



# HEINL NEWS SERVICE

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No. 1799

NATIONAL BROADCASTING COMPANY, I  
GENERAL LIBRARY  
80 ROCKEFELLER PLAZA, NEW YORK, N.

FTC BLASTS PHILCO FOR "LOTTERY SCHEME", "PUBLIC DECEPTION"

There was a sensation in the radio manufacturing industry this week when the Federal Trade Commission cracked down on the Philco Corporation of Philadelphia, one of the biggest concerns in the country, for alleged "use of a sales promotion plan involving a lottery scheme, deception of the public and disparagement of competitive methods."

James J. Carmine, Vice-President of Philco called the FTC charges "wild" and "without foundation".

"If the FTC means what it says, it is attacking existing court decisions, selling methods in a wide variety of industries, and standard retail practices. The FTC is trying to take all the incentive out of selling", Mr. Carmine said.

"If they knew the facts the Commission would realize that similar incentives to the Philco program are being offered by a great many companies in the radio, electrical appliance and numerous other fields."

The Federal Trade Commission complaint is directed against the respondents' "Sell 'N Win" campaign, which is allegedly designed to induce sales personnel of independent dealers to push the sale of the Philco line, which includes radio receiving sets, combination radio-phonographs, electric refrigerators, radio tubes and other parts and accessories. To this end, according to the complaint, cash awards and other prizes are being offered to salesmen on the basis of their sales of Philco products.

Prizes of merchandise are awarded by means of "points" accumulated by a salesman for each Philco product he sells, the complaint charges, and, in addition he receives "Lucky Number" coupons, entitling him to a "chance" in drawings for new automobiles and substantial cash awards.

The plan is alleged to be violative of the Federal Trade Commission Act in the following respects:

The offer of cash awards and valuable prizes to the salesmen of retail merchants and jobbers is an inducement to push the sale of Philco products "in preference to, and to the exclusion of", competitive products, "with the effect of stifling and suppressing competition" in the manufacture and sale of radios and related products in interstate commerce.

Concealment from the public of Philco's "subsidization" of the retail salesman results in "general deception" of purchasers who assume that salesmen will give "impartial advice as between different brands of radios."

The award of prizes by means of a drawing constitutes a game of chance, lottery of gift enterprise, which is "contrary to public policy."

The plan has the effect of causing salesmen to represent that Philco products are the "best buys" on the market and to be "reluctant" to show customers other brands, to the disparagement and detriment of such competitive products, the complaint alleges. The result, it adds, is that the public, ignorant of the "pecuniary influence" exerted on the salesmen by the respondents, is "misled" into buying Philco products to the exclusion of others.

The action of the Federal Trade Commission in citing Philco was approved by a leading radio manufacturer who said:

"I think the move by the government will clean up the entire industry and result in products being sold on their merits.

"There are two different phases of this. One, it was purely a lottery, which Philco agreed to and did withdraw. That was the giving away of automobiles and cash prizes by a drawing from numbers mixed up in a barrel.

"The other is the giving of prizes that are earned by the number of Philcos sold.

"I am enclosing the double spread sheet that tells of the lottery and the other prizes. I'm also sending a photostat of a letter that was put out by one of their distributors in which the distributor admitted it was a lottery and said not to use the mails.

"The whole story is this, that after four years of meetings, the Radio Manufacturers' Association recommended certain fair trades practice rules which were adopted by the Federal Trade Commission in 1939 which Philco is now violating. We're going to have chaos in this industry if this is not stopped, as other manufacturers will have to give similar prizes in self protection and then we'll be back where we were in 1939, selling prizes and giving away radios."

The National Better Business Bureau put out a press release last week in New York before the FTC complaint was issued, which read in part:

"The Philco Corporation has rejected a recommendation of the National Better Business Bureau to abandon a promotional plan which the Bureau considers unfair to competitors and misleading to the public.

"Originally the program also provided that for every sale of a Philco, the salesman was to receive coupons for a "Lucky Number" drawing for monthly cash awards and grand prizes, including five automobiles and additional cash awards. This feature of the plan was recently discontinued by the Philco Corporation after complaints to it alleging that the elements of a lottery were involved.

"Just how many sales clerks have been pushing Philcos for the hidden inducements offered is unknown, but the National Better Business Bureau condemns the practice as misleading to customers and unfair to competitors.

"When customers enter a store selling more than one make of radio, they have a right to expect that such merchandise is in free competition, and that the sales clerks are not influenced by special inducements to divert customers from a free choice to one particular make.

"The Federal Trade Commission has condemned this type of promotion in a Trade Practice Rule for the Radio Receiving Set Manufacturing Industry which declares, among other things, that it is unfair trade practice for any radio manufacturer to give sales clerks handling two or more competitive brands of radios, "push money", or "spiffs" or any other bonus, gratuity or payment as an inducement to push the sales of his produce over competing products, with the effect of causing the consuming public, when buying, to be deceived into the erroneous belief that such salespersons are free from any such special influences."

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WOULD-BE BROADCASTERS SHOULD READ NEW FCC ECONOMIC REPORT

It would take a couple of Philadelphia lawyers to figure out many portions of the 100 mimeographed paged "Economic Study of Standard Broadcasting" issued last Tuesday by the Federal Communications Commission. Nevertheless, it is one of the most comprehensive documents ever turned out by the Commission and doubtless will be studied and referred to by the industry for many a long day to come. The volume should be particularly valuable to prospective broadcasters.

The report's introduction reads:

"The high level of earnings and the interruption during the war of normal expansion necessitated by the critical materials conservation program have since V-J Day brought about an extraordinary fermentation in the broadcasting industry. While, on October 8, 1945, after a history of 24 years, there were 909 commercial standard broadcast stations authorized in the United States, by February 7, 1947; 16 months later, approximately 600 new stations were either on the air or under construction and more than 700 applications were still pending for new stations. By the end of 1948 there will undoubtedly be more than 2,000 AM stations in operation.

"The Commission itself has encouraged this phenomenal growth by following in its licensing policy the principle of free competition laid down by Congress in the Communications Act. Under it the Commission, in licensing a new station, has not considered the economic effect upon existing stations or upon the new station itself in a given community or area. Doubtless such a policy in some instances has been financially painful to both the existing and the

new stations, but, on the whole, the Commission believes the good resulting from this Congressional policy has far outweighed the bad."

Typical of the manner in which questions are raised and answered in the report is the following:

"Q. How many of the new stations are profitable and what factors principally affect profitability?"

"A. Half of the 250 new stations were profitable according to the criterion established for the study. The presence or absence of competing stations in the community, and the size of the community are important factors affecting the profitability of the new stations.

"Of the 250 new postwar stations on the air, 118, or almost half were in new radio communities of less than 50,000 population. New radio communities are communities receiving their first station after October 8, 1945. Two out of three of these stations were profitable. On the other hand, almost two out of three of the new stations entering old radio communities were unprofitable. Fifty-six new stations were in communities of less than 50,000 population which already had one or more stations. Of this group 22 or somewhat better than one out of three were profitable. Lastly, 76 new stations were in old radio communities of 50,000 population or over. Of this group, 22 or somewhat better than one out of three were profitable. Lastly, 76 new stations were in old radio communities of 50,000 population or over. Of this group, 26 or barely one out of three were profitable."

Roughly speaking the new FCC Economic Study covers the following topics:

Part I. Postwar Increase in AM Stations - Section 1. Benchmark characteristics of station distribution in relation to population on V-J Day; Section 2. Financial experience underlying the expansion; Broadcast revenues and expenses by class of station; Analysis of losing stations; Financial experience of local, unlimited stations in communities of less than 50,000; Section 3. Nature of the increase in AM stations since V-J Day; Relation of stations to population; Section 4. Indications of possible "over-expansion"; Section 5. Financial experience of new postwar stations; How much does it cost to get a station on the air? How many of the new stations are profitable and what factors principally affect profitability? How long does it take for a new station to become profitable? How profitable have new stations been? What are the revenue requirements of the new stations?

Part II. Growth of the Revenue Pie. Section 1. The size of the total advertising revenue pie; Will total advertising expenditures in the future be larger or smaller than in the past? Section 2. Competitive and business activity factors affecting the volume of broadcast revenues; How has the total newspaper, broadcast, mag-

azine revenue pie been divided? What factors will affect total broadcast revenues from the supply side of the market for radio time?

Part III. The Competitive Economic Outlook for Broadcasting. Section 1. Effect of postwar expansion on competitive relationships; In unexpanded radio communities; In new single-station radio communities; In new multi-station radio communities; Expanded radio communities; Section 2. General competitive factors affecting the economic outlook for broadcasting; General factors favorable and unfavorable to the expanded broadcast industry.

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McINTOSH SUCCEEDS MILES AS HEAD OF NEW FREQUENCY DIVISION

A. L. McIntosh will succeed Paul D. Miles as Chief of the Federal Communications Commission's Engineering Department Frequency Service-Allocation Division and as the Commission's representative on the Interdepartment Radio Advisory Committee, effective on or about December 15, 1947.

The Commission also changed the title of the Frequency Service-Allocation Division to the Frequency Allocation and Treaty Division, since all treaty functions were transferred to the Division.

Mr. Miles has been designated as the member from the United States on the new International Frequency Registration Board at Geneva, Switzerland. This board was created by action of the International Telecommunication Conferences at Atlantic City this past Summer, and Mr. Miles was unanimously elected as the first Chairman of the Board. While Chairman of the International Frequency Registration Board, he will serve ex officio as the Chairman of the Provisional Frequency Board, the body created by a resolution of the International Conferences to prepare the new International Frequency list.

Mr. McIntosh, who is now Assistant Chief of the Frequency Service-Allocation Division, served with Mr. Miles as a member of the United States delegation to the recent Radio Administrative Conference at Atlantic City.

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The Exchange Club of Arlington, Va. has presented a television set to patients of Eric Bowditch Hospital School, at Ruxton, Md., near Baltimore. The hospital school, project of the Maryland and District of Columbia Association to Control Epilepsy, is said to be the first and only such school in the country for epileptic care.

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LONG HAIRS SCORE KNOCKOUT WHEN WQQW TRIES PROGRAM SWITCH

WQQW in Washington, D. C., which was started by a group of radio reformers and idealists but soon found itself in the red, never received a greater surprise in its stormy history than last week when its new General Manager, M. Robert Rogers, without warning, tried the experiment of substituting a popular music program for a classical offering which had been a regular feature during the morning hours of from 7 to 9 A.M. but which had never been able to attract any commercials.

No radio station's switchboard ever lighted up like a Christmas tree more suddenly than WQQW's did that morning. The lone announcer, submerged with telephone calls, handled as many as he could while the records were being played but hit upon the happy idea of putting telephone calls, received between records, on the air - that is his responses were heard and the radio audience got a pretty good idea what the irate complainants were saying, some of it evidently unfit for broadcasting or the delicate ears of the FCC. The abrupt switch from Bach, Beethoven and Liszt by the New York Philharmonic, Philadelphia and London Symphonies to the "St. Louis Blues" played by Richard Flanigan's orchestra, seemed to be a little more than they could bear.

It apparently didn't appease listeners to learn that symphonies would be heard later in the day because, as they explained, the early morning hours were the only ones they could listen to. "No, the station hasn't changed hands", the distracted announcer was heard to say over the telephone, "it has just changed music".

The next morning letters began pouring in. In these there appeared to be a predominant note and that was if WQQW cut off its classical music in the morning the listener would turn off his radio and not listen to anything. Another listener explained that he was turning off his set because all 19 stations in the Washington Metropolitan area (13 standard and 6 FM) during the 7 to 9 A.M. period played exactly the same type of "popular music". This he pointed out included WINX, the Washington Post station modelled along the lines of WXQR, New York Times outlet and for the most part devoted to classical music. In the morning WINX goes along with the rest of the jazz boys.

After a stormy week in which WQQW first experimented with playing so called "good music" one morning and popular the next, the station capitulated and returned to the original standard program. In the meantime, there was a constant appeal to the listeners to advise the station which kind they preferred.

Finally, last Saturday, Mr. Rogers, Manager, took the air to announce the results of the vote. He said he was just out of the Army, had only been on the job a few weeks and confessed he was even new to radio. Mr. Rogers said he was a professional musician and

had received an M.A. degree at Harvard and the present classical program was his personal preference but that he naturally wanted to give the listeners their choice. Mr. Rogers apparently expecting the opposite, said he was amazed by the response; that in the fore part of the week, 3,300 letters and telegrams had come in which he believed by the end of the week would increase to 5,000. This, he thought, indicated that the morning classical program had an audience of between 20,000 to 30,000 listeners. Equally surprising to him was the fact that those writing in were practically unanimous for the classical programs. It was learned from another source that the letters asking for popular music programs were so few that the station didn't even count them.

Because advertisers seemed so skeptical of the drawing power of classical programs, Mr. Rogers said that he had written to a cross section of 300 of those who asked that the programs not be withdrawn asking if they would be willing to pay \$1 a month to hear the morning programs and that the response had been most satisfactory. However, in view of the amazing interest shown, Rogers said he would renew his efforts to secure commercials for those hours but if wrong again, he might try out the \$1 a month idea.

Until then WQQW will continue with Beethoven, Bach, Handel, Wagner, and their highly respected but never very affluent colleagues.

Sonia Stein, Radio Editor of the Washington Post, wrote:

"What did surprise the station - and also gave it something concrete to tell prospective sponsors - was the avalanche of mail that descended. The office is a mess of paper and WQQW doesn't care..

"It has known all along in its heart that it had plenty of listeners for its classical shows and now it can prove it. \* \* \*

"Pierson Underwood, music and program director, has a smile a mile wide as he opens the mail that comes pouring in, because his point of view is being so handsomely vindicated. \* \* \*

"Said the listeners:

"'If we wanted to hear juke-box noise, there are plenty of other stations in Washington to furnish it.' \* \* \*"

"'A Navy officer sent a telegram: "Please by all means play classical music 7 to 8 A.M, or send rebate for car radio purchased for sole purpose of listening to that classical program." \* \* \*"

"Admiral Chester Nimitz' aide called to cast the Admiral's vote for the classics. (The Admiral's daughter, Nancy, has lent many records to "The Collector's Corner" program).

"Letters came from employees of the State Department, the Corcoran Gallery of Art and the British Foreign Office.

"One listener offered to lend his 4000 classical records, many of them collector's items."

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N.Y. DAILY NEWS FINALLY LOSES FM; NEWSPAPER OWNERSHIP BLOW

A surprising move Tuesday was the Federal Communications Commission reversing itself and again manifesting anti-newspaper ownership policy by denying the New York Daily News' application for one of the much sought frequency modulation channels in New York City. The FCC had tentatively approved the News application six months ago despite protests from the American Jewish Congress charging the paper with racial bias.

The Commission said in its reversal it found "no basis for modifying the views expressed in its memorandum opinion of April 9, 1947", granting the motion of The News "to strike from the record herein all evidence adduced by the Jewish Congress relating to the contents and policies" of The News.

Commissioner Clifford J. Durr, however, dissented to this. He believed, as he did originally, that the evidence presented by the AJC "was entitled to weight and should have been considered adversely to News Syndicate Company, Inc., in a competitive hearing of this kind."

The FM channel which had been tentatively allocated to the News was given instead to the Radio Corporation of the Board of Missions and Church Extension of the Methodist Church.

