February 25) by T.A.M. Craven, Vice-President of the Cowles Broadcasting Company.

Commander Craven disclosed that an application had been filed with the Federal Communications Commission for approval to construct an FM tower 1530 feet high for Station KRNT-FM.

The tower, reaching more than a quarter of a mile into the sky would be higher than the Eiffel Tower in Paris or the Empire State Building in New York City. It would be longer than the span of the Brooklyn Bridge or the length of the liners QUEEN MARY and QUEEN ELIZABETH - all under 1500 feet.

The FCC has already authorized KRNT-FM to broadcast with the power of 157,000 watts. The extra height of the proposed tower would increase the normal coverage and bring to a much larger rural and town audience the advantages of FM service. Cowles engineers have indicated that KRNT-FM, when put in operation, will carry noise-free, high fidelity FM programs to listeners within a radius of more than 100 miles from Des Moines. This would give the Dowles Broadcasting Company's Des Moines station much greater coverage than the average FM station in this country not located on a high mountain.

The Des Moines FM station will service Midwest FM set owners from Des Moines to the north boundary of Iowa and for some distance beyond the south boundary of the State.

The new KRNT-FM studios will be built in the KRNT Radio Theater, a Cowles property in Des Moines, housing America's largest legitimate theater. New studios for KRNT (AM) are also planned for this building. Present KRNT studios occupy two floors of the Register and Tribune Building.

This concentration of radio (AM and FM) studios and theater activities - with television a possible later development - is in line with plans of the Cowles Broadcasting Company to develop its Des Moines entertainment enterprises into "radio center" proportions for Iowans.

The proposed KRNT-FM tower is the highest radio tower construction since WNAX, the Cowles AM station in Yankton, South Dakota, erected a 927 foot antenna in 1943. The Yankton tower attracted national attention when it was dedicated as "the world's tallest" to the "Typical Midwest Farmer", whose efforts in raising food assisted materially in winning World War II.

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Release Date - Thursday, P.M., Feb. 27

RCA VICTOR TO INTRODUCE TELE SETS IN LOS ANGELES MARCH 10

The first television receivers to be introduced in the Los Angeles area in substantial quantities will be offered to the public Monday, March 10th, it was revealed at a two-day series of dealer meetings concluded today (February 27) in Los Angeles by executives of the RCA Victor Division of the Radio Corporation of America and the Leo J. Meyberg Company, RCA Victor distributor in that region.

Several carloads of RCA Victor television receivers will arrive there for "T" (Television)-Day, on which sale of the receivers in Los Angeles will be initiated Monday, March 10th.

To demonstrate the receivers, special broadcasts from the Paramount Pictures television station, KTLA, were presented for these meetings. The two models shown at the sessions, which will be the first placed on sale in Los Angeles, are table model RCA Victor receivers, both of which are capable of receiving programs on all 13 channels allocated to television by the Federal Communications Commission.

These sets feature the RCA Victor Eye Witness Picture Synchronizer - a new scientific development in television receiver design which locks the receiver in tune with the sending station and greatly increases the steadiness of the pictures. One of the table models to be offered March 10 has a picture area of 23 square inches. The other presents a picture 52 square inches in size.

The former is priced at \$250 in walnut and \$260 in blonde, the latter is \$375 in walnut finish. These prices are exclusive of the company's Television Owner's policy which covers cost of antenna and installation of receiver and antenna plus a year's service and maintenance of the sets. This policy is offered with the receiver for a flat nominal fee.

Two other television receivers to be introduced to this market later in 1947 were also shown to the dealers. One of these is a complete home entertainment unit which incorporates a 52 square inch television screen with standard broadcast, FM, and international short wave radio, and a Victrola phonograph. The latter features an automatic record changer capable of handling up to 12 records and a silent Sapphire tone arm with a permanent playing point. This console also has generous record storage space. The other, which also includes 3-band radio reception, presents a television picture 300 square inches in size - almost as large as a newspaper page.

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DENNY, FCC CHAIRMAN, TO ADDRESS INSTITUTE OF RADIO ENGINEERS

Charles E. Denny, Chairman of the Federal Communications Commission, will be the principal speaker at the annual banquet of the Institute of Radio Engineers 1947 National Convention, to be held in New York from next Monday until the following Thursday, March 3-6. The banquet will be Wednesday evening in the grand ballroom of the Hotel Commodore.

