

# HEAVY DISPLAYS

RCA EQUIPMENT swallowed up the largest portion of the Exhibition Hall at the NARTB convention again this year, but Broadcast Music Inc. attracted the most attention from visitors. Twelve companies allied with the radio and television industry leased space in the Stevens Hotel lower-level Exhibition Hall, which occupies 30,000 square feet.

Nine had displayed their new equipment previously—The Andrew Corp., Allen B. DuMont Labs, Gates Radio Co., General Electric Co., Radio Corp. of America, SESAC Inc., General Precision Lab, Federal Telephone and Radio Corp. and Broadcast Music Inc. Three new exhibitors added this year were the U. S. Army Signal Corps, the Armed Forces and Kliegl Bros., Universal Electric Stage Lighting Co. Two exhibitors—Collins Radio Co. and Raytheon Mfg.—dropped their heavy exhibits for the 1951 convention. Collins set up headquarters on the fifth floor, where all light displays were shown, and Raytheon did not exhibit because it no longer manufactures transmitters.

RCA showed an extensive line of transmitters, radio and video consoles, transmission lines, monitor racks, and cabinets and tubes. Equipment was departmentalized around a replica of the Empire State Bldg., atop which a 222-foot multiple TV and FM antenna is being erected. The installation was designed and constructed by RCA. The model was designed of glass and wood, and was supplied by the Empire State Bldg.

## TV Amplifier

Interest of conventioners centered on the company's 20 kw television amplifier, which, used with a 12-gain antenna, will increase a station's coverage area "four times over," one spokesman said. The model attracted much comment as a result of the FCC's declared plan to increase the power of TV stations now on the air. The model will be available when petitions for increased power are authorized. Another piece of equipment talked about, although, it was not shown, was the new air-cooled 10 kw transmitter.

A new 5 kw slant line 10 kw AM transmitter was shown with a 250 w transmitter, with a rack, which occupies no more floor space than the former RCA 250 w transmitter alone. The single unit piece includes new monitoring equipment, a frequency monitor, modulation and limiting amplifier. RCA officials also introduced a program console, with expanding mixing facilities for TV with eight microphone inputs, shown with a master switch console which is capable of switching 10 input channels into three outgoing circuits.

Flashing vari-colored lights were used on a large wall map of the

U. S. to indicate TV stations using RCA field, studio, transmission and antenna equipment. Next to the map was a model of a new portable film projector which couples onto a remote camera and permits film inserts and slides to be telecast from a remote site. One of the most expensive items on display was a custom-built television audio console, originally designed for use at NBC New York. It has 12 microphone channels, a dialogue equalizer, an element which presets sound effects (switching is automatic with the camera) and an on-

the-air video monitor.

Broadcast Music Inc., to introduce its new "Autograph Series" of sheet music, displayed original music manuscripts and letters of the composers in three glass-enclosed tables. A fourth was filled with archaic musical instruments. The autograph series is expected to include 12 compositions in the BMI library, and with each sheet music copy the company will include a replica of the original manuscript suitable for framing.

The exhibit, heavily guarded because of its value, included orig-

inals owned by BMI and borrowed from collectors. In the group were "Dixie's Land," subsequently known as "Dixie," "America," Stephen C. Foster's "Sadly to Mine Heart Appealing" and "Home Sweet Home." Manuscripts were mounted on maroon flannel and surrounded by letters in the authors' handwriting, plus pictures.

The Conn Band Instrument Co., Elkhart, Ind., loaned BMI a group of ancient musical instruments. Displayed in a fourth case, they included Egyptian pipes of Pan, reportedly 5,000 years old; The Hebrew shofar, made of a ram's horn; boxwood clarinets; a Chinese trumpet; a soprano Zinke in D, a 16th Century German device; the Serpent, a snake-shaped instrument,

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## RCA Biggest Exhibitor

# 'LIGHT' EXHIBITORS

TWENTY-TWO "light" exhibitors displayed their radio and television wares on the fifth floor of the Stevens Hotel throughout the NARTB convention in Chicago last week.

This year, as in the past, scantily-clad models distributed "come-on" gimmicks, suites were flooded with wall-board promotion pieces and brochures and broadcasters auditioned dozens of new transcribed radio and television programs.

RCA THESAURUS issued membership cards in its exclusive "Key Club" after distributing hundreds

of miniature golf clubs attached to a duplicate of the key to Room 512, its headquarters. Numbers corresponding to those on cards passed out during the day were mixed for a drawing each afternoon, with the winner receiving a set of matched golf clubs. When the keys ran out on the first day of the convention, RCA sent in matches — labeled "Thesaurus is setting the trade on fire"—as a substitute. Mexican valeras, a wooden device tossed onto a peg, were distributed again this year.

Models invited conventioners to

## 22 Show Products

visit room 512 for an "Hour of Charm," RCA's new Phil Spitalny show which is being directed sales-wise to the sponsor rather than the station. Presentations were made also on the *Wayne King Serenade*, introduced two months ago. Also displayed were musical jingles and commercials.

The suite of STANDARD RADIO TRANSCRIPTION SERVICES was divided between its radio discs and films of United Television Programs. Delegates were outlined features of Standard's program library, which includes new talent and a new cataloguing system requiring less handling time. Visitors received three-dimensional viewing devices with colored slides.

UNITED TELEVISION PROGRAMS previewed three of its film shows, most popular of which was *The Chimps*, starring the late Bonzo. Showings continued throughout the day. The company will release two new film series in the fall, *Cry of the City*, a half-hour dramatic suspense show, and *Cowboy G-Men*, a new western. Each is going into production now,

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# RADIO LAUDED

## Bradley Praises Korean Newscasts' Accuracy

GEN. OMAR N. BRADLEY said last week that commercial radio news reports from the Korean war are "so accurate" that he includes them in the daily briefings that he gives the President and Secretary of Defense.

Gen. Bradley, chairman of the U. S. Joint Chiefs of Staff, addressed a luncheon meeting of the NARTB Tuesday. He explained that a teleconference between Washington and Tokyo is held daily between 6 and 8:15 a.m. to inform the Defense Dept. of the latest progress of Korean operations. A summary of the situation is prepared for him.

Frequently, however, Gen. Bradley's aides pick up information from 8 a.m. radio newscasts that was not included in the official report, he said.

"These broadcasts," said the general, "are so accurate that I do not hesitate to give them to the President."

## Praises Coverage

Gen. Bradley complimented radio and television for their "particularly outstanding" coverage of the Korean war.

The major part of his address was devoted to an address on "Korea Today," an analysis of the military concept of that action and its relation to the whole movement of resistance against communism.

At the same luncheon, over which Justin Miller, NARTB chairman, presided, the four finalists of the



Gen. Bradley (r) exchanges table talk with Joseph H. McConnell (l), NBC president, and Harold Fellows, NARTB president-elect, before making his address at the Tuesday luncheon.