The Commission order stated in deciding whether the fifth channel should go to the News or to WLIB owned by the New York Post:

"We have repeatedly recognized", it stated, "that in comparative hearings, such as this, if all other factors are equal the public interest is generally better served by preferring non-newspaper applicants over newspaper applicants, since this promotes diversity in the ownership of media of mass communication and competition in the dissemination of news and information.

"Accordingly, while the two applicants here involved (The News and WLIB) have both the financial resources and the staff necessary to execute their respective proposals and each has a well-balanced program service, a majority of the Commission believes that the remaining applicants ought to be preferred because they do not have such newspaper connections."

Commissioner E. K. Jett dissented on that point. He thought that The News Syndicate "made a superior showing and that a grant of its application would promote competition between newspaper-owned Class B FM stations in New York City, since at this time The New York Times is the only New York newspaper authorized to operate such a station."

Commissioner Rosel H. Hyde felt that the reason given for denying the News and WLIB application "is not applicable".

The other four FM grants in New York City were WMCA, Inc.; the Unity Broadcasting Corporation of New York; the American Broadcasting Company, Inc., New York, and the North Jersey Broadcasting Company, Inc., Paterson, N. J.

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HARTLEY WOULD AMEND TAFT-HARTLEY LAW TO INCLUDE PETRILLO

Further indications that Representative Fred A. Hartley, Jr. (R), of New Jersey, intends to try to do something about James C. Petrillo, AFM boss was in a Chicago speech in which Mr. Hartley said he would put Petrillo's threat to halt recording up to Congress. In Representative Hartley's opinion one way to keep Petrillo from disrupting the production and distribution of phonograph recordings would be to make labor unions liable under the Clayton and Sherman Anti-Trust Laws for acting in restraint of trade, the same as business firms now are liable.

"If Petrillo persists in his announced intention of halting the making of recordings, I am going to propose the reintroduction of Title No. 3 of the original Taft-Hartley bill as passed by the House", Representative Hartley asserted. "This part of the bill made anti-trust laws applicable to labor monopolies as well as to business monopolies."

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SYLVANIA EARNS \$1.60 PER SHARE AGAINST 65 CENTS LAST YEAR

Sylvania Electric Products reports for the nine months ended September 30, 1947, consolidated net income of \$1,907,375, equal to \$1.60 per share on the 1,006,550 shares of common stock outstanding after deducting dividends on the \$4 cumulative preferred stock. This compares with \$954,566 or 65 cents per share on 1,005,000 common shares in the first nine months of 1946.

Net sales for the nine months ended September 30, 1947, were \$69,394,419, an increase of 54 per cent over the sales of \$44,962,081 for the corresponding 1946 period. The report states that it is estimated that 1947 sales will approximate \$100,000,000. The 1946 volume was approximately \$69,000,000.

For the three months ended September 30, 1947, net sales were \$21,638,054 against \$16,774,353 for the third quarter of 1946, an increase of 29 per cent. Net income for the September quarter was \$368,398, equal to 27 cents per share compared with \$693,098, or 29 cents per share in the third quarter of 1946.

The report states that third quarter results this year were affected by lower sales volume, the annual shutdown for vacations, and certain other factors of a non-recurring nature that affected profits in this period.

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FCC DELAY MAY BE BAD BREAK FOR COY; WALKER AT WHITE HOUSE

If, as generally supposed, President Truman's officially designating Commissioner Paul A. Walker to be Acting Chairman of the Federal Communications Commission, means that a permanent Chairman will not be appointed until the next regular session of Congress in January, it may prove a bad break for Wayne Coy, of WINX, Washington, if, as reported, Mr. Coy has been offered the chairmanship to succeed Charles R. Denny.

Ever since the name of Coy, a Roosevelt New Dealer, has been mentioned, there have been increasing signs of a fight on his confirmation by the Republicans. This culminated in an attack on Coy last week by Carroll Reece, Chairman of the Republic National Committee.

It is understood that President Truman has decided not to send any names to the Senate for confirmation during the special session to avoid unnecessary political scrimmages. If this is true and President Truman intends to appoint Mr. Coy, it will give the Republicans much more time to organize an effort to block the appointment.

Mr. Coy was quoted as saying he would accept the appointment if he could be assured there would be no fight over him in the Senate.

Commissioner Walker called at the White House Tuesday but it is believed this was simply to pay his respects to Mr. Truman following the President's designating Mr. Walker Acting Chairman.

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163,530 TELEVISED IN CHICAGO WITHOUT HARDLY KNOWING IT

Although WGNA, WGN's television station, is not yet on the air, 163,530 persons have viewed a WGNA demonstration and seen thousands at the Chicago Tribune's prize homes exhibit in the past two weeks.

The engineering staff set up their camera in the garage of one of the homes, and as visitors moved into the garage, they passed in front of a television camera - many of them without realizing they were doing so. Suddenly they saw themselves on the face of a television receiver in front of them.

WGNA expects to be on the air with a test pattern before the first of the year if necessary equipment now on order is delivered.

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"FOUR NETWORKS ESSENTIAL TO BMB SUCCESS", STANTON, CBS

"Support by each of the four networks is essential to the continuing success of the Broadcast Measurement Bureau", Frank Stanton, President of the Columbia Broadcasting System, said Tuesday in a letter to Hugh Feltis, President of BMB.

"If one of the four major networks refuses to support BMB, and instead promotes a competing plan for coverage measurement, the whole cause of uniform radio measurement is in serious trouble", Mr. Stanton said. "Because we feel that substantial division within the industry would be fatal, CBS has executed its BMB subscription contracts on the condition that each of the three other major networks shall also sign BMB network subscription contracts. We hope that no effort will be spared to arrive at a formula which will make possible a system of measurement which can be solidly backed by the radio industry."

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RCA TOTAL GROSS FOR 3RD QUARTER JUMPS \$61,378,414

Total RCA gross income for the wrd quarter of 1947 and the first nine months of the year from all sources amounted to \$224,982,-605 in the first nine months of 1947, compared with \$163,604,191 in the same period in 1946, an increase of \$61,378,414.

Net income, after all charges and taxes, was \$12,233,758 for the first nine months of 1947, compared with \$8,226,329 in 1946, an increase of \$4,007,429.

After payment of Preferred dividends, net earnings applicable to the Common stock for the first nine months of 1947 were 71.1 cents per share, compared with 42.2 cents per share in the first nine months of 1946.

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WFMR, NEW BEDFORD, TURNED OVER TO BROADCASTERS OF TOMORROW

New Bedford's frequency modulation station WFMR observed FM Day last week by turning over most of its programming to a group of High School students who are members of Junior Achievement companies.

"Frequency Modulation has been acclaimed as the radio of tomorrow", said Acting Manager Tom Wertenbaker, "so we are turning WFMR over to these broadcasters of tomorrow."

Two Junior Achievement groups, Talent Unlimited and the JA Broadcasting Company participated in the occasion. Students edited and read the news, broadcast a sports commentary, ran a disc jockey show, and made station breaks.

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DR. SHACKELFORD, OF RCA, NEW RADIO ENGINEERS' PRESIDENT

Dr. Benjamin E. Shackelford was elected last week President of the Institute of Radio Engineers for the year 1948, and Dr. Reginald L. Smith-Rose of England Vice-President.

Dr. Shackelford is Manager of the License Department of RCA International Division, New York. Dr. Smith-Rose is Superintendent of the Radio Division, National Physical Laboratory, Teddington, Middlessex, England.

For Director-at-large, for the 1948-1950 term, the following members were elected: James E. Shepherd, Research Engineer of the Sperry Gyroscope Company, Inc., Great Neck, Long Island, N.Y.; Dr. Julius A. Stratton, Professor of Physics and Director of the Research Laboratory of Electronics, Massachusetts Institute of Technology, Cambridge, Mass.

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COMMUNIST RADIO TALK CUT-IN BLAMED ON BREAK IN RECORD PLAYING

Startled radio listeners tuned in to Station WMAL in Washington last week, suddenly heard the words "Communist propoganda" cut in on a radio talk by former trust-buster Thurman Arnold.

Program Director Gordon Hubbel told callers it wasn't the work of subversive forces, but a break in playing back a recording of a transcribed half-hour program, sponsored by the Committee for the First Amendment.

In the broadcast, Arnold and others in Hollywood, New York and Washington criticized tactics of the House Committee on Un-American Activities in its Hollywood investigation. As the records were being changed, said Mr. Hubbel, only the last two words of this phrase spoken by Mr. Arnold were picked up, "without shadoe of proof that motion pictures have been made the vehicles of Communist propa-ganda."

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PHILIPS DOMINATES BELGIAN TUBE MARKET; O.K. FOR U.S.

Production of radio receiving tubes in Belgium is much greater than before the war but is still far below the needs of the market, the U. S. Commerce Department is advised. A good market exists for United States products, but imports have been limited by slow deliveries. Large quantities are imported from the Netherlands.

Production of radio receiving tubes in Belgium is controlled by the Societe Anonyme Belge Philips. Between 600,000 and 700,000 were manufactured in 1946, according to trade estimates. Consumption is estimated at from 2,000,000 to 2,500 tubes per year. Imports during 1946 were estimated at 2,500,000 tubes, of which about 1,100,000 came from the Netherlands and 400,000 from the United States.

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Claims Truman European Speech Didn't Rate Free Broadcast  
 ("Chicago Tribune")

Mr. Truman had no sooner informed the leaders of Congress that he intended calling a special session than he commandeered all the broadcasting facilities of the country for an address to the citizens. Mr. Truman made it clear that his party was not to be billed for his time on the air. He pretended that this was not to be a partisan speech.

In fact, it was that and nothing else, Mr. Truman is seeking to dominate the Republican Congress and by doing so to fasten unbearable expense and a totalitarian regime on this country. Mr. Truman is determined, among other things, to have no surplus in the Treasury to condemn his vetoes of the tax reductions voted by Congress.

The President's action presents to the Republicans in Congress a great opportunity to serve the nation. Their task will not be an easy one. They must resist not only the attempt of the White House to domineer; and not only the stream of propaganda which will mount into a torrent by the time Congress convenes, but also the influence of such nominal Republicans as Rep. Eaton and Sen. Vandenberg.

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Petrillo Has His Eye On The Taft-Hartley Law  
 ("Variety")

Here, in effect, was Petrillo's reasoning when he squared off for his conversation piece with the handful of radioites. It's simply a case, he argued, where he's got to maneuver a deal with the networks to retain the status quo, rather than add additional musicians. He's convinced that when station contracts expire, the managers are going to chop off a lot of heads. That under the guise of the Taft-Hartley law, the network affiliates in particular are going to content themselves with the coast-to-coast musical pickups and discard local musicians.

Petrillo said that already it's meant a loss of \$150,000 in musicians' wages since the enactment of the law, with 76 musicians getting the axe, and he's of the opinion by the time the four-network contract expires Jan. 31, it's probable that an additional \$2,000,000 revenue will be lopped off through the release of several hundred additional musicians.

Thus Petrillo cited as foremost the need to put pressure on the networks to convince their affiliates to retain their present staffs of musicians. If he wins out on that point, he said, the rest should be easy. But he figures he's going to have trouble on that point.

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Few Found Listening To "Voice Of America"; Only A Whisper  
(John S. Knight in "Chicago Daily News")

We have consistently criticized the "Voice of America short-wave radio program as a naive adventure in futility.

Still, we have seen much merit in foreign libraries of information and the general informational work that could be performed by capable State Department representatives abroad.

Representative Mundt of South Dakota now reports that the Congressmen who have been visiting Europe found great numbers of people crowding into U.S. libraries of information, but relatively few listening to or being impressed by the "Voice of America" radio program.

Europeans have been exposed to German, British and Russian radio propaganda for so many years that they could hardly regard our programs in any other light.

But they are hungry for facts and that is what we should give them through properly equipped centers of information manned by qualified American representatives.

In Europe, the "Voice of America" is only a whisper.

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Again The Old Threat Of Press And Radio Censorship  
(John S. Knight in "Chicago Daily News")

One of the most alarming and significant stories of the week was the disclosure by the Minneapolis Star and Tribune that the Truman administration is planning to throw a censorship blanket over the activities of the Federal Government.

This unprecedented departure from our traditional peacetime "no censorship" policy would effectively muzzle the press by suppressing at the source information to which the American people are rightly entitled.

Hamilton Robinson, Chairman of the Security Advisory Board of the State War and Navy co-ordinating committee, has admitted to the Star and Tribune that a "secrecy code" has actually been drafted and sent to the White House.

If such a directive is issued by President Truman, all federal agencies will be gagged under a rule forbidding the disclosure of so-called "confidential" information.

Confidential information is described in the proposed censorship directive as "information the unauthorized disclosure of which, although NOT endangering the national security, would be PREJUDICIAL to the interests or prestige of ANY nation, ANY governmental activity, or an individual; or would cause administrative EMBARRASSMENT or DIFFICULTY."

Peacetime censorship of governmental affairs is a studied insult to the intelligence and patriotism of the American press and radio, whose wartime record of suppressing ONLY vital security information and refusing to censor ANYTHING else safeguarded our freedom of speech without endangering American lives.

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TRADE NOTES

There is a fine portrait by Styka of the late Lt. Gen. James G. Harbord, former Chairman of the Radio Corporation of America in the October issue of Radio Age.

Also numerous special articles including "Electronic Tube-Painting"; "New Tube Detects Leaks in Vacuums", "Pasteurizing Milk by Radio" and "Television Progress", an address to NBC affiliates at Atlantic City by David Sarnoff.

A less than 25 pound wire recorder, which completely eliminates complicated handling of wire by utilizing a "plug-in" cartridge is now being marketed by RCA. Operating on 110-volt AC untouched, it records up to 30 minutes and returns to exact starting point on the wire for immediate play-back.

J. Harold Ryan of Toledo, Vice-President of Fort Industry and former President of the National Association of Broadcasters, has a double in Washington - Nelson T. Johnson, former U. S. Ambassador to China and later to Australia. How they would look side by side is a matter of conjecture but the other day a friend of Mr. Ryan mistook Mr. Johnson for the former completely.

More than three-fourths of all radar equipments installed on U.S. vessels since V-J Day have been manufactured by Raytheon Manufacturing Co., of Waltham, Mass., says a press release from that company which continues. "This is revealed in data abstracted from the official license files of the Federal Communications Commission. As of October 4, 1947, a total of 288 radar licenses were granted by the FCC. Raytheon made 219, or 76% of all equipments, as against 69, or 24%, made by other manufacturers."

Nearly 450,000 people went through the turnstiles at Britain's first postwar radio show at Olympia in London breaking all records. Also a new record was hung up for business transacted.

Fred Allen is switching from sponsorship by Standard Brands, Inc., to the Ford dealer associations. The Allen program will continue as usual in its present period, 8:30 to 9:00 P.M. Sunday nights, EST, over the full NBC network.

A Christmas gift package of replacement batteries for owners of "personal" or midget-type radios and attractively packaged in holiday colors, will be offered as a dealer extra profit item by the RCA Tube Department.

A "matched-power" package, RCA's gift kit contains six of its widely heralded "Sealed-in-Steel" radio "A" batteries, and one "B" battery - enough "A's" to last the life of the "B".

List price of the new RCA gift battery kit, which is being sold exclusively through RCA servicemen and dealers, is \$3.19.