Frederick R. Lack, Vice-President of Western Electric Co. will act as toastmaster. The 1947 Institute Medal of Honor, the 1947 and the deferred 1947 Morris Liebman Memorial Prizes, the 1947 Browder J. Thompson Memorial Award, and Fellowships given by the Institute will be announced at the banquet.

On Tuesday, the President's luncheon will honor the incoming 1947 President of the Institute, Dr. W. R. G. Baker, Vice-President in Charge of Research of General Electric Co. Dr. Baker will be introduced by Dr. Frederick B. Llewellyn of Bell Telephone Laboratories, toastmaster and retiring 1946 President of the I.R.E. Vice-Admiral Charles A. Lockwood will be the guest speaker at the luncheon.

Also present at the President's luncheon will be the newly elected members of the Board of Directors of the Institute - J. E. Brown, Assistant Vice-President and Chief Engineer of Zenith Radio Corporation; F. R. Lack, Vice-President of Western Electric Co.; J. R. Poppele, Vice-President and Secretary of Bamberger Broadcasting Service and D. B. Smith, Director of Research of Philco Corp.

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STANTON RECEIVES AWARD TO CBS FROM CHRISTIANS-JEWS GROUP

"We have always recognized as a primary responsibility the dedication of radio to national unity, understanding, and harmony among all groups of American people", Frank Stanton, President of the Columbia Broadcasting System, declared last Saturday.

His talk was part of a special CBS broadcast on which the American Brotherhood Award of the National Conference of Christians and Jews, given annually for the best single network program on human relations, was awarded for 1946 to Columbia network's "Assignment Home" drama, "The Biggest Crime".

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BRITISH ISSUE NEW BOOK OF WORLD BROADCASTING STATIONS

The broadcasting stations of 74 countries as well as the long and medium wave stations of every country in Europe, are detailed in a new booklet "Broadcasting Stations of the World", published by Iliffe & Sons, Ltd. (Price 1s Od. net.) The booklet gives the frequencies, wavelengths, powers of over 1000 stations, classifying them both in order of frequency and geographically.

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MORRIS, ZENITH REP., UP FOR U. S. CHAMBER COMMERCE DIRECTOR

Judging from his past progress in civic affairs, a man liable to follow in the footsteps of Eric Johnston (who was also a Zenith distributor) as President of the Chamber of Commerce of the United States is Edgar Morris, Zenith radio distributor of Washington, D. C. He has just been nominated to represent the Third Regional District as a Director of the Chamber of Commerce of the United States. The presidency is several rungs up the ladder but if Mr. Morris, who is already serving as National Councillor of the National Chamber, is elected a Director, as seems very likely at this writing, it should not take him long to reach the top if he keeps up his present pace.

One of Washington's outstanding successful business men, he has held virtually every office in the Washington Board of Trade, up to and including the presidency in 1936. Since that time he has been Chairman of the Greater National Capital Committee - one of the largest and most successful convention and tourist bureaus in the United States.

Mr. Morris has also served as a Director of the Southern Gas Association, President of the Kiwanis Club of Washington, a Trustee of American University, Chairman of the United States Jury Commission, a member of the Tax Advisory Committee for the District of Columbia and the Citizens' Efficiency Committee for the District of Columbia. He is currently Chairman of the Board of Public Welfare of the District of Columbia. He is likewise Vice-President of the Security Finance Corporation, a Director of the Mutual Fire Insurance Company, and a member of the Advisory Board of the American Security and Trust Company.

Mr. Morris' petition for nomination has been endorsed by the following:

Admiral Emory S. Land, President Air Transport Association of America; Robert W. McChesney, President, National Electrical Contractors' Association; John A. Logan, President, National Association of Food Chains; Granville Gude, President, Society of American Florists and Horticulturists and numerous others.