# 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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NOV 14 1947

WILES TRAMMELL

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No. 1800

November 12, 1947

"N.Y. NEWS" SURE TO MAKE IT HOT FOR FCC FOR ANTI-PRESS BIAS

Although F. M. Flynn, President of the New York News was non-committal about whether or not he would appeal, the "now you have it, now you don't" broadcasting station decision of the Federal Communications Commission withdrawing the FM license which had been allocated to the News and giving it to the Methodist Church, it is safe to say this will bring about one of the biggest fights that has ever been made on the Commission. It is predicted that not only will the News be hotly backed by its associates - the Chicago Tribune and the Washington Times-Herald but by other publishers because of the denial of the FM station to the News was largely because it is a newspaper.

There will be the usual court appeal but behind this the heat will be turned on the Commission in such a manner as it has never experienced before. This may prove a break for ex-New Dealer Wayne Coy, former newspaperman and present operator of Station WINX of the Washington Post, who is supposed to have been offered the Federal Communications Commission chairmanship by President Truman but who is said to fear not being able to be confirmed. Newspaper pressure may now be able to put him over.

It may have the opposite effect on Commissioner E. J. Durr, whose term expires in 1949. Not any too sure of being reappointed - and already said to be looking around for another job - newspapers such as the New York News with one of the largest circulations in the world (daily 2,354,444, Sunday 4,599,524), the Chicago Tribune, one of the largest in the United States (1,076,045 daily) and the Washington Times-Herald (262,216 daily), one of the largest in the Capital, it is believed could easily block Durr's reappointment though none of these papers are popular with the Administration.

The term of Commissioner Walker, who voted against the News, doesn't expire until 1953 and former Chairman Denny, who also voted against the News, is beyond political retaliation having resigned from the Commission and is now about to assume his new duties as counsel for the National Broadcasting Company. However, he may have some explaining to do to NBC's newspaper affiliates.

Commissioners Jett, reported to be leaving the Commission, and Rosel Hyde, who voted for the News have nothing to worry about. Neither has the new Commissioner Robert F. Jones, who side-stepped the newspaper issue entirely.

It is even possible denying the News an FM license upon the grounds that it is a newspaper may bring up the entire matter of censorship and maybe tie it in with the report that the Truman administration is planning to throw a censorship blanket over the activities of the Federal Government. It is said such a code has actually been drafted and sent to the White House. In this way any news would be suppressed which would cause the Administration "embarrassment or difficulty".

The Communications Commissioners in reaching a decision in the New York News case admitted having trouble in determining whether a grant to the News or one to WLIB, Inc., a New York Post affiliate, would better serve public interest - and concluded by rejecting both. Their decision turned upon "the newspaper issue" - the question long before FCC as to whether joint ownership of press and radio is in the public interest.

The majority opinion read:

"We have repeatedly recognized that in comparative hearings, such as this, if all other factors are equal, the public interest is generally better served by preferring non-newspaper applicants over newspaper applicants since this promotes diversity in the ownership of media of mass communication and competition in the dissemination of news and information.

"Accordingly, while the two applicants here involved have both the financial resources and the staff necessary to execute their respective proposals and each has proposed a well-balanced program service, a majority of the Commission believes that the remaining applicants herein ought to be preferred because they do not have such newspaper connections."

Commissioner Hyde was of the opinion that the reason given for denying the application of News Syndicate Company or that of WLIB, Inc. was not applicable. He took the view that these applicants made superior showings and that the argument that competition in the dissemination of news and information in the New York market would be promoted by preferring other applicants is unrealistic.

Commissioner Jett was likewise of the opinion that the News Syndicate Company made a superior showing and that a grant of its application would promote competition between newspaper owned Class B FM stations in New York City since at this time the New York Times is the only New York newspaper authorized to operate such a station.

Mr. Flynn, President of the News, said he was "keenly disappointed" by the FCC's final ruling. The News, he said, had gone ahead since last April with plans for FM station operation, which had been authorized by the Commission, and had included facilities for it in the layout of the new News' FM and television radio center.

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A census recently completed in Chicago as to ownership of television receivers indicated, according to the Television Broadcasters' Association, that there were 7,273 sets in operation at the time of the census. Of these, 56 per cent were in homes, 29 per cent in restaurants and taverns and 15 per cent in stores and demonstration halls.

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PHILCO WITHDRAWING LOTTERY DOUBLES SELL 'N WIN PRIZES

Withdrawing the lottery features of its "Sell 'n Win" campaign, drawings for cash and automobiles, under pressure from the Federal Trade Commission, the Philco Corporation in a gigantic effort to increase radio sales is evidently endeavoring to make up for this by doubling the "Sell 'n Win" prizes.

A few days after the Trade Commission cited Philco for alleged "use of a sales promotion plan involving a lottery scheme, deception of the public and disparagement of competitive methods", that corporation sent the following letter to its distributors:

"To All Entrants In The Philco Sell 'N Win Contest:

Important Change In The Rules Of the Contest....

"Because of conditions beyond our control, we are obliged to withdraw the 'Lucky Number' drawings from the SELL 'N WIN Contest. But.... The Points for the great merchandise prizes in the big SELL 'N' WIN PRIZE Catalog still earn prizes for you with this big PLUS.....

ALL POINTS FOR MERCHANDISE PRIZES ARE DOUBLED!.....  
RETROACTIVE TO OCTOBER FIRST!

"....that's right! Point values are DOUBLED....even the points you've already won back as far as October 1st, when the campaign started, are DOUBLED. So, if you've won 1200 points up until now, they'll count DOUBLE or 2400! And all point values shown on your point schedule are now doubled..

"That means you can win twice as much....twice as many prizes of your own selection, or bigger prizes....with this big increase in point values!

"So let's go....we're all in a bigger, better SELL 'N WIN Campaign now....you can 'really go to town' with PHILCO."

Following complaints filed with State's Attorney William J. Tuohy and the Chicago Better Business Bureau, just before the Government acted, Assistant State's Attorney O. P. Lightfoot, at a hearing held in his office in Chicago, warned the Philco Corporation it must abandon the lottery features of its "Sell 'n Win" campaign or face prosecution under the criminal statutes of the State of Illinois. Such laws, as well as the State's constitution, prohibit lotteries, the statute itself providing criminal penalties for violation.

The Federal Trade Commission complaint sums up the "Sell 'n Win" promotional effort as follows:

"Philco 'Sell 'N Win' campaign results, and has resulted, in general deception of the consuming or purchasing public in that there is and has been concealed from the consumer who looks upon the

salesman as one who will give impartial advice as between different brands of radios being sold by said salesman, the information that said salesman is being and has been subsidized, and is receiving special payment and is being and has been, subjected to pecuniary influence in connection with his sales methods and activities. Whereas the salesman in a radio store is expected to have special training training in respect to the highly complex electronic instruments sold by him and the public looks to the salesman for impartial advice as between different brands that are being sold, the entire sales plan of respondents, carefully concealed from the consumer or purchaser, is destructive of such conduct on the part of the salesman. Said campaign of respondents on the contrary is designed to control the services and efforts of retail salesmen so as to cause them to unfairly influence the public into buying a Philco rather than making a free choice of the various makes handled by the dealer. Said plan has the effect of causing other manufacturers in the radio industry to suffer from the results of said campaign and the public to be misled into purchasing Philco radios to the exclusion of others, without knowledge that the salesman pushing Philco sets is being paid by Philco to do so.

"The effect of said plan upon the conduct of salesmen who have been subjected to it, is to cause them to be reluctant to show customers other brands of radios and radio products and has resulted in their representing to members of the purchasing public that Philco is the best buy of all the different makes, has the best tone and quality, that no other radio is in the same class as Philco, that Philco is the best in the field, and that more Philcos are being sold than all others combined, to the disparagement and detriment of other competing makes and lines of radios and radio products."

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HOW TO TELL A CBS VICE PRESIDENT

Earl H. Gammons, CBS Vice President in Charge of Operations in Washington, stood with Marie McGrain, switchboard operator, Ross Martin, m.c. and announcer, and WTOP Singer Jerry Carter in front of 40 D.C. high school editors at a "CBS School of the Air COKEtail Party" in the WTOP studio.

"Before they are introduced, guess which one is a vice-president", the high school journalists were told.

Every hand pointed to the Vice President.

A young girl explained it later. "We knew right away. He was the only one without any hair."

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RCA DOUBTS FCC'S RIGHT TO GRANT MACKAY PARALLEL CIRCUITS

RCA Communications, Incorporated, by its attorneys, Glen McDaniel, Robert L. Werner, and Howard R. Hawkins, has filed with the Federal Communications Commission a petition for re-consideration of the Commission's order of October 13, 1947, granting the Mackay Radio and Telegraph Company special temporary authorization to parallel four circuits heretofore operated exclusively by RCA, namely to Holland, Finland, Portugal and Surinam.

RCA points out, by reference to a number of court decisions, that the Commission cannot legally grant to RCA's competitor permission to parallel RCA's circuits by the expedient of calling this a special temporary authorization instead of a modification of a license, which RCA says it really is. RCA quotes Section 309A of the Communications Act which "rigidly limits the Commission's jurisdiction to act upon applications for licenses, or for modifications of licenses, to cases in which the Commission determines, in accordance with a finding, that public interest would be served by the grant of the application." In the Commission's order of October 13 which announces the grant of these special temporary authorizations, there was no "finding" that this would serve public interest, convenience or necessity.

Furthermore, RCA goes on to show, again by reference to numerous court decisions, that it would have been impossible for the Commission to find that this action would serve the public interest, convenience or necessity. RCA refers to the case of the Oslo circuit decided by the Commission in 1936 as being exactly parallel to these cases. In that case, the Commission ruled against Mackay's establishing a circuit to parallel RCA's circuit, and the decision of the Commission was sustained in the Court of Appeals. Similarly in the case of Mackay's application for a circuit to Rome decided by the Commission in 1940, the Commission again decided against permitting Mackay to parallel RCA's circuit.

RCA says "The argument of Mackay implies that two radiotelegraph circuits are necessarily better than one. Affirming the Commission, the Court refuted the contention of Mackay that the Communications Act requires that competing direct radiotelegraph circuits be established:

"Such a belief would be as strange as a belief that two telephone systems, or two railroads, are necessarily better than one. It is obvious that two concerns are sometimes worse than one and sometimes the traffic will not support two; and even when it will, there may be inadequate individual and social compensation for the wastes of duplication."

RCA then analyzes Mackay's application on which the Commission acted as follows:

"Specifically, there is no evidence:

"(a) That there is public demand for the establishment of the proposed Mackay service.

"(b) That Mackay will offer service at lower rates than is now provided by RCA.

"(c) That Mackay will offer more dependable service than is now provided by RCA.

"(d) That Mackay will offer faster service than is now provided by RCA.

"(e) That Mackay will offer more accurate service than is now provided by RCA.

"(f) That the establishment of Mackay service will create any new business. It appears that Mackay merely hopes to obtain a portion of the business now handled by RCA and the other carriers.

"(g) That the radiotelegraph services of RCA are not now available to all telegraph users.

"(h) That the existing cable and radiotelegraph facilities are inadequate.

"(i) That the increased radiotelegraph competition which will follow the award of these circuits to Mackay will result in more benefit than harm to the public."

Finally, RCA points out that the grant of Mackay's applications fosters wasteful and destructive competition, which the Commission has the duty to prevent. RCA cites the fact that the provisions of the Interstate Commerce Act prohibiting destructive competition between railroads were carried over into the Communications Act and that there is no more reason why one radio company should be allowed to compete destructively with another than there is for one railroad to destroy another.

After citing numerous court cases in which this principle has been established, RCA says "The grant of the four circuits to Mackay will increase the operating expenses of the industry without creating additional revenue. Such needless duplication of facilities so dilutes the available traffic revenues that no carrier can remain in a sound position. As the courts and commissions have repeatedly pointed out, it is the public which ultimately must pay the bill."

RCA then reaches the following conclusion:

"The Commission's Order of October 13, 1947, should be reconsidered and set aside. RCA Communications, Inc., hereby petitions that the Commission take appropriate action to revoke, pending a hearing, the authority of Mackay to communicate with Finland, Portugal, Surinam and The Netherlands,"

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"INFORMATION PLEASE" GOES AFTER PETRILLO WITH TAFT-HARTLEY

Mr. J. C. Petrillo, well known musician of Chicago and the Waldorf-Astoria, was hit from another angle Monday when Dan Golenpaul, producer of "Information Please" filed a complaint with the National Labor Relations Board accusing the American Federation of Musicians of two violations of the Taft-Hartley law!

Mr. Golenpaul alleged that the services of a union musician had been denied to his quiz show this season solely because the program was presented by a different sponsor in each city in which it was heard. In previous years "Information Please" had been sponsored nationally by a single concern.

It was his understanding, Mr. Golenpaul charged, that the only way "Information Please" could obtain the single pianist needed for the presentation of musical questions was to agree to hire 300 stand-by musicians - one for each local station carrying the program.

This drastic action brought forth the following editorial from the New York Times last Tuesday:

"James C. Petrillo, President of the American Federation of Musicians, has struck again. Having decreed last month that the recording industry should expire as of December 31, he now would administer the same fate to all cooperatively sponsored musical programs on the networks.

"Ostensibly, the union leader maintains that if one national program is sponsored by many different concerns in different cities it discourages such concerns from offering their own local shows with local musicians. This, of course, overlooks the whole appeal of the 'co-op' program in radio: for several individual concerns to do collectively what they could not afford to do individually.

"But the economic facts of life long ago lost their appeal for Mr. Petrillo. Whether it is to be one or two businesses that must face extinction apparently is of no moment to a man who is thoroughly convinced that everyone is out of step but himself."

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MARSHALL IN FIRST LIVE CONGRESSIONAL HEARING TELECAST

The first "live" telecast of a Congressional Committee hearing was being presented yesterday (Tuesday) by Station WMAL-TV of The Evening Star Broadcasting Company.

From the Senate caucus room, its equipment was bringing Washington area television set owners the testimony of Secretary of State Marshall and others on the foreign aid program before the Senate Foreign Relations Committee.

Television stations have transmitted scenes of such hearings before, but these earlier instances were done by means of film - regular motion picture cameras were used by television men, and the film was televised later.

Yesterday, however, two WMAL-TV television cameras were trained on the witnesses and other participants in the hearing.

In addition to transmitting the sight-and-sound report of the testimony over its own frequency - channel 7 - WMAL-TV was feeding the pickup to the other two television stations here in Washington - WNBW of the National Broadcasting Co., and WTTG of the Allen B. DuMont Laboratories, Inc.

General Manager Kenneth H. Berkeley said television outlets in New York had wanted the program, but it could not be sent because the coaxial cable of the American Telephone & Telegraph Co. which carries intercity television transmissions, was out of service temporarily.

The first Associated Press television newsreel unit began operating Tuesday in Washington as a part of the regular news coverage by the Washington Associated Press Bureau.

This departure is being undertaken in conformity with a recent decision by the Board of Directors. It is the first of several such units which the Associated Press is establishing to provide complete world-wide newsreel service for television stations that are Associated Press members.

President Truman was televised as he laid a wreath at the Tomb of the Unknown Soldier in Arlington, Armistice Day. On Monday, Mr. Truman attended the premiere of a two-reel television film produced by the American Broadcasting Company in cooperation with the President's Highway Safety Council.

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"COAST-TO-COAST TV PROGRAMS WITHIN TWO YEARS" - FRANK MULLEN

Dedicating a new program "Swift Home Service Club" on the New York, Philadelphia, Schenectady, Washington television network, Frank E. Mullen, NBC top Vice-President and General Manager - the first commercial to be regularly sponsored on a television chain - predicted network coast-to-coast television service within the next two years.

Calling attention to the fact that tomorrow (Thursday, November 13) the first tests will be made of the New York-Boston television circuit, Mr. Mullen said that additional Eastern Cities would be added to the network "in no time at all, and "within two years' time we should be seeing this program in Hollywood as well as on the East Coast."

Paul A. Walker, Acting Chairman of the Federal Communications Commission will preside at the Washington part of the Thursday ceremonies. The event will introduce the longest network ever used to transmit a television broadcast.

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N.Y. TIMES, COMPETITOR, FIRST TO BACK N.Y. NEWS IN FCC FM FIGHT

The first newspaper to take up the cudgel for the New York News in its fight for an FM station in New York City was its competitor the New York Times. The Times, which had previously been granted an FM license, said editorially yesterday (Tuesday):

"In a reversal of a decision which it made several months ago, the Federal Communications Commission has denied the application of The New York Daily News for a frequency-modulation radio station and given a license instead to the Radio Corporation of the Board of Missions and Church Extension of the Methodist Church. We have no doubt that the license will be put to good use by this organization, but we are compelled to question the soundness of the ground on which the decision itself was made. A majority of the Commission stated, in its findings: 'We have repeatedly recognized that in comparative hearings, such as this, if all other factors are equal the public interest is generally better served by preferring non-newspaper applicants over newspaper applicants, since this promotes diversity in the ownership of media of mass communication and competition in the dissemination of news and information.

"The promotion of 'diversity in the ownership of media of mass communication' is an enterprise which would seem to lie beyond the stated authority of the Federal Communications Commission. This authority has been clearly limited to that of dealing with individual applications for radio licenses from the standpoint of serving the public interest, necessity and convenience. In this respect convincing evidence can be offered that newspapers have a peculiar fitness for such ownership. We cite on this point a statement of the case made by the Newspaper-Radio Committee when this issue was first raised. 'The traditions of objective presentation of news is a newspaper tradition', said the committee. 'It has been developed by newspapers in America to an extent not equaled by the press anywhere else in the world. Every newspaperman knows of the long battle waged in newsrooms and by editors to make those outside of newspaper offices understand that facts must be presented in the news as they are, and that news must be printed because it is news, regardless of ulterior considerations. The whole circulation and therefore the economic picture of the American newspaper is based upon adherence to this tradition. It is newspapers, in fact, which took this principle into radio operations.'

"We believe that the position taken by a majority of the FCC in the present case ignores, and unwisely overrides these sound considerations."

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RADIO ENGINEERS HAVE SOME HARD NUTS TO CRACK AT FALL MEET

If you should happen to be in Rochester, N. Y. (Monday to Wednesday, November 17-19), you probably would hardly be able to turn around without seeing groups of radio engineers because they will be there from all over the United States attending the Fall Meeting of the Radio Manufacturers' Association's Engineering Department and the Institute of Radio Engineers. They are the boys who always are about two jumps ahead of the rest of the industry and never before have they had harder nuts to crack. Their agenda will include most everything from miniature radio tubes to how to improve television.

The following is the complete program:

Monday, - 9:30 A.M. - Technical Session - Chairman A. E. Newlon.  
Nov. 17 "V-H-F Direction Finder for Airport Use", A. G. Richardson, Federal Telecommunication Laboratories  
"R-F Inductance Meter with Direct Reading Linear Scale", Harold A. Wheeler, Wheeler Laboratories, Inc.  
"Design and Layout of Radio Receivers and the Maintenance Man", A. C. W. Saunders, Saunders Radio & Electronics School.

2:00 P.M. - Technical Session, Chairman - B. S. Ellefson  
"Use of Miniature Tubes in AC/DC Receivers for AM and FM", R. F. Dunn, Radio Corporation of America  
"Two Signal Performance of Some FM Receiver Systems", B. D. Loughlin and D. E. Foster, Hazeltine Electronics Corp.

6:30 P.M. - Group Dinner

8:15 P.M. - General Session, Chairman - George R. Town  
"Engineering Responsibilities in Today's Economy", E. F. Carter, Sylvania Electric Products, Inc.

9:15 P.M. - Stag Party

Tuesday, - 9:30 A.M. - Technical Session, Chairman - L. C. F. Horle  
Nov. 18 "Avenues of Improvement in Present Day Television", Donald G. Fink, McGraw-Hill Publishing Company, Inc.  
"Standardization of Transient Response of Television Transmitters and Receivers", R. D. Kell and G. L. Fredendall, RCA Laboratories  
"Psychoacoustic Factors in Radio Receiver Loudspeaker Selection", Hugh S. Knowles, Jensen Manufacturing Company.

2:00 P.M. - Technical session, Chairman - Clinton B. DeSoto  
"Spectral Energy Distribution of Cathode Ray Phosphors", R. M. Bowie and A. E. Martin  
"Quality Control in Receiving Tube Manufacture", J. A. Davies, General Electric Company.

Tuesday, - 6:15 P.M. - Cocktail Party  
Nov. 18

7:00 P.M. - Fall Meeting Dinner (Stag); Toastmaster -  
Ralph A. Hackbusch; Speaker - Fred S. Barton, "The  
British Radio Industry Today".

Wednesday- 9:30 A.M. - Technical Session, Chairman - B.E.Shackelford  
Nov. 19 "Metallized Film Coaxial Attenuators", John W. E.  
Griemsmann, Polytechnic Institute of Brooklyn.  
"I-F Selectivity Considerations in FM Receivers", R. B.  
Dome, General Electric Company.  
"A New Television Projection System", William E. Bradley,  
Philco Corporation.

2:00 P.M. - Technical Session, Chairman - R. M. Wise  
"The Organization of the Work of the I.R.E. Technical  
Committees", L. G. Cumming, Institute of Radio Engineers  
"V-H-F Bridge for Impedance Measurements Between 20 and  
140" Megacycles", Robert A. Soderman, General Radio Co.

4:00 P.M. - Committee Meetings

6:30 P.M. - Group Dinner

8:15 P.M. - Photographic Session, Chairman - A. L. Schoen  
"The Problem of Amateur Color Photography", Ralph M.  
Evans, Eastman Kodak Company

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ROBINSON, TERRY NAMED WLW VICE PRESIDENTS

William P. Robinson and Marshall N. Terry have been  
elected Vice Presidents of The Crosley Broadcasting Corporation.  
Mr. Robinson becomes Vice President in charge of WLW programs and  
Mr. Terry Vice President in charge of WLW promotional activities.

At the same time, the appointment of Walter Callahan as  
Assistant General Sales Manager of WLW was announced. Neil Smith,  
who has functioned as Acting Assistant Sales Manager, will shortly  
assume a new post, whose nature James D. Shouse, Crosley's President,  
did not disclose.

Mr. Robinson, 38 years old, was born and educated in Cin-  
cinnati, where he also entered radio in 1927 as an announcer and  
entertainer.

Mr. Terry, 45 years old, is a native of Cleveland. Prior  
to joining WLW in 1944, he was a Vice-President of the Trailmobile  
Company, Cincinnati.

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CLAIMS TWO PAPERS USE 163 TONS PAPER A YEAR FOR RADIO LOGS

In a new approach to the controversial question as to whether or not broadcasting stations should pay newspapers for listing radio programs, Garrett Noonan, Advertising Director of the Louisville Courier-Journal and Times, has figured that the radio programs in those papers require 163½ tons of newsprint annually.

At the current price of newsprint, \$90 per ton in New York, the cost approximates \$15,000 per year. The Louisville papers, of which Mark Ethridge, former President the National Association of Broadcasters, is publisher and which operate Station WHAS, list programs for six stations occupying 27½ inches daily in the Courier-Journal, 36½ inches daily in the Times, and 36 inches on Sunday.

The study was made following the recent move of the Miami (Fla.) Herald to charge for radio listings when it became faced with the possibility of carrying the log for 18 AM, FM and television stations already licensed for that area.

Mr. Noonan visualizes converting radio program non-revenue item into \$50,000 to \$70,000 additional advertising revenue.

On the question of rates, Mr. Noonan reports that most of the metropolitan dailies charge the national rate for radio station display advertising. If the Louisville papers applied the national rate to program listings each station would pay \$479 per week or \$24,912 annually. If these rates are considered excessive because of the frequency with which this advertising would run, Mr. Noonan suggests retail rates in line with the regular rate card. This would reduce the weekly cost to each station to \$293 or about \$15,000 annually.

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CHANCE TO BEAT PETRILLO IS FOR MUSICIANS TO HOP TO C.I.O.

A subscriber writes:

"There was a little article in Broadcasting last week to which many people will attach little significance. It told of the musicians in Wisconsin (I'm not sure of the State) organizing with the CIO. That's the thing that's going to beat Petrillo - CIO Musicians's Unions. There are too many record making musicians who do want to work."

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SCISSORS AND PASTE

If Petrillo Evades Lea Act A Stronger Bill Will Await Him  
("Chicago Journal of Commerce")

James C. Petrillo, President of the American Federation of Musicians, already has had one law passed for his especial benefit - the Lea Act, which provides that broadcasters cannot be coerced into hiring unneeded musicians. If the musicians' boss goes through with his announced plans to prohibit members of his union from making recordings after Dec. 31, a second bill directed at him will be readied for presentation to Congress.

Rep. Fred Hartley (R., N.J.) wants to pass legislation which would apply the "restraint of trade" provisions of the Sherman and Clayton antitrust laws to labor monopolies. Such a provision, contained in the House labor bill, was eliminated in the final draft of the Taft-Hartley law.

The legislation would not be aimed solely at the musicians' chieftain. The point at issue is this: Should labor monopolies be permitted to enforce their edicts upon an unwilling public? Mr. Petrillo has merely brought that question to a head.

It is a fact that the AFM has a monopoly. It is impossible even to audition for a job as an instrumentalist without belonging to the union.

Mr. Petrillo believes that recordings deprive musicians of "in person" jobs. What if other union leaders felt that way? Railroad workers would refuse to haul trucks and automobiles. Telephone operators would never give you "Western Union".

The right to strike is not at issue. Workers strike in an effort to enforce their demands. But when agreement is reached and grievances ironed out, they go back to work. Mr. Petrillo is threatening to refuse to allow his musicians to work under any circumstances - whether they want to or not.

Suppose that all the record companies were controlled by owners of night clubs, and that these men decided in concert to suspend operations to buoy up the night club business. In that situation, the reverse of the actual one, they would doubtless be called to account for restraint of trade. Probably one of the loudest wails would come from Mr. Petrillo himself.

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Television Makes A Sports Fan Of Toscanini  
("Radio Age")

One of the new RCA television receivers installed in the home of Arturo Toscanini has made an enthusiastic sports follower of the noted NBC Symphony director. Prizefights, football and baseball, which were new to him, are now a regular part of the maestro's hours of relaxation.

So avidly has he followed these televised events that in a space of a few months he has learned the fine points of the contests and the names of fighters and players. When he invites guests for dinner, he asks them to come early so that he will not miss the start of the telecasts.

Statesmanship  
(Leonard Lyons in "Washington Post")

One afternoon a group of Maine correspondents invited Senator Wallace White of Maine to lunch. White accepted, and at the luncheon he answered their questions about the possibilities of getting Federal aid for the victims of Maine's forest fires.... "You know what my answers would be to all those questions", said Senator White. "Why don't you ask me about those rumors of my resignation as majority leader of the Senate?"...."All right then", said one reporter, "Senator White, what about those rumors of your resignation as majority leader?".... "My answer", said Senator White "is, 'No comment.'"

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London Radio Show Emphasizes Exports; Novelties  
("London Calling")

The really tremendous difference between this first post-war Radiolympia and all the other Radiolympia shows was the emphasis on exports. Catalogues and brochures, for example, used phrases we hardly ever saw before the war: such phrases as "new model, for export only", and "designed for the Southern hemisphere".

The publicity officer of one of our most go-ahead radio firms showed a sheaf of beautifully done catalogues in almost every language under the sun - including two kinds of Spanish! \* \* \* \*

There was one novelty. The device is called Band-spread tuning, and the idea is to make it vastly easier to tune-in a short-wave program accurately. This device was fairly common among the new all-wave sets and should be a very great help to those of you who wish to tune-in direct to the BBC's overseas transmissions.

Another 1947 type of radio set is the portable radio that really is portable. These little sets measure about nine inches by five inches by three-and-a-half inches, and switch themselves on as you open the lid. They run off a new type of dry battery, with flat instead of tubular cells, and have tiny valves and other parts.

One of the real novelties of this Radiolympia was a set that not only switched itself on at exactly the right moment, but, with equal magic, switched itself off when the program was over. What is more, if for any reason the desired program did not come on the air, this set sounded an alarm signal to notify you of the fact.

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Goodbye "Bluebook"?  
(Jack Gould in "N. Y. Times")

If reports out of Washington are true, there is more than casual reason to believe that the "Blue Book" may have seen its most influential days and that we are on the verge of a return to the "laissez-faire" policy in radio as of old. Certainly, it is significant that the National Association of Broadcasters is championing legislation which would strip the FCC of all but routine functions and in effect leave it to broadcasters exclusively to decide how public property - the wave-lengths on which their stations operate - is to be used in the listener's interest, convenience and necessity."

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

Edward D. Phinney, general patent attorney of the Federal Radio and Telephone Company, has been elected a Vice-President of the International Telephone and Telegraph Corporation. Mr. Phinney, who became associated with I. T. & T. in 1936, has served as the corporation's general patent attorney since 1941 and will continue in that capacity. A native of Topsham, Maine, Mr. Phinney was graduated from Northeastern University in 1924 after which he joined the United States Patent Office in Washington, D. C.

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Stewart Warner Corporation and Subsidiaries - Nine Months: Net profit, \$1,938,851, or \$1.49 a share, against \$1,673,295, or \$1.31 a share, last year.

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Delegates from Chile to the United Nations, who are interested in stimulating trade between the United States and Chile, spent a day recently in a tour of the radio, television and refrigerator manufacturing plants of Philco Corporation in Philadelphia.

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Television receivers of a "portable" type, said to be capable of reproducing video and sound programs from electrical impulses conveyed to them over wires from centralized television tuners in the building, will be installed within the next month in forty rooms of the Hotel Roosevelt in New York and charged for at the rate of \$3 daily for guests desiring the service, it was learned by the New York Times last week.

Metropolitan Television and Broadcasting, Inc., operators of Station WABF, purchased the equipment from Olympic, installed it in the Roosevelt and will lease it to the hotel for three years, it was said. The Roosevelt management then may exercise an option to buy it.

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Decca Records, Inc. - Nine months: Net profit, \$1,116,843, or \$1.44 a share, against \$1,346,227, or \$1.73 a share, last year.

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The Interior Ministry of Croatian Republic said that authorities had uncovered a secret radio station last week in the attic of St. Anthony Monastery in the city of Pola, Yugoslavia. When the discovery was made, the Ministry said, a Franciscan monk was "sending a spy report to a foreign country". The Ministry added that the radio station and other "spy materials" were confiscated.