Likewise his nomination has been approved by the head of every important commercial organization in Washington and by these officials from his native State of South Carolina:

James M. Hagood, President, Chamber of Commerce of Charleston; Henry F. Jumper, President, Chamber of Commerce of Columbia; William W. Pate, President, Chamber of Commerce of Greenville, and Ashley C. Tobias, President, Organized Business, Columbia.

Mr. Morris came into the world-wide spotlight in connection with the International Children's Christmas Broadcasts sponsored by the Greater National Capital Committee of which he is Chairman.

Participants of the broadcast are children from the Embassies and Legations in Washington who extend Christmas greetings to the children of the United States from the children of their homeland. In many instances, the representative of a country is the son or daughter of its Ambassador or Minister which always insures a large turnout of the Diplomatic Corps.

The United States is always represented by a child of a high ranking Government official. Jimmy, son of the Secretary of the Interior and Mrs. Julius A. Krug, extended greetings to the children of the world on behalf of the children of the United States during the 1946 program.

To add to the colorful setting for the broadcast, the participants are dressed in the costume of their country and the scene is always enlivened by the U. S. Marine Band under Capt. William Santelmann playing Christmas songs of all nations.

For the first time last year the International Christmas broadcast was televised in addition to being carried over an ABC coast-to-coast network and short-waved to foreign countries.

The Third Regional District for which Mr. Morris is nominated includes Virginia, West Virginia, North and South Carolina and the District of Columbia. The outcome of the election is being watched with particular interest in view of the fact that the Director representing the Third District has not come from the Washington area in more than ten years.

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#### WAA REVEALS SALE OF TWO RADIO RECEIVING TUBE PLANTS

The War Assets Administration announced last week the sale of two radio receiving-tube plants. One, located at Bowling Green, Ky., was sold to the Electra Voice Corporation for \$731,000. The other, located at Tell City, Ind., was sold to General Electric Corporation for \$851,000.

The Bowling Green plant cost the Government about \$1,061,481; the Tell City plant about \$1,032,585. Both were operated during the war by General Electric.

Both purchase prices were the highest offers received. In the Bowling Green transaction, consideration was given to the small business position of Electra Voice, while in the Tell City sale, the fact that 1,000 persons are employed at "feeder" plants wholly owned by General Electric was given prime consideration. The two properties were the only receiving-tube plants in which the fabricating machinery and equipment was also owned by the Government and both will continue to be used to produce this item.

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WAR COMMUNICATIONS BOARD ENDED BY PRESIDENT TRUMAN

The Board of War Communications, having concluded its task of coordinating the nation's civilian radio, telegraph, telephone and cable facilities for their most efficient use in the prosecution of the war and in the national security, was abolished this week by Executive Order of the President. Simultaneously, it cancelled its remaining orders and instructions and issued the following statement of appreciation for cooperation in its wartime task:

"American communications constituted a vital and mighty weapon of war.

"The mission of the Board of War Communications was to coordinate the nation's far-flung communications resources so that this weapon could be forged into its maximum effectiveness.

"In accomplishing this mission, the Board has had the all-out cooperation of industry, labor and the government agencies involved. While the Board had broad powers to commandeer communications facilities for the war effort and the public safety, we are glad to state that such action was necessary in only one relatively minor instance.

"The American genius for teamwork, initiative and fair play shone brighter in no other field of wartime endeavor.

"The Board hereby expresses its appreciation to all the industries, the labor unions, and the Government agencies who rendered such ready cooperation, and to the many individuals who gave unstintingly of their time and energies on the various committees."

The Board was originally created as the Defense Communications Board by Executive Order on September 24, 1940, to serve basically as a planning agency in connection with the nation's rapidly growing defense program. It was established to determine, coordinate and prepare plans for the national defense "for and during any national emergency". These plans were to cover the needs of the armed forces, of other governmental agencies, and of industry.

The Chairman of the Federal Communications Commission was named Chairman of the Board. Other members were the Chief Signal Officer of the Army, the Chief of Naval Communications, the Assistant Secretary of State in charge of the Division of International Communications, and the Assistant Secretary of the Treasury.

Three days after Pearl Harbor - on December 10, 1941 - the President delegated to the Board his wartime powers relating to radio communications. The new Executive Order recited that Section 606 of the Communications Act authorized the President in case of war to close any radio station, remove its apparatus and equipment, to order its use by any agency of the Government, to direct preference and priority for communications essential to the national defense. The Board subsequently became the Board of War Communications.