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Davega Stores Corporation and Subsidiaries - Six months to Sept. 30: Net profit, \$571,832, equal to \$2.36 each on 242,300 common shares, against \$686,835, or \$2.83 a share for similar period of 1946; net sales, \$10,796,881, against \$9,415,640

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Southern States Co-operative Tuesday, November 11, upheld the action of its Board of Directors in dismissing Fulton Lewis, Jr. Mutual Broadcasting System commentator, from membership.

The 14 directors voted October 3 to dismiss Mr. Lewis, charging he had attacked farm co-operatives and with "misinforming and misleading the public concerning Southern States in particular.

Mr. Lewis has said he would carry the matter to the courts.

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Cooperating in the plan instituted by the American Heritage Foundation to mark this as a "year of rededication" to the American system of freedom and civil liberties, the four national radio networks - American Broadcasting Company, Columbia Broadcasting System, Mutual Broadcasting System and the National Broadcasting Company - Armistice Day announced that each of them will devote a number of their regularly scheduled programs, spaced through the next 12 months, to special broadcasts emphasizing the responsibility of all American citizens in the maintenance of their heritage.

The American Broadcasting Company, according to Mark Woods, President, will present its share of the special broadcasts on its following regular programs: "America's Town Meeting", "The Paul Whiteman Show", "The Southernaires", and others.

Frank Stanton, President of the Columbia Broadcasting System said that that network would present its "rededication" programs in the course of "People's Platform", "In My Opinion", and others.

Special programs on the Mutual Broadcasting System, it was stated by Edgar Kobak, President, will be broadcast on the "American Forum of the Air", "Family Theatre", "Meet the Press", and others.

The National Broadcasting Company, Niles Trammell, President, said it will schedule special "rededication" programs in the course of its "Our United Nations", "Home Is What You Make It", and others.

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A summons was issued in New York last week for Walter Winchell, radio commentator, charging he conspired to criminally libel Habib I. Katibah, Syrian born author employed by the Syrian delegation to the United Nations. Katibah complained that Winchell and others conspired in the preparation of a newspaper column published last May containing "intentionally libelous and vulgarly worded charges tending to, and intended to, hold the complainant and others opposed to political or state Zionism to hatred, obloquy, contempt, and ridicule."

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COUNTRY'S TV PACE SET BY STORER IN DETROIT; TOLEDO SOON

In ordering for Station WTVO, Detroit, the highest powered television transmitter yet authorized by the Federal Communications Commission, the largest order for television equipment ever placed with one manufacturer, Commander George B. Storer, President of Fort Industry, has set the pace for television in the Middle West as well as the rest of the country. Furthermore, Fort Industry will follow through next Spring with another big television station in Toledo - WTVT - now being constructed under the direction of J. Harold Ryan, Vice-President of Fort Industry, wartime U.S. Radio Censor and later President of the National Association of Broadcasters.

WTVO, Detroit, will be erected by the General Electric Company at a cost of upwards of \$280,000 to operate there in connection with the new Fort Industry stations WJBK and WJBK-FM. Thus having forged a chain of successful broadcasting stations in Toledo, Ohio, Lima, Ohio, Wheeling, West Va., Fairmont, West Va., Atlanta, Ga., Miami, and Detroit, the famous brother-in-law team of Storer and Ryan go forward with every indication that they will duplicate their radio achievements in the newer field of television.

WTVO programs will be projected for a radius of 45 miles from the transmitter site in mid-town Detroit.

"Detroiters will have the advantage of receiving picture and sound from the finest television installation possible", declared John Koepf, Television Manager of the Fort Industry Company. "The latest and best equipment, including some newly developed items not yet announced to the trade, will be introduced at the new Motor City video enterprise", he added.

Current plans call for getting a test signal on the air by the second quarter of 1948, with regular programs scheduled for a few weeks thereafter. One of the features of the G-E installation will be the combination television and frequency modulation antenna system. A three-bay super turnstile television antenna above a four-bay FM circular antenna, will be mounted atop a 415 foot steel tower which will become one of Detroit's landmarks. It will be the first of its type to be erected in that part of the country.

Camera dollies and microphone booms, similar to those used in Hollywood movie sets for proper positioning of the studio television cameras and microphones will be of the latest design.

The specifications call for a new type camera control desk, one of the major control points in a television system; the program console at which the director supervises the telecast; and the distribution console comparable to the master control board of a radio station. Two image orthicon cameras and auxiliary apparatus will handle studio pickups, while two iconoscope film cameras will be used in the telecasting of motion picture film. To project the film to the television cameras, WTVO will utilize two G-E 35 millimeter

Synchrolite projectors (a new type to the market), two G-E 16 mm. projectors of the same kind, and one special slide projector for station identification and other announcements.

Managing Director, Ralph Elvin, explained that "in programming a television station, films are the equivalent of electrical transcriptions used in radio. This equipment will put us at the top of the field in film transmission." For out of doors events, two cameras, equipped with special lenses, will be accompanied by portable control apparatus. This includes a microwave relay transmitter.

Western Electric microphones will be used throughout, and RCA dual speed turntables will supplement the G-E audio portion of the station. The transmitter is licensed to emit 2500 watts of aural power.

Arrangements have been completed for the technical and productions staffs of the proposed Detroit station to participate in a training program handling G-E equipment and studying its construction. Some of the men will go to WGRB in Schenectady, and handle actual programs, some will visit the Electronics Park in Syracuse, N.Y., where the television equipment is being built. This method will enable Detroiters to receive a better calibre picture and sound right from the opening day of Motor City operation.

Mid-Spring is the date set for WTWT, Fort Industry Television air debut in Toledo. The station's foundations are all in and the equipment, plus a mobile video truck are on order, it is reported.

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NEW YORK BROADCAST CANCELLED BECAUSE OF HIGH UNION FEE

The Town Hall concert of the New Friends of Music in New York Sunday was not broadcast, as scheduled, by FM station WABF, which is carrying the group's Sunday concerts this season on an exclusive basis.

Ira A. Hirschmann, President of the station and founder and president of the New Friends, said it had been decided not to broadcast the performance because the thirty-eight-piece chamber orchestra involved necessitated a greater outlay to Local 802 of the American Federation of Musicians than the station was prepared to pay.

He explained that the fee required by the local to permit the concerts to be broadcast, which is based on the number of musicians participating, constituted in Sunday's instance, an "extra levy" which the station "didn't feel justified" in paying.

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WAYNE COY'S PAPER BACKS FCC IN ANTI-PRESS FM DECISION

Because Wayne Coy, whose name has been prominently mentioned as the next Chairman of the Federal Communications Commission, is the Radio Director of the Washington Post in charge of its Station WINX, there are those who read some significance into an editorial in the Post this week which backed up what was construed as the Commission's discrimination against a newspaper owning an FM station. The paper in question was the New York Daily News.

It was argued that Wayne Coy as Radio Director, probably has no more to do with the editorial policies of the paper than any other member of the executive staff. Nevertheless, it would seem that whoever wrote or ordered the editorial might have turned to Mr. Coy for advice or suggestions. If this were true, the line of reasoning continued and Coy didn't side with the News, pressure might be exerted by newspaper broadcasters heretofore supposed to be strongly in favor of him to try to get President Truman to consider someone else who was more in sympathy with the newspaper point of view.

The Washington Post editorial follows:

"With no more than five unallocated frequency modulation channels available for the New York City-New Jersey metropolitan area, the Federal Communications Commission was faced with 17 applications, 2 of them from newspapers. The Commission's difficulty was compounded by the fact that the American Jewish Congress had entered an objection to the application of one of the newspapers, the New York Daily News, on the ground that it was anti-Semitic and incapable, therefore, of satisfactorily serving the public interest. The FCC dismissed the objection but, after awarding four of the frequencies to other applicants, determined to grant the fifth to neither of the newspapers and awarded it instead to the Radio Corp. of the Board of Missions of the Methodist Church.

"The explanation given by the Commission majority in support of its decision is an interesting one: 'We have repeatedly recognized that in comparative hearings, such as this, if all other factors are equal the public interest is generally better served by preferring non-newspaper applicants over newspaper applicants, since this promotes diversity in the ownership of media of mass communication and competition in the dissemination of news and information.' This has indeed been a consistent Commission policy since 1944. It seems to us an eminently reasonable one. The owners of The Washington Post, it is well known, are the owners of WINX and WINX-FM. We by no means believe that newspapers should be barred from broadcasting when they are the sole or the superior applicants for a frequency. But in situations such as that in New York, when the FCC must choose between evenly matched applicants, the promotion of diversity seems to us a valid consideration to throw into the scales.

"This can in no real sense be termed dictatorial or a discrimination against the press. Diversity is a prime fountainhead of American freedom. The more varied the ownership of the media of communication, the more varied will be the access of conflicting spokesmen to the public mind. And it is in the clash of opinion that the democratic process operates most fruitfully. It would be ideal if everyone who wanted to do so could operate a radio station or at least have the use of one for the expression of his ideas. But so long as the demand for radio frequencies exceeds the available supply and so long, therefore, as the FCC is obliged to license broadcasting on a selective basis, the fostering of diversity is an inescapable obligation of the Government."

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PHILCO DROPS ENTIRE PROMOTIONAL CAMPAIGN QUESTIONED BY FTC

In accepting the agreement of the Philco Corporation of Philadelphia to discontinue trade practices, which the Federal Trade Commission had challenged, the Commission served notice this week that "it will move speedily against any sales promotional plan, in any field of merchandising, found to be an unfair method of competition or a means of deceiving the public."

This warning was sounded as the Commission announced that Philco "had agreed to put an immediate and unconditional end to their 'Sell 'N Win' campaign, which was allegedly designed to induce sales personnel of independent dealers to push the sales of the Philco line, particularly radios, to the exclusion of competitive products.

"Philco advised the Federal Trade Commission that it had notified its sales outlets that the promotional campaign had been abandoned."

The FTC statement continued: "In accepting Philco's stipulation agreement to discontinue the challenged practices, the Commission closed without prejudice the case growing out of the complaint it had issued the respondent only two weeks ago.

"The Philco plan provided for prizes to salesmen of independent dealers on the basis of their sales of Philco products. The campaign was to run until December 31st. Prizes of merchandise were awarded by means of 'points' accumulated by a salesman for each Philco product he sold, and in addition he received 'lucky number' coupons entitling him to a 'chance' in drawing for new automobiles and substantial cash awards. This last feature, characterized in the complaint and stipulation as a lottery scheme contrary to public policy, was abandoned prior to issuance of the complaint, according to the respondent.

"The stipulation recites that salesmen in radio stores are 'expected to have special training in respect to the highly complex electronic instruments sold by them and that the public looks

to the salesman for helpful advice and assistance as between different brands of radio that are being sold by him.' It adds that as a result of the 'Sell 'N Win' campaign, involving a game of chance, salesmen were induced to sell Philco radios in preference to those manufactured by competitors.

"Not only does the Philco Corporation agree to stop the 'Sell 'N Win' campaign but to refrain from using any sales or promotional plans 'substantially similar to it'.

"The Commission pointed out that this type of promotion, even without the lotteries, is already condemned in the practice rules for the radio receiving set manufacturing industry, as well as in trade practice rules for some other industries. Rule Eight of the radio receiving set rules declares, among other things, that it is an unfair trade practice for any radio manufacturer to give sales personnel of dealers handling two or more competitive brands of radios 'push money', 'spiffs', or any other bonus, gratuity or of payment as an inducement to push the sale of his products over competing products, with the effect of causing the purchasing public, when buying, to be deceived into the erroneous belief that such sales persons are free from any such special influences, or with the effect of substantially lessening competition or unreasonably restraining trade."

"Philco's recent selling campaign was one of the most successful in the history of the radio industry", James H. Carmine, Vice-President in Charge of Merchandising, stated. "It benefited not only Philco but a great many other manufacturers by stimulating dealers and their salesmen to extra effort and renewed interest in sales training and real sales effort for the first time since pre-war days. As a result of Philco's sales promotion and advertising campaign, and those of other radio manufacturers, the radio industry will make and sell more than 16,000,000 radio receivers in 1947, which will set a new all-time high record.

"This country must return to real enthusiastic selling and do it better than ever before or we can never continue to provide 60,000,000 jobs. Philco feels that the Federal Trade Commission would be most ill-advised if it sought to restrict competition in the sale of radios or any other products by a general ban on promotional plans. Those who argue against sales promotion are asking the American people to stabilize at a much lower level of business activity than we have today. This is a counsel of despair and one that Philco will never agree to."

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Actual production of radio receivers in Czechoslovakia exceeded the goal set by the Government's planned production program by 28.8 percent during the first 7 months of 1947. Total output was 74,700 receivers; the goal was 58,000. On the other hand, production of radio receiving tubes fell 5.4 percent under the number planned - the target set was 1,003,700 tubes and actual output was only 949,800.

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FORECASTS \$6,000,000,000 TV INDUSTRY EMPLOYING 250,000

Television may well be the "shock absorber" of the American economy, forming a \$6,000,000,000 industry and providing jobs for 250,000 men and women in the coming years, Frank E. Mullen, Executive Vice President of the National Broadcasting Company, told the Radio Executives Club of New York last week.

"After World War I", Mr. Mullen said, "we saw the radio industry brought into being and expanded into a business which today accounts for more than a billion and a half dollars to the American economy. Television should prove to be at least four times as great."

"And by its very nature", he added, "it will provide impetus to our whole industrial machine, for it has the capacity as an advertising medium for stimulating, in a fashion never before realized, the merchandising and hence the manufacturing of products."

By the end of 1948, Mr. Mullen said, "we expect our network to bring television programs to a population in excess of 22,000,000 people. Within another year or 18 months we think another 20,000,000 people living east of the Mississippi will have network television programs available to them."

As to the number of television sets which will be in use, Mr. Mullen predicted "at least a million and a half" in the Eastern seaboard cities alone by the end of 1949, and 2,000,000 by the same date in the area "above a line drawn on the map from Washington, D.C. to St. Louis."

The impact on our national life of this development of the industry will be seen, he said, when the Democratic and Republican national conventions are televised next Spring to "probably 10,000,000 persons."

The NBC Vice-President repeated his prediction that coast-to-coast television would be a reality within two years. "We anticipate", he said, "that by two years from now we will have pictures from New York to Hollywood, and possibly from Hollywood to New York."

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RADAR SENDS NATIONAL GUARD SEARCHLIGHTS TO SCRAP-HEAP

Because of the advances in radar, searchlight battalions have become virtually obsolete and will be eliminated from the National Guard's anti-aircraft artillery, the Chief of the National Guard Bureau has announced.

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TRAMMELL CALLS FOR 4-NET INTERIM CODE; INDIES ALSO BALK

On hearing of the postponement of action on a code for broadcasters by the National Association of Broadcasters' Board of Directors Saturday, November 15th, Niles Trammell, President of the National Broadcasting Company, issued the following statement:

"It is a great disappointment to the National Broadcasting Company and, I am sure, to most of the NBC affiliated stations, that immediate action on the adoption of a progressive code of broadcast standards has been postponed.

"For some time past, the National Broadcasting Company and the three other national networks have considered the advisability of establishing a network code of standards. We have always postponed any final action in the hope that the industry as a whole would adopt a code. However, now that the industry has postponed action at this time, it is my belief that we and the other networks should reopen discussion as to the advisability of immediate consideration of an interim code to be adopted by all national networks."

Mr. Trammell, noting that NBC always had a code of its own, added: "Despite the high standards of American radio, we and the public want it better."

Mark Woods, President of the American Broadcasting Company, however, said that he by no means had abandoned hope of final NAB action on a code. He indicated concern that independent action by the networks might tend to divide the industry in the matter of adopting new standards. He also emphasized that each network already had a code of its own.

Edgar Kobak, President of the Mutual Broadcasting System, meanwhile said that his network would announce revisions in its own code within a few weeks. He called attention to the fact that Mutual, unlike the other chains, does not own any stations in its own name. Its interest, accordingly, lies purely in the network phases of a code and not in matters governing individual station operation, he said.

There was quite a blow-up at NAB headquarters over a statement which had been given out previously in Chicago which read:

"The broadcasting industry is overwhelmingly against the adoption of the code proposed by its National Association. The proposed NAB Code was promulgated at the NAB Convention in Atlantic City last September without a secret ballot of the broadcasting stations which it would regulate. The Code set up arbitrary mathematical standards as well as ethics for the operation of all radio stations. It was to be policed and enforced by an NAB committee.

"A poll just completed of all commercial stations by a nationally recognized accounting firm shows the industry opposed to the Code by a vote of more than 13 - 1.

"Stations voting against the Code numbered almost as many stations as the entire NAB membership of stations. 670 radio stations voted against adoption and 49 infavor. The stations indicated that they felt individually responsible for their programming and that they could best serve their communities by retaining local control of their station policies.

"The poll was arranged for by a group of network and independent stations headed by Edward Breen of Station KVFJ, Fort Dodge, Iowa, and Ralph Atlass of WIND, Chicago, and WLWL, Minneapolis, Minn."

The Fort Industry Co., on behalf of its seven stations in the Middlewest and South, adopted specific suggestions after a meeting of its executives and station managers. The company refused to accept the statement of NAB President Justin Miller that the choice is one of "self-regulation on the one hand, or of imposed government-regulation on the other, and eventually perhaps, of government broadcasting itself."

Fort Industry advocated fluidity in program service, with standards covering only desirable general operating policies; contended the proposed code violates the intent of Congress that control of program service be reserved to individual broadcasters.

Arbitrary action requiring compliance under threat of penalty is an improper effort judicially to determine the intent of Congress, the company contended, adding that the code should not servd as an FCC criterion in license renewals.

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FRANK STANTON, CBS, TELLS HOW RADIO CAN COUNT ITS AUDIENCE

Radio has dug into wartime radar principles and come up with a device that measures with the speed of light the size of listening audiences and gives broadcasters minute-to-minute trends for all segments of the audience - in large cities, small towns and on farms, as well as on all income levels.

Frank Stanton, President of the Columbia Broadcasting System, told an advertising luncheon meeting in Hollywood Tuesday, according to the Associated Press, that the new technique had been named "IAMS", (Instantaneous Audience Measurement Service) and that it had been developed in CBS research laboratories by Dr. Peter C. Goldmark.

The frequency signal goes out in all directions from the transmitter as far as the station can be heard, and in this area a complete cross-section of homes will be equipped with a special device automatically and continuously reporting back to the transmitter while their sets are turned on.

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## FCC ENCOUNTERS OPPOSITION IN CLEARING 45-50 MC BAND OF FM

Opposing the reallocation of radio spectrum space currently assigned as television channel #1 to other type services for point-to-point communication, the National Association of Broadcasters told the Federal Communications Commission in hearings which began Monday that the loss of these facilities would have an adverse effect upon the development of both television and frequency modulation broadcasting.

Not only would the reassignment of these frequencies "foreclose the development of local community television facilities", the NAB argued, but it would "require the cessation of the operations of more than 20 FM stations now broadcasting in this band, serving thousands of listeners with FM sets not able to be tuned to the new FM bands, as well as the operation of the principal FM network."

Those who have<sup>been</sup>/heard in addition to NAB are RCA, Stromberg-Carlson, Zenith and Dumont. Scheduled for today (Wednesday) are Dr. E. H. Armstrong, inventor of FM and Bill Bailey, secretary of the Frequency Modulation Association.

"The Commission is now considering the assignment to certain fixed and mobile radio services of the 44-50 mc band which two years ago was assigned to television, and which is not now being used by a single television station. This band of frequencies is part of the band which in 1940 was assigned to FM broadcasting, and which is still being used by FM", J. E. Brown, Assistant Vice-President of Zenith stated. "The FM stations operating on this band, some of which have been on the air for more than seven years, are even today giving the best FM broadcasting service.

"It is the position of Zenith Radio Corporation that the Commission's proposal to assign this band to fixed and mobile radio services is incorrect, inadequate, and harmful to the public interest, particularly in rural areas. We believe it inadequate because the number of channels available will prove to be insufficient for the services being considered, and we believe it incorrect and harmful to the public interest because it will deprive a large segment of the population of the finest radio broadcasting service that science has developed.

"We know now that the 88-108 mc provision for FM broadcasting is entirely inadequate, and that this allocation was based on engineering errors and failure to consider the facts involved. We believe that the Commission should now consider on the basis of all information available to it not only the importance of the 44-50 mc band to FM broadcasting, but also the full question of FM broadcasting as to the quantity of frequencies required and their position in the spectrum.

"Further in the matter of allocations, we have been of the opinion and have so advised the Commission that too few channels

have been granted to television, and we have seen no plan devised that will overcome this shortage within the present range of frequencies assigned to commercial television. Moreover, the present television allocations, particularly between 44-88 mc, are so hemmed in by other services that their utility is already greatly impaired. The situation is going to get worse, not better. \* \* \* \*

"Unfortunately, the public does not know that television's present assignment is only temporary, and is now buying sets on the assumption that television will continue indefinitely on its present frequencies. Would it not be better to move television now to its ultimate home in higher frequencies, and thus save the public from spending additional millions of dollars for television sets which become obsolete as soon as the Commission has made its final television allocations?"

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TAFT-HARTLEY FEATHER-BED CHARGES FILED AGAINST PETRILLO

Charges that James C. Petrillo, President of the American Federation of Musicians, and the federation have violated the Taft-Hartley law were filed with the Chicago regional office of the National Labor Relations Board Tuesday by radio station WMLO of Milwaukee.

A secondary boycott, illegal under the Taft-Hartley Act, has been started against WMLO in an effort to coerce the independent station into keeping four unneeded musicians on its payroll, said the complaint, filed by Lee A. Freeman, Chicago attorney.

Petrillo stated to Jack Gould of the New York Times in New York Tuesday that his union never had demanded that "Information Please" hire 300 musicians - one for each station carrying the cooperatively sponsored program - as the price of receiving the services of a single pianist.

Mr. Petrillo was in New York in anticipation of his meeting this (Wednesday) afternoon with the network representatives on a new contract.

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SARNOFF, TRAMMELL, COWLES, NON-PARTISANS, TO AID EUROPE

Members of the newly formed national non-partisan committee to back the Marshall plan include David Sarnoff, President of the Radio Corporation of America, Niles Trammell, President of the National Broadcasting Company, and Owen D. Young, Honorary Chairman, General Electric Company, and Gardner Cowles, Jr., President of the Cowles Broadcasting Company.

Henry L. Stimson, former Secretary of State is National Chairman.

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IT'S A GOOD W-I-N-D THAT BLOWS NO ILL (IN ITS NEW STUDIOS)

W-I-N-D on the Lake Front in Chicago last week was favorable and pleasant when, under the guiding hand of its president, Ralph Atlass, the growing and prosperous station moved into its spacious new air-conditioned studios in the Wrigley Building, 400 North Michigan Avenue.

WIND's facilities consist primarily of a small news studio, a medium sized general purpose studio, a larger concert studio and a 1,000-square-foot large main and separately controlled studio.

RCA control board consoles have special features designed to feed stations many midwest sports network programs. Studios are completely sound insulated and each entire room floats on cushioned mountings.

WIND, which operates on a frequency of 560 kc., 5000 watts power also has an application pending with the FCC for a television license.

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GERMAN MAGNETOPHONE MAY AID IN CHECKING BROADCAST FIDELITY

A German Magnetophone, K-7 Model, has been obtained by the Signal Corps and its military characteristics for both field and fixed station equipment are being evaluated by the Coles Signal Laboratory at Fort Monmouth, New Jersey.

According to Charles C. Comstock, Chief of the Recording Equipment Section, no original development work is in progress at present but several changes have been effected including a conversion from 50 to 60 cycles.

Of interest to commercial concerns in the United States is the prospect that the set would serve as a useful device in radio, particularly as a check on the fidelity of an original broadcast. By using the magnetophone, it is considered possible that a delayed broadcast could be as successful as an original broadcast.

The K-7 model is the Allgemeine Elektrizitate Gesellschaft, (AEG), designation of a new equipment currently in production. It is believed that only a few prototype models have been completed. No circuit diagrams have yet been obtained.

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Governor Clarence W. Meadows (D), of West Virginia, and associates in the newly formed Wyoming Broadcasting Company, has been granted a construction permit for a new standard broadcasting station at Pineville, West Va. It will operate on 970 kc., 1 KW, daytime only.

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FORESEES GREATER REVENUE FROM TV SET PRODUCTION THAN AM

Addressing the RMA-NAB Liaison Committee, R. C. Cosgrove, Chairman and former President of RMA, said:

"The Radio Manufacturers' Association expects that by next June the dollar revenue from television will be greater than from standard broadcasting receiver production. One distributor says he expects four times the activity in television sets."

Mr. Cosgrove added to his statement a summary of RMA figures showing a total of 16,771 receivers with both AM and FM produced in the week ending October 19th. He said that seven per cent of all sets produced have FM, and estimated that a total of about a million sets with FM circuits will have been manufactured this year.

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CROSLY MIDGETS TO INCLUDE RADIO DEALER'S DELIVERY TRUCK

Powel Crosley, Jr., President of Crosley Motors, Inc., in New York Monday displayed three new 1948 models his firm is producing for the low cost, "smaller" automobile field - a station wagon, a sports utility model and a panel delivery truck.

Mr. Crosley said the panel type delivery truck was designed to meet needs of grocers, druggists, radio and other service establishments.

Mr. Crosley also said current production on all models totals 2,700 cars and trucks a month, but was due to be boosted to 3,000 monthly early next year.

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WASHINGTON TAXIS WITH RADIOS TO RECEIVE POLICE ALARMS

Washington taxicab companies with radio service will broadcast Police Department emergency lookouts to their drivers starting this week.

Three companies - Combined Cab Service, Veterans Cabs and Yellow Cabs - have 186 radio-equipped cabs to receive lookouts on the streets now, Major Robert J. Barrett, Police Superintendent, said. Messages will include lookouts for persons wanted for murder, robbery, rape, and hit-and-run accidents involving personal injury.

Hackers who furnish police with information leading to the arrest and conviction of criminals will receive rewards.

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

Newspaper Circulation Men Told Radio Is No Threat  
(Editor and Publisher)

"Circulation growth of newspapers proves we need not fear further growth of radio, according to Matthew G. Sullivan, Circulation Director of the Gannett Newspapers, in an address at the Tuesday session of the New York State Circulation Managers' Association's 30th anniversary meeting in Utica, N. Y.

"Although people will listen to the news, they must see and read it", he declared. "They depend upon newspapers for accuracy, readability and completeness. Proof of that was emphasized during the Labor Day weekend of 1939 when Poland was invaded and the war was on. Folks listened to the radio and all its dramatics with the result that they were confused. Telephone calls for news jammed newspaper switchboards all over the nation. Publishers had to issue newspapers on Sunday afternoon so that the people could have reliable and accurate news; from that time on, circulation climbed faster and higher than ever before."

"Everything indicates that radio has helped newspaper circulation", Mr. Sullivan said. "Our daily circulation has nearly doubled, so although more radio stations will go on the air, we can look forward to even more circulation."

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Stassen Rated Best; Taft Worst On Radio  
("Variety")

Harold Stassen has the best and Senator Robert A. Taft the worst radio voice among the present crop of presidential hopefuls. That's the opinion of Robert Coar, coordinator of the joint Senate and House Recording Rooms, who has coached most of Washington's political brass in radio speaking technique at one time or another. As Coar sees it, three GOP candidates cop off the top honors in radio appeal.

Here is the way he rates the present lineup of 1948 presidential candidates:

- "First, Stassen - extremely easy to listen to, friendly, direct, slow, warm.
- "Second, Eisenhower - needs coaching because he talks too fast, but has a basically smooth, friendly, non-oratorical delivery.
- "Vandenberg - lively but uneven and occasionally oratorical.
- "Dewey - technically superb but somewhat lacking in feeling.
- "MacArthur - while rich, his voice has a crisp, commanding overtone that might antagonize potential voters.
- "Truman - dry.
- "Taft - dry and arbitrary."

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They Watch For Commercials To See The Eliminator Work  
(Sidney Lohman in "New York Times")

Radio commercials which do not please the listener's fancy may now be eliminated with the flick of a finger through use of a gadget called "Commercial Control" now available locally at several department stores. The attachment sells for \$2.95 and is easily installed by plugging into the light socket from which the radio set operates.

Encased in a plastic box about the size of a package of cigarettes and with about ten feet of wire attached, the control is equipped with two buttons. Pressing down one button silences the radio for approximately one minute and pressing down the other makes the set inoperative for about twenty seconds. The time sequence is variable by a simple screw adjustment of the buttons. The product is an invention of Erskine Gray of Beverly Hills, Calif.

P.S. - A test of the device last week brought one ironic result. The set owner listens more carefully than ever for the commercial, if only to know when to press the button.

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For Stronger "Voice of America"  
( "Washington Post" )

Almost without exception members of Congress who toured Europe this Summer have come back convinced of the necessity for expanding our international information program. As Senator H. Alexander Smith, Chairman of the Senate group investigating the program in operation, said in a radio broadcast last week: "We found in every country we visited that we are losing this war of words. Our own Voice of America is pitifully weak compared not only with the efforts of Russia and her Communist satellites but also with the efforts in the same field that are being made by friendly countries such as Great Britain and France."

There is one danger which we hope Congress will avoid in augmenting the Voice of America, In their zeal to meet the attacks the Communists are making on us, some members may be tempted to insist that we fight fire with fire. Nothing could do our cause more harm than to have our information program perverted into a mere anti-Communist crusade or a vehicle devoted solely to extolling our virtues as benefactors. Either of these courses would convince the people for whose minds we are contending that we too were merely engaged in propaganda. What our information program needs is facts, not invective or self-adulation. The objective truth can be just as devastating as Moscow's name-calling, and far more effective.

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Plans for greater dealer participation in the Radio Manufacturers' Association's "Radio-in-Every-Room" campaign and in the observance of National Radio Week in 1948 were considered by the RMA Advertising Committee at a meeting last Wednesday in Chicago.

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::::  
:::: TRADE NOTES ::::  
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To make way for the hearing which opened Monday, November 17th, on TV and non-Government frequency allocations, the WBAL sessions have recessed until Tuesday, November 25th.

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The R.C.A. Service Corporation, a division of the Radio Corporation of America, has leased 30,000 square feet of space on the first and third floors of the former Clark Thread Company mill at Ogden and Gouverneur Streets, Newark, N. J., and will use the space as a warehouse and for servicing television sets.

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Because of the success of a civic celebration of National Radio Week in Cincinnati, under the sponsorship of the Cincinnati Gas and Electric Company, a special effort will be made in 1948 to enlist all public utilities in the radio industry anniversary observance. While no date for next year's National Radio Week has been fixed, it will probably be held earlier in the Fall to avoid conflict with the national elections.