## U.S. REVISES INTERNATIONAL FREQUENCY SERVICE PROPOSALS

Recently the preparatory committee for the forthcoming International Telecommunications Conference, under the sponsorship of the Department of State, reviewed the frequency service-allocation proposal of the United States for the entire spectrum, 10 kilocycles to 30,000 megacycles, and effected certain modifications in the proposal. These may be summarized as follows:

1. A band has been added for the navigational service, between 10 and 14 kc.
2. Coastal telegraph stations are permitted in the band 14-100 kc.
3. An appropriate remark has been inserted opposite the band 200-280 kc. to indicate that the U.S. intends this band ultimately for a long distance aid.
4. The loran allocation between 1800 and 2000 kc. has been ~~54-3000 kc.~~ <sup>revised</sup> to indicate the regional nature of loran in any given area, and to indicate the degree of sharing which may be possible on a non-interference basis to loran.
5. An appropriate note has been inserted following the frequency 4000 kc. to indicate the intention of the United States with respect to tropical broadcasting.
6. The aeronautical mobile route band 16,490-16,540 kc. has been shifted to 15,300-15,350 kc.
7. The aeronautical mobile route band 17,980-18,040 kc. has been made available for sharing by the aeronautical fixed service.
8. An additional high frequency broadcasting band has been added at the request of the Department of State between 25,600 and 26,100 kc.
9. The band 27,185-27,455 kc has been widened to 27,160-27,480 kc., to be primarily for the use of the industrial, scientific and medical service, with sharing permitted by the amateur, fixed and mobile services.
10. The power limitation in the band 29.7-30 Mc has been eliminated.
11. The Commission's recent announcement regarding the frequency 2450 Mc for the use of the industrial, scientific and medical service has been appropriately incorporated.
12. Some slight adjustments were made in the high frequency maritime mobile service-allocations as follows:
  - (a) The 4 Mc band now starts at 4133 kc rather than 4135 kc, and the starting points at 6, 8, 12 and 16 Mc have been adjusted accordingly. The 2 Mc ship telegraph band was shifted to 2065-2105 kc.
  - (b) The ship telegraph bands have been widened by 20 kc at 4 Mc and pro rata according to the harmonic relationship previously established for the ship telegraph bands at 6, 8, 12 and 16 Mc.

- 12. (c) The 4 Mc coastal telegraph band has been reduced by 40 kc.
- (d) The 4 Mc ship telephone band and its associated coastal telephone band have each been reduced by 5 kc.
- (e) 8350 kc was selected for the ultimate air-sea rescue frequency.

The Federal Communications Commission has indicated its approval of the foregoing changes to the Department of State and has been advised that the United States expects to transmit its proposal for frequency service-allocations to the Bureau of the International Telecommunications Union for circulation to the member states of that body in the immediate future.

Any statements or comments which any person may wish to submit to the Commission with respect to these changes will be examined and given due consideration. The Commission is, of course, continuing its study of all the problems involved in the frequency allocations to the various services.

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BBC AGAIN SIGNS ITS \$16,000,000 SPONSOR - THE GOVERNMENT

After more than the usual bluster during which all kinds of charges were made, Parliament has again voted the British Broadcasting Corporation its \$16,000,000 subsidy. Some members of Parliament accused the BBC of Socialistic bias and alleged that members of its staff were being bribed to plug popular songs.

Mrs. Jean Mann, a Laborite from Coatbridge, started the attack by accusing "Itma", a comedy-variety show that has more listeners than any other BBC program, of insulting Scotswomen.

"This program has a Scots girl who is supposed to be falling off her head for that little twerp called 'Itma'," Mrs. Mann said. "In my generation no Scotswoman would have looked at him twice"

Walter Elliott, a Conservative, then complained that for 40 days and 40 nights "BBC rains Bing Crosby on the heads of the people."

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NEWSPAPER CIRCULATION BOOM IS REPORTED

Newspaper circulation rose 5.2 per cent over 1945 to a record high of 50,927,500 in 1946.

The Editor and Publisher reported the morning dailies had an increase of 6.7 per cent to a total of 20,545,908. Afternoon dailies jumped their circulation 4.2 per cent to the total of 30,381,597. The greatest gain - 9.5 per cent - was shown by Sunday newspapers, which reached a circulation of 43,665,364.

Publication of 28 new newspapers and the suspension of 14 established dailies left a gain of 14 for the year. At the end of 1946 there were 1763 United States dailies, of which 334 were morning papers and 1429 were evening papers.

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TV Requires New Political Technique - "A Man Who" Is Out  
(Larry Wolters in "Chicago Tribune")

Chicago's television audience got a preview of what television may do to politics when Ald, Moss (5th) appeared before WBKB's cameras. This was the first politically sponsored telecast in Illinois.

If the 5th ward is average, it has only around 20 television receivers (since about 1,000 have been distributed in Chicago), so the outcome of Moss' campaign for reelection probably does not hinge on his television appeal. But as a political experiment - a precursor of other such ventures that must inevitably follow - the technique he employed is worth examining.

Telev viewers found themselves meeting Moss and Bob Elson, comfortably ensconced in easy chairs opposite each other in front of a fireplace. It was easy to imagine that Moss had dropped in for a call on you. Elson asked questions; Moss answered them informally and without any recourse to a script or figures. \* \* \* \*

They conversed in a completely natural manner about housing, schools, ward improvements, city finances, and other issues.\*\*\* Moss talked about his youth and long residence in the war. Unlike so many television speakers, he was completely at ease before the cameras. His appearance was good - and that is something that can't be said of all politicians. \* \* \*

Clearly the day is fading when a political spokesman may introduce his candidate with "a man who -" and then let him unleash a blast of oratory. That just won't do in television. Others will be braving this new medium. We shall watch their approach to the camera with interest. It will have to be good to beat Moss' pioneer effort.

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It Even Had Marconi Guessing  
(Bart Hodges in "Washington Post")

"In the days before the recent war I used to visit the late Guglielmo Marconi and often witnessed the experiments in which he was engaged", said David Sarnoff, of the Radio Corporation of America. "On my last visit, the great inventor of radio was experimenting with short waves, endeavoring to perfect wireless communication with Australia from the English Channel.

"I couldn't be of much help as a scientist, but I was a little useful just as an operator. I'd sit at the huge set Marconi had constructed on his yacht and communicate with stations in Australia.

"On one occasion he worked until five in the morning. Leaving the laboratory to retire, Marconi paused and stared fixedly at the radio set. Then he turned to me and said, 'David, there's one thing I'd like to know about radio before I die.'

"Heavy with sleep though they were, my eyes popped. 'There's something about radio you don't know!' I gasped. 'What could that be?'

"Marconi again looked at his set. After a moment he said, 'Why does it work?'"

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Soviet Radio Being Forced Into Ideological Dog House  
(Drew Middleton - "New York Times")

Culture and Life, organ of agitation of the Propaganda Committee of the Central Committee of the Communist Party rapped Soviet radio for its monotonous music, dry language and average performers.

The Radio Committee that heads the Soviet system was urged to eliminate "weak" ideological works and to remember that radio is an important means for the ideological education of the workers.

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Sixty per cent of radio time is devoted to music; 8.6 per cent to literature; 19.4 per cent to politics and science, and 7.9 per cent to children. What happens in the remaining 4.1 per cent of the time Mr. Puznin, Chairman of the Radio Committee, doesn't mention, but it isn't taken up by commercial plugs.

The Radio Committee has been instructed to eliminate certain defects in broadcasting. Special attention is to be paid to illuminating the economic, political and cultural life of the Soviet Union, to propaganda for the Five Year Plan, to reports of Labor's heroism and to insistence on the tenacity of the Soviet people in surmounting the difficulties of the post-war period. Besides, it will popularize the methods of the best collective farms and industrial plants that have overfulfilled their production quotas.

Thus, radio, youngest of the informative arts, will follow the press and theatre along the path laid down by the Central Committee toward a 100 per cent ideological content.