-----  
A new, high-speed, direct radiotelegraph circuit between the United States and Surinam (Dutch Guiana) by the Mackay Radio and Telegraph Company, an operating subsidiary of American Cable & Radio Corporation, was opened last Monday. The Mackay Radio end of the circuit in the United States will be located in New York while the terminal in Surinam will be operated by the Government Communications Administration, Lands Telegraaf Telefoondienst Suriname.

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The League of New York Theatres' Board of Governors last week approved the proposal to curtail first night press tickets. Under the new plan, which must be ratified by the League's general membership before it can become effective, only drama reviewers and editors of metropolitan newspapers will be invited to attend Broadway premieres. Other drama department personnel, radio commentators and newspaper representatives will receive accommodations to second nights.

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Cody Pfanstiehl, Director of Press Information at WTOP-CBS, has been appointed Promotion Manager in addition to his Press Information duties, Carl Burkland, General Manager of WTOP announced this week.

Mr. Pfanstiehl came to WTOP-CBS in July, 1947, after 11 months on the publicity staff of Warner Bros. Theatres in Washington. He served four years in the AAF. For three months after his discharge he was announcer and special events man for WFBC in Greenville, S. C.

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ARMSTRONG WINS FM FIGHT; FORCES FCC EXPERT TO ADMIT ERROR

There was an exciting finish to a three year old FM controversy at the Federal Communications Commission last week when Dr. Edwin H. Armstrong, inventor of FM, who had previously been described as having been given the "bum's rush" every time he opposed the testimony of the FCC's expert K. A. Norton, turned the tables when Mr. Norton was called to the witness stand by forcing Norton to admit under oath that technical advice he had given to the Commission was totally in error.

When cross-examined by Dr. Armstrong as to certain conclusions which Mr. Norton had reached and upon the basis of which the Commission had "kicked FM upstairs" from the 44-50 megacycle band to the 88-108 Mc. band in 1944 thereby, it is alleged, almost wrecking the FM industry, Major Armstrong very quietly said to Norton:

"But you were wrong?"

To this Norton, who for years despite contradiction from Dr. Armstrong and almost every outstanding radio engineer in the country, had been trying to prove that his advice given to the Commission had been based upon sound principles, replied blithely:

"Oh, certainly. I think that can happen frequently to people who make predictions on the basis of partial information. It happens every day."

Apparently members of the Communications Commission conducting the hearing were themselves dumbfounded at such an admission by their own witness for as one observer put it, there was a sudden silence and "a pin dropped at that time would have sounded like a ton of coal".

With the witness thus unexpectedly admitting that he had given the FCC bad advice, Dr. Armstrong turned to Acting FCC Chairman Paul A. Walker and said:

"That is the point I would like to make, Mr. Chairman, the type of engineering advice this Commission has been given, and that has resulted in chaos to those of us who have been trying to do an engineering job."

To which Mr. Walker replied: "The record will show your statement, Major Armstrong."

Dr. Armstrong led up to Mr. Norton's admission by recalling that in 1945 the latter had declined cross-examination regarding the basis of FM advice given to the Commission on the ground that it was a classified matter, and suggested that a secret hearing be held under the auspices of the military. Also that when Charles R. Denny, then General Counsel for the Commission, made arrangements for the

meeting, he told Mr. Norton it had been suggested that Norton had made certain fundamental errors, and asked him whether he would be able to substantiate his conclusions at the secret session, the reply was "Yes, I certainly will be able to substantiate those conclusions at such a session."

Whereupon the following exchange took place:

By Dr. Armstrong: Q. "Now did you substantiate them, Mr. Norton?"

Mr. Norton: A. "Yes, sir, I did."

Q. On 80 megacycles?

A. The conclusions I had reference to were the conclusions as to the presence of long-distance high signal intensity F layer transmissions in the band up to 50 megacycles, which was the band then proposed for FM broadcasting.

Q. But you said 80 megacycles, Mr. Norton.

A. I said 80 megacycles relative to what I would have expected, yes, that is right; at that time, based on the available information I had at that time.

It was then that Dr. Armstrong exclaimed: "But you were wrong!" Following which Norton, who had prefaced his appearance by saying that he proposed to introduce his own "interpretation" of previous testimony in view of "continued statements by Dr. Armstrong that he had made a basic error", made the unexpected admission, "Certainly, I was wrong."

However, Dr. Armstrong still wasn't through with the witness. He desired to delve into the No. 1 top mystery as to who at a secret FCC meeting had doctored the report finally given to the press. The charge was that the confidential report made to the Commission admitted that Mr. Norton, who is now employed as an expert at the National Bureau of Standards, had made a serious basic error in his calculations which the Commission later took as a basis for boosting FM upstairs.

So Dr. Armstrong resumed the examination of Norton by saying:

"Now, when the public report was issued, something was deleted. A sentence was deleted and there was substituted therefor something else, which denied that an error had been made. This is the sentence that was substituted, or, rather, the two sentences:

'A satisfactory explanation regarding the appropriate method to be employed in the analysis of this problem was furnished by Mr. Norton during the closed hearing. This analysis indicated that no error had been made in this report.'

"Do you have any knowledge, Mr. Norton, as to who made that substitution?"

A. "No, I do not, and I had no knowledge it was made, prior to the time it was made."

Dr. Armstrong urged the Commission to make a permanent assignment of FM's use of the radio band from 44 to 90 megacycles. It is now being used to hook up 29 eastern FM stations direct by air into a pioneer FM network which 117 more stations are asking to join and Dr. Armstrong asked its permanent retention for that purpose.

Scoring the inadvisability of "stop gap" allocation by sharing the 44-50 megacycle channel with television and emergency services, Dr. Armstrong observed that the only concrete result would be another delay to FM caused by "piecemeal" decisions of FM matters by the FCC. Armstrong said it was too late to move FM back downstairs but urged again that FM be given the 44-50 mc channel for relays.

Dr. Armstrong quoted the president of RCA as telling him in 1934 that FM "is not an ordinary invention. It is a revolution."

"From that day to this", Dr. Armstrong charged, "you will find the hand of the management of RCA working in the background against the advancement of FM broadcasting."

A supplemental brief was filed by RCA and NBC relating to the FM inventor's charges. "The accusations against RCA and NBC have no foundation in fact. RCA and NBC unequivocally and categorically deny these charges", the brief stated.

J. E. Brown, Assistant Vice-President and Chief Engineer of Zenith Radio Corp., testified that FCC's proposal is "incorrect, inadequate, and harmful to the public interest, particularly in rural areas."

Before last week's hearing it seemed very likely that the 44-50 mc. band would be assigned to emergency services such as fire, police, etc., but the opinion now appears to be that FM's chances for remaining there have greatly improved.

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ENGLAND HAS 9,291,472 RADIOS; 21,387 TELEVISION SETS

The number of radio receiving licenses in effect in the United Kingdom in a survey just reported was 10,898,781. Of these 9,291,472 were in England, 1,036,033 in Scotland, 415,327 in Wales, and 155,949 in Northern Ireland. In addition, 21,387 television receiving licenses were in effect, all in England.

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RECORD SET PRODUCTION INDICATES HEAVY CHRISTMAS SALES

Radio set production, including television receivers and FM-AM sets, broke all industry records in October and indicated preparations for heavy Christmas sales, the Radio Manufacturers' Association revealed this week.

For the first time in the industry's history more than 2,000,000 radio and television receivers were manufactured by RMA member-companies, in one month. FM-AM sets produced in October numbered 151,244 and were well above the production of any other month this year. Television receivers manufactured also reached a new high of 23,693 although the September reported figure of 32,719 was higher due to the inclusion of 16,991 sets produced earlier but not reported.

Total radio and television set production by RMA manufacturers numbered 2,002,303 in October and brought the year's ten-month total to 14,364,218.

FM-AM sets for the ten months totalled 830,106, while television receivers for the same period numbered 125,081. The television set production in October represented an increase of 110 percent over the average output for the previous nine months.

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FARNSWORTH WILL SPONSOR "METROPOLITAN OPERA AUDITIONS" ON ABC

The "Metropolitan Opera Auditions Of The Air" which, between 1936 and 1945, added 42 new young artists to the Metropolitan Opera Association, will return to the American Broadcasting Company's list of broadcasts on January 4 and will be heard weekly thereafter. This was announced by E. A. Nicholas, President of the Farnsworth Television & Radio Corporation, which will sponsor the series in behalf of Capehart and Farnsworth radio, phonograph and television sets.

Mr. Nicholas said: "Electronic television as created by our company will one day serve grand opera and the musical world along with radio broadcasting. With radio, records and television, the American public within a few years has become familiar with the best in music, something that in the older nations of the world necessitated centuries of inculcation before their appreciation of the fine arts was accomplished."

"Once upon a time it was customary to look askance at anything artistic done in this country", Mark Woods, President of ABC, said. "Caruso, Tetrzzini, Scotti were all 'imported' and although there were a few, a mere handful, including that great American artist who recently died, Louise Homer, it was believed that Americans were incapable of competing with foreign artists at the Metropolitan. The Metropolitan Opera Auditions Of The Air proved how fallacious was such a belief."

## MACKAY OPPOSES RCA'S OVERSEAS CIRCUITS RECONSIDERATION PLEA

Mackay Radio and Telegraph Company by its attorneys James A. Kennedy, John F. Gibbons and John A. Hartman, has filed with the Federal Communications Commission its opposition to the reconsideration of the recent grants to Mackay of circuits to Finland, Portugal, Surinam and The Netherlands, requested by the Radio Corporation of America (Heinl News Service, November 12, Page 5).

Mackay devotes more than half of the twenty-seven pages of its brief to the argument that RCA cannot properly object to the grant of these "Special Temporary Authorizations" to Mackay because RCA has from time to time asked for and received from the FCC, similar "S.T.A.'s" Mackay says "RCA cannot now be heard to challenge the propriety of a licensing procedure, expressly provided for in the Commission's Rules and Regulations and which it has invoked many times for the purpose of obtaining temporary authorizations to use regularly licensed frequencies and equipment to permit operations which it now says can only be authorized by regular licenses or modifications thereof, as provided in Section 309(a) of the Act."

Again Mackay says "RCA's condemnation of a licensing procedure which has become well established under Commission practice must be weighed, and adjudged accordingly, in the light of RCA's recognition of the propriety of such procedure in seeking instruments of authorization for its own use".

Mackay also says, "RCA incorrectly assumes that the Communications Act itself requires a specific license authorizing communication to each foreign point. This is not so . . . So far as the law is concerned, the Commission could, if it saw fit, license a transmitter with blanket authority to communicate with all countries in Europe or with any other general area."

RCA's contention that the Commission in this case made no "Finding" of public interest, convenience or necessity is answered by Mackay by saying that the decisions cited by RCA on this point are inapplicable because they do not cover cases involving Special Temporary Authorizations, but rather, regular licenses were involved. Furthermore, the standard printed language on the S.T.A.'s, Mackay claims, "shows by clear implication that the Commission has made a determination that public interest would be served by the grant."

Finally, taking up "Public Interest and Competition", Mackay discounts the Oslo and Rome decisions, cited by RCA, in which cases Mr. James A. Kennedy was attorney for the FCC at that time, and claims that the grant in question "is manifestly a recognition by the Commission of the national policy as more clearly emphasized by the Congress in recent years since the early decisions in the Norway and Italy Cases". Mackay cites in this connection Section 314 of the Act, forbidding combinations of cable and radio companies under one management as in the case of the American Cable and Radio Corporation of which Mackay is a part, and quotes from the decision of the

Commission in the recent rate case (Docket 8320) where reference is made to the fact that "Congress has not approved any proposals looking toward merger of the United States international telegraph carriers".

Therefore, Mackay contends, the destructive competition of which RCA complained in its petition is quite in order and Mackay concludes "It is respectfully submitted that the Commission granted the applications involved herein after full argument on October 7, 1947, and after mature consideration of all questions involved; that RCA's petition herein fails to disclose any new matters not heretofore considered by the Commission; and, therefore, the petition should be denied."

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UNION SHOP GRANTED IN WASHINGTON, D.C., RADIO STATION STRIKE

A 24-day strike at Radio Station WOOK ended Monday with an agreement between the station and the Washington local, American Federation of Radio Artists (AFL).

According to a statement prepared jointly by union and management negotiators, the station agreed to:

1. Recognize AFRA as the exclusive bargaining agent for announcers and radio artists.
2. Cooperate within the law in steps looking toward the early establishment of a union shop at Station WOOK.

Collective bargaining between the disputants led to a partial agreement covering wages, hours, overtime vacations and sick leave, the statement said. The parties agreed to meet next January to negotiate other terms of a more complete agreement.

The agreement provides for arbitration of further disputes and prohibits strikes or lockouts through October 30, 1948, termination date.

Four announcers and a disc jockey were involved in the walk-out, which Jesse R. Messittee, union attorney, attributed to "grossly unfair labor practices committed by the station". Richard Eaton, the firm's president, said the "strike was called without notice and solely for economic reasons."

Messittee said the union won a reduction in the workweek to 40 hours from 44, overtime after eight hours, a basic wage scale beginning at \$45 weekly, one week's vacation after 26 weeks and two weeks' vacation after a year.

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WHITE TRIES TO QUIT SENATE LEADERSHIP; DENIES RIFT WITH TAFT

Drew Pearson's ABC broadcast last Sunday night that Senator Wallace White, Jr., (R), of Maine, intended throwing up the Senate leadership because he couldn't get along with Senator Bob Taft (R), of Ohio, brought forth a denial from Senator White.

The Maine Senator, however, admitted that he had recently submitted his resignation as majority leader but the Republican conference refused to accept it.

"I tendered my resignation", Mr. White said, "because I had become persuaded that the duties of floor leadership, along with those involved as Chairman of the Interstate and Foreign Commerce Committee, as well as membership on the Foreign Relations Committee, involved greater obligations than a Senator could fully meet.

"I was disposed to give up the floor leadership."

Senator White said the resignation was handed to Senator Eugene D. Millikin of Colorado, Chairman of the Republican conference, who brought it before a meeting of the Republic policy committee about a week ago.

The conference subsequently declined to accept the resignation, Mr. White added, and suggested that he withdraw it.

"I did so", he commented.

Mr. White, 70 years of age, co-author of both the original Communications Act and the pending revision, has been in the Senate since 1930, after previous service in the House. He has announced that he will not run for office next year.

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RADIO PROXIMITY FUZE LAST WORD IN FOREST FIRE FIGHTING

Airborne fire extinguishers equipped with the radio proximity fuze appear to offer a rapid and practical means for combating forest fires, according to extensive tests in which the National Bureau of Standards participated, along with other Government agencies, during the Summer. Characteristics of the radio proximity fuze make it particularly adaptable for fire fighting. Because it bursts the fire-extinguishing bomb at the desired height above the ground, it sprays the extinguishing material, which may be water or a fire-smothering chemical, over the burning area. If the bomb does not burst until it hits the ground, nearly half of the material in the bomb remains in the crater, and the remainder is sprayed over a very narrow area.

The radio proximity fuze, developed at the Bureau during the war, is an extremely small and tough radio sending and receiving station. Immediately upon being released, it begins to transmit radio signals. These signals are reflected back to the fuze from the ground, and when they reach a certain intensity or strength, the receiver triggers an electronic switch that detonates the bomb.

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ELECTRIC PLANE SPACE RESERVATION TO SAVE \$10,000,000 A YEAR

Development of an electro-mechanical device, known as "ABEX", (automatic booking exchange), designed to simplify and expedite the handling of passenger space reservations on airlines was disclosed Tuesday by the International Telephone and Telegraph Corporation.

It is estimated that the over-all cost for the booking and handling of passenger space reservations currently runs in the neighborhood of \$20,000,000 a year. Through the automatic handling of space reservations a projected savings in operational expense of this nature of ultimately up to 50% is forecast.

Each airline's ticket agent will be supplied with a keyboard and a printer by means of which he can have access to information on all flights of the airline whether they originate at his own station or not. He can transmit signals which will represent the customer's desires with respect to date, flight number, departure point, destination point, and number of seats desired.

Immediately, without the intervention of any other human agency, the automatic central equipment will record in the salesman's machine, information as to whether or not the space is available. If the space requested is not available, the machine will automatically examine other flights to find the nearest one which will serve the passenger's needs.

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FCC CITES WASHINGTON DEALER FOR RADIO TUBE MISREPRESENTATION

The Federal Trade Commission has approved a stipulation in which Harry J. Brown and Samuel J. Brown, co-partners trading as Brown Brothers Enterprises and as Major Radio and Appliance Co., Washington, D. C., agree to stop representing that any radio receiving set contains a designated number of tubes, in or of a designated tube capacity, when one or more of the tubes referred to are devices which do not perform the recognized and customary functions of radio receiving set tubes in the detection, amplification and reception of radio signals.

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TV INDUSTRY VALUE SEEN ZOOMING INTO ASTRONOMICAL FIGURES

The following figures were submitted to the Federal Communications Commission at the hearing last week by J. R. Poppele, President of the Television Broadcasters' Association, to emphasize the need for additional television channels:

Dollar Value of TV Station  
Equipment - Annual Industry  
Production:

<u>1947</u>	<u>1948*</u>	<u>1949*</u>
\$4,700,000	\$10,350,000	\$12,000,000

Number of Television Re-  
ceivers - Annual Production:

<u>1947</u>	<u>1948*</u>	<u>1949*</u>
176,000	750,000	1,106,000

Dollar Value of Television  
Receivers - Annual Production:

<u>1947</u>	<u>1948*</u>	<u>1949*</u>
\$74,000,000	\$387,000,000	\$460,000,000

Dollar Value of Total TV  
Apparatus - Annual Production:

<u>1947</u>	<u>1948*</u>	<u>1949*</u>
\$79,000,000	\$397,000,000	\$472,750,000

\* Estimated

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FCC FORMALLY APPROVES SIX LETTER CALLS - FOUR PLUS "FM", "TV"

The Federal Communications Commission has authorized Scripps-Howard Radio, to use the call letters of its television station at Cleveland, Ohio (WEWS) for its new FM (Frequency Modulation) station in Cleveland - thus WEWS-FM. In so doing, it provided for issuance of six-letter calls (four letters followed by FM or TV) regardless of whether or not the applicant has an AM broadcast station.

The practice of adding "-FM" and "-TV" to calls arose from a desire of licensees of AM broadcast stations to employ the call letters of the latter for their frequency modulation or television stations. Independent FM and television stations also indicate a desire to use the identifying suffix. Since such assignments do not require any more letters in basic call combinations, the Commission has no objection to the practice.

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WAR ASSETS TO WIND UP ELECTRONIC SUPPLIES EQUIPMENT SALES

War Assets Administration has notified distributors of surplus electronic equipment that sales through them will be terminated March 1, 1948. Should any inventory remain in the hands of distributors after that date, WAA said, it will be disposed of by donations to educational institutions.

WAA said distributors now have a large inventory of electronic equipment comprising a variety of end equipment, radio components and vacuum tubes. However, disposal progress has indicated that present distributor inventories will be largely depleted by March 1.

It is anticipated, WAA added, that there may be no opportunity to purchase electronic equipment from the government after the distributor disposal program is terminated.

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MANUAL OF INSTRUCTIONS FOR RADIO PROPAGATION PREDICTIONS

Instructions for the use of the National Bureau of Standards's monthly periodical, "Basic Radio Propagation Predictions - Three Months in Advance", have been prepared in the form of a separate manual that is now available as NBS Circular C-465. The purpose of this manual is to explain how the monthly predictions may be used in calculations of usable and working frequencies for sky-wave transmission. Maximum usable frequencies and optimum working frequencies may be computed over any path for any time of day during the month in question. Prediction charts are included for two recent months and sample problems are given for four paths, with a discussion of differences in results because of length of path, the ionosphere layer controlling reflection, season of the year, and degree of solar activity.

An attempt is made to emphasize that the most important case of all, namely, transmission by the F2 layer over a transmission path more than 4,000 km in length, can be calculated in a very simple manner. The pamphlet also contains other useful data, including tables, charts, and specimen work sheets.

The manual known as Circular C465 may be obtained from the Superintendent of Documents at 25 cents a copy. The subscription rate to Basic Radio Propagation Predictions is \$1 a year.

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## PHONEY RADIO TRADE-IN ALLOWANCES OPPOSED

Most radio receiving set manufacturers are opposed to the use of fictitious trade-in allowances, are not making such offers to the public and hope that effective steps can be taken to curb such allowances, according to a poll of thirty such manufacturers by the National Better Business Bureau in New York. Recently, the bureau noted, there has been a revival of "\$100 for Your Old Radio" trade-in offers and others "less fantastic".

No manufacturer attempted to defend fictitious trade-in offers or stated that it would be his policy to advocate such trade-ins. A few indicated some doubt about their policy if the practice again becomes general. Some pointed to the difficulties of controlling abuses, while some were frankly pessimistic over the possibilities of outlawing the fictitious trade-in.

An appeal to correct this situation was backed by the Merchandise Committee of the Association of Better Business Bureaus. The Committee coupled its action with a warning that it will carry on an aggressive fight to inform the public of the deceptive nature of the practice.

Gail Ussery, Chairman of the Committee and General Manager of the Baltimore Better Business Bureau, declared the organization is not opposed to trade-in allowances as such, but termed those offered without relation to the value of the set traded as "symbols of dishonesty".

Kenneth B. Willson, operating manager of the National BBB, said that response to a letter sent to thirty leading manufacturers had brought a 100 per cent pledge of cooperation. The counter campaign will include publicity and filing of evidence with the FTC and advertising media.

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## HERBERT HOOVER, JR., PATENTS RADIO PROSPECTING DEVICE

A seismic amplifying system providing, in geophysical prospecting, for the controlled variation of seismic wave sensitivity during recording, was patented last week by Herbert Hoover, Jr., of Sierra Madre, Calif., son of former President Hoover.

It is Patent 2,430,983 on a way to obtain first breaks in translating seismic wave-trains, and, at the same time, to control the sensitivity of the receiving apparatus in a manner which compensates for variations of the amplitudes of waves following immediately thereafter.

As designed by Mr. Hoover, who has assigned his rights to the United Geophysical Company of Pasadena, Calif., his invention consists of an amplifier, a source of sensitivity control; and timing means, independent of incoming signals, for adjusting the resistance means at predetermined time intervals.

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CONSTRUCTION OF C. & O.'S TRAIN TELEPHONE SERVICE OK'D: COST

Experimental telephone service for two Chesapeake and Ohio Railway trains was furthered by the Federal Communications Commission in authorizing construction of wire lines along the right-of-way between Orange, Va., (near Washington, D. C.) and Cincinnati, Ohio, and mobile tie-in apparatus. The estimated cost of the system is \$358,900.

Public toll telephone service will be available in the observation cars. Communication will be by the inductive method, giving the trains contact with the wayside wires which, in turn, will link with the Bell telephone system.

Frequencies of 142, 162, 180 and 198 kilocycles are assigned on a temporary basis, conditioned that there is no interference to other services, in connection with testing common carrier radiotelephone inductive systems. An Experimental Class 2 license was granted for a period of six months and the Commission's low-power rules waived to see what means are required in order to operate this service satisfactorily with the minimum radiated signal.

The system proposed is similar to that authorized last year for communicating with trains of the Kansas City Southern Railway between Kansas City, Mo. and Shreveport, La. This was the first grant of that nature. Last August, telephone service was inaugurated for certain trains of the Pennsylvania and Baltimore & Ohio railroads on the Washington-New York run.

This type of common carrier train telephone communication does not come within the scope of the established Railroad Radio Service which covers use of radiotelephony by rail line personnel for train operation and yard and terminal traffic control.

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BBC CLIMAXES 25TH ANNIVERSARY BY TELLING ABOUT TELEVISION

The story of the first regular service of television in the world - the British Broadcasting Corporation's Television Service - supplied what is claimed to be a climax to the special programs that have been marking the twenty-fifth anniversary of British broadcasting.

The first regular television transmissions in Britain began in 1932 on an experimental basis in a basement studio in Broadcasting House. Four years later on Nov. 2, 1936, a regular public service of daily transmissions to viewers in the London area began from Alexandra Palace. Britain then and for a considerable time afterwards was said to be the only country in the world with a regular daily television service to the public, and the development in Britain of this new form of entertainment attracted world-wide interest.

The outbreak of war meant unfortunately the abrupt close-down of television in Britain. The service was suspended, and the transmitters lay idle until British television was resumed in June of last year. Today viewers in the London area are able to see four hours of programs every day - including plays, variety, ballet, interviews, sport, public events, and illustrated talks.

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::: SCISSORS AND PASTE :::  
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Washington Society Reporter Sizes Up Major Armstrong  
(Mary Van Rensselaer Thayer in "Washington Post")

FM's inventor, Maj. Edwin H. Armstrong, is in town and is an amazing person. Big, stooped, bald-headed, he is a gourmet, a fast driver, runs up several thousand dollars in monthly telephone bills, long-distancing his manufacturers, radio hams, licensees, scientific friends. Hailing unromantically from Yonkers, son of the American representative of the Oxford Press, while still in his 'teens he discovered the regenerative circuit which makes the vacuum tube useful, invented the super-heterodyne which makes ordinary radio what it is today.

As major in World War I, assigned to tracking down spies by listening in on their "air" conversations, he stumbled across what is known in radio parlance as the "upper circuit".

In this last war he worked out the best of the walkie-talkies, gave the Government free of charge all his licenses, royalties, though they were to be in force, paying him income only four more years. By this gesture the Government was assured its most important single means of wartime communication.

Right now the major does his experimenting at Alpine, N.J., where he erected a 400-foot tower, which, except for the Eiffel Tower, is the world's highest all-steel contraption. Oddly enough, he and his wife live in New York's social River Club, have a good time when they can entangle themselves from radio tubes and aerials.

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Candid Mike Eavesdrops On The Unsuspecting  
(R. W. Stewart in "New York Times")

The modest office of Allen A. Funt, radio productions, on Vanderbilt Avenue, wearing a shabby look with an honest air, really is a trap. Within those short confines Mr. Funt and his accomplices plot, for their mutual profit, to prolong indefinitely what amounts to a huge practical joke, and the fact that radio has become interested is not at all incidental. They call the results of their inquisitorial efforts "Candid Microphone"; WJZ-ABC gives the program network circulation Thursday nights at 8.

Eavesdropping is the devious metier of these gentlemen, at which they have developed uncommon proficiency. Capitalizing on hidden microphones, they practice their art in places or preconceived circumstances most likely to inspire unguarded conversation, which is captured on a recording tape. The remainder of their formula is almost mechanical: the tape is edited, an invariable necessity, if only to bring the wordage within the thirty minutes allotted them on the air, and the end product is put on disks for broadcast.

It should be reported here, perhaps, that these inadvertent contributions are not used without permission from the originators, who, in exchange for this privilege, receive from \$5 to \$15. Obstinate cases - those not really appreciative of the humor involved - might yield if \$25 is enough.

Radio Bonanza - No?  
("Editor and Publisher")

Two reports of the Federal Communications Commission appearing in the last two issues of Editor and Publisher should make interesting reading for newspaper publishers recently embarked in running a radio station or contemplating same.

Time was when the mere grant of a wavelength, erection of a station, and the flick of a switch putting it on the air was practically a guarantee that with a little programming sense the project would be a big money-maker. Times have changed for radio.

Since V-J Day 259 new AM stations have gone on the air. Only half of them have been able to make money. The others are in the red and have been since the start. In addition, there has been a decline in the net broadcast revenues of all stations.

The FCC estimated there will be 2,250 AM stations on the air by the end of next year. There is no estimate of the number of FM stations, but we know there will be quite a few. Aside from the competition these stations will give each other in every city, as a group they will be competing with other long established media, namely newspapers, for the local advertiser's dollar.

Obviously, radio is no longer the bonanza it was.

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Petrillo and the Metropolitan Opera Movies  
("Washington Post")

The Metropolitan Opera Association of New York has announced that it will presently begin making movies - with sound tracks, of course - of the more popular operas in the Metropolitan repertory. The plan is to let or to sell prints of these movies to theaters, schools, musical associations and so on, with the ultimate purpose, no doubt, of creating a constantly widening knowledge and appreciation of operatic art.

We shall be interested to know about what Mr. J. Caesar Petrillo may have to say about this latest experiment. If Mr. Petrillo follows his usual logic in such matters, he will probably conclude that every time one of Mr. Feher's movies is shown to an admiring audience in Sauk Rapids, Minn., or Mer Rouge, La., it will throw the local silver cornet band out of work. Thus we shall not be surprised to hear that he has interdicted the whole business.

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::: TRADE NOTES :::  
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The first paper to carry a daily listing of television programs in the Capital is the Washington Daily News (Scripps-Howard). It began last Monday.

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Directors of the Philco Corporation declared this week a year-end dividend of 50 cents a share on the common stock, together with the regular quarterly of 37½ cents a share. In addition, the Board voted a stock dividend on the common stock at the rate of one share for each 20 held. The cash dividend brings total disbursements for 1947 to \$2, or double the amount paid to shareholders last year.

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The opening of a new direct radiotelegraph circuit between the United States and Havana, Cuba, was announced last week by the Mackay Radio and Telegraph Company. The Mackay Radio end of the circuit in the United States is located in New York while facilities in Havana will be operated by the Radio Corporation of Cuba.

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Scientists at the National Bureau of Standards in Washington are initiating a project for the observation and analysis of radio noise generated by the sun, a companion project to cosmic radio noise studies already in progress. The new investigation will seek to determine the range of frequencies broadcast from the sun, received intensities, and the correlation of solar noise with other solar, interstellar, and terrestrial phenomena.

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Misrepresentation of a cough syrup is charged in a complaint issued by the Federal Trade Commission against Foley & Co., 945 George St., Chicago, alleging that the respondents have represented in newspaper and radio advertisements that Foley's Honey & Tar Compound is a remedy or a competent or effective treatment for colds and sore throat and coughs due to colds.

Characterizing these representations as false and misleading, the complaint avers that the value of the preparation is limited to its demulcent and mild expectorant properties.

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Collins Radio Company - Year to July 31: Net loss before special reserves was \$113,195 and after including special reserves, net income was \$17,746, compared with net income of \$1,213 for previous fiscal year; net sales, \$12,151,266 against \$13,023,200.

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A new RCA "AB" battery pack, VS-099, for farm radios, announced as the finest commercial "AB" farm radio pack ever developed, is now being marketed by the RCA Tube Department and features a new 1½-volt "A" and 90-volt "B" battery.

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