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Holds Television Better Than Madison Square Garden Seat  
(Robert D. Levitt in "Tide")

It may be argued that there will always be enough sports and theatre fans to fill up the seats. But, particularly in sports, television is actually better than a seat in the Yankee Stadium or Madison Square Garden. It would be hard to convince anyone who saw the recent Louis-Conn fight televised that he should spend \$50 a seat to get to the event.

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TRADE NOTES

J. Leonard Reinsch, President Truman's radio advisor, and Manager of former Governor Cox's broadcasting stations, will accompany Mr. Truman to Mexico and possibly to the Caribbean.

The Farnsworth Television & Radio Corporation has announced production of two new FM-AM phonograph-radios, Models GK-102 and GK-141. First shipments will begin reaching distributors and dealers in March.

According to E. H. Vogel, Farnsworth Vice-President in Charge of Sales, production is expected to increase steadily during the next few months, and additional FM-AM phonograph-radio models will be introduced by Summer.

Directors of Station WJR, Detroit, have voted payment of a quarterly dividend of twenty-five cents per share payable March 7, 1947, to stockholders of record February 27, 1947.

Gordon Music Company was expelled from the American Society of Composers, Authors and Publishers on the recommendation of the Society's Complaint Committee.

The Complaint was based upon the use of the name and seal of the Society, in soliciting funds from amateur song writers in connection with the music publishing business of the Gordon Music Company, of Los Angeles.

A warning against such practices was sent by John G. Paine, General Manager to the Society's membership, last November.

Marc Leeds Seventy Shop, Chicago, florists, have signed a year's contract for a 15-minute, weekly program on WGNB, Chicago, WGN's FM station.

The Madison, Wis. Fire Department is installing its own three-way FM radio system on a waveband separate from police. The system is said to be one of the first in which firemen operate three-way radio independently of local police or other radio wavelengths. It permits communications not only between station and mobile units in the field, but between mobile units and the headquarters station.

The Federal Communications Commission has 1400 employees now as against a pre-war of 600.

Washington broadcasting stations came to the rescue when breaks in the natural gas line resulted in a critical situation during a snowstorm period in Washington, D.C. over the Washington's Birthday week-end. As soon as the facts were known, announcements were broadcast urging curtailment in the use of gas resulting in an immediate response on the part of the public.

Despite protests by four citizens' groups, the District Commissioners Tuesday approved unanimously a waiver of zoning regulations to permit construction of a 310-foot radio tower in the Chillum Heights area of Washington, D. C.

Richard Eaton, formerly of WWDC, Washington, said he planned to begin work immediately on the tower, which will serve the new 1000-watt Station WOOK. Arrangements have been completed for the station's main studios at Silver Spring, Md. and Washington studios in Hotel 2400.

Broadcasts from the station will begin within a week after the tower is completed, Mr. Eaton estimated. "We hope to be on the air by the last of March or the first of April."

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Prominent in the almanacs now being distributed by WGN, Chicago, is a quotation from an address by Col. Robert R. McCormick on a Theater of the Air broadcast last Fall: "American radio belongs to the American public, and we consider it a sacred trust."

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The Federal Communication Commission figures that 21,000,000 Americans are still not being satisfactorily served by the present standard broadcast stations.

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ABC's executive television producer, Harvey Marlowe, will address the Annual Radio Conference at the University of Oklahoma in Norman, Okla., this week. He will discuss "Production Problems In Television".

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Sales Aid Catalogs on RCA, RCA Victor, and Cunningham tube brands, designed to give distributors and their dealer and servicemen customers a concise summary of the range of tube promotional material have been released to distributors.

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The Federal Communications Commission has authorized the total construction of 16,500 miles of coaxial cable capable of carrying television programs.

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Expansion in the broadcast services as shown at the fiscal year's end, according to the FCC:

Standard: 961 existing stations, 254 construction permits issued, 659 applications pending; frequency modulation (FM): 55 existing stations, 456 construction permits or conditional grants issued, 250 applications pending; television: 6 existing stations, 24 construction permits issued, 40 applications pending.

Since the close of the war, more than 200,000 applications covering 40 categories of radio service have been received, and nearly 200,000 authorizations issued. The result is that, at the close of the calendar year 1946, the total number of licensees and permittees was nearing 530,000.

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