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December 1, 1948

## PETRILLO LANDS IN TRUMAN INAUGURAL BANDWAGON DRIVER'S SEAT

It looks as if James C. Petrillo, President of the American Federation of Musicians, has had another lucky break in being appointed to arrange for the gala concert on the eve of the inauguration. At any rate, Mr. Petrillo's important assignment and the fact that his union has been chosen to sponsor this outstanding feature of the inaugural shows where he stands with President Truman.

Petrillo's prominent part in the celebration came when the little music dictator wired the President the day after election offering to help "make your inauguration a day of harmony in music, as it will most certainly be in our Nation's history."

Mr. Petrillo's appointment as Music Chairman was announced last week by Melvin D. Hildreth, General Chairman of the Inaugural Committee.

Mr. Truman will be inaugurated Thursday, January 20th. The show in his honor will be held in Washington's National Guard Armory the night of January 19th.

Inaugural officials promised three hours of continuous entertainment, featuring a symphonic orchestra, opera stars, "name" bands, popular singers and "A parade of the top comedians and stars of stage, screen and radio."

Two stages are being constructed in the Armory so the show can be kept moving without a break.

The President will have a special box in the Armory gallery, flanked by boxes for other distinguished guests. The concert, of course, will be televised and broadcast.

There are those who believe there is more than meets the eye in the Administration thus giving Jimmy the spotlight, and so near the center of the stage. Broadcasters will surely not enthuse over the opportunity Petrillo will have to personally renew his ties not only with the President but to get better acquainted with such people as Senator Ed. Johnson, of Colorado, new head of the Interstate Commerce Committee handling radio matters, and Representative Robert Crosser, of Ohio, slated to be #1 man on corresponding committee in the House.

Mr. Petrillo's renewed interest in the White House is also believed to be a break for Miss Margaret Truman. When the President appeared at Petrillo's concert last Winter inaugurating the series of free musicales with welfare funds collected from the makers of phonograph records and broadcast transcriptions, the Music Czar was quoted as saying he would go to the bat in an effort to help Miss Margaret in her musical career.

Whether anything was ever done along this line is not known and not much was heard further in connection with Jimmy and the White

House. In fact there were even those who reported that Petrillo had given up hope of the President's re-election and, it was said that this loss of heart cost the American Federation of Labor about a million dollars in Petrillo's settling too quickly with the disk manufacturers.

The story was told thus in Variety:

"Gov. Thomas E. Dewey and political experts were not the only ones confounded by U. S. voters last week, when President Truman was returned the winner in the presidential election despite the belief he didn't have much of a chance. American Federation of Musicians' president James C. Petrillo and his Executive Board also were crossed up. They had made a tentative agreement with the recording companies for the ending of the disk ban on the theory that Dewey would be elected. And the result cost the AFM over \$1,000,000.

"It's firmly believed by tradesmen involved in the recording situation that Petrillo would never have agreed to forego the collection of retroactive royalties from the sale of disks between Jan. 1 last and Sept. 30 had he had any inkling that Mr. Truman would be re-elected. These royalties, which the recording companies stopped paying when the AFM's disk ban was applied, were the bone of contention at previous settlement negotiations, and they caused a breaking off of the original settlement discussions. When Petrillo and Milton Diamond, AFM attorney, came to a tentative agreement with industry executives, they did not insist that the royalties should be paid. And it's felt that this stance was taken (1) due to a desire to clean up the ban before election and (2) that Dewey would be elected.

"Ever since the AFM national convention in Asbury Park, N.J. last June, the AFM has been exhorting its locals to get out friends and relatives to vote for Mr. Truman and the Democratic slate, on the theory that Republican reign would further hamstring labor. It was mainly the Republicans who put the Taft-Hartley law into being, of course, but the AFM still didn't believe in a Truman victory. It saw Dewey as the next prez and felt that if it could get an arrangement through under which the royalty system might be retained, that was the best thing to do. The momentary stymie was the refusal of recording manufacturers to pay those retroactive royalties. So the AFM gave in on that point to hurry the deal along. And Dewey's failure cost the union's coffers over \$1,000,000."

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REORGANIZATION OF FCC AND \$1,500,000 BUDGET CUT REPORTED

A reorganization of the Federal Communications Commission, one which would lop off activities, is reported by Jerry Klutz, Government happenings oracle, to be under study by its top command.

Like several other independent agencies, FCC must drop some of its functions if it's to live within the proposed 1950 budget as approved by the Budget Bureau. It's reported that the Budget Bureau cut FCC's proposed budget by upward of \$1,500,000 which would mean the dropping of some employees. FCC would have to absorb every dime of the \$330 pay raise to its employees and then some.

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TEXAS COMPANY SPENDS \$20,000 EXTRA FOR FIRST U.S. GRAND OPERA TV

Along with the regular heavy cost of sponsorship of the Metropolitan Opera the Texas Company last Monday night dug down into its pocket \$20,000 deeper for extras to have the distinction, along with the American Broadcasting Company, of televising a full length grand opera for the first time in America.

Oddly enough it was history repeating itself for though the writer has yet seen no reference to it, one of the earliest radio broadcasts was from the stage of the Metropolitan. If memory serves correctly, however, it was but the voice of a single artist - possibly Caruso.

The Metropolitan Opera opening was also the occasion of the first public appearance of Miss Margaret Truman, who is a prima donna in her own right, since the recent presidential elections in which she played so important a part.

Commenting upon the Metropolitan telecast, Howard Taubman wrote in the New York Times:

"Last night's opening marked the first time that a whole opera - as well as the ceremonial of the opening night - was televised from the stage of the Metropolitan. The Texas Company, which is the sponsor for the Saturday matinee broadcasts of the Metropolitan, went to great expense, including \$20,000 for extra rehearsals and extra performance fees, to put this telecast on the American Broadcasting Company's local outlet WJZ-TV and on stations in Boston, Philadelphia, Baltimore and Washington.

"The opening night thus became visible and audible to hundreds of thousands in the Northeast as well as for the 3,000 or more persons who could get admittance into the sold-out house. It gave promise that in future seasons the whole nation, which now feels that it can claim the Metropolitan Opera as the country's opera theatre might sit in on opening nights and other performances.

"The telecast, judging by glances at parts of it on several receivers and by reports received from the city and the suburbs, was remarkably successful for a first try. Despite a certain lack of flexibility in maneuvering the camera, the technicians got much of the quality of the show on the screen.

"More than the performance itself, the telecast brought into people's homes views of the stage-hands at work mounting new scenes in the intermissions, interviews with celebrities and, on the whole, a more intimate contact with aspects of an evening at the opera than a good many people get in the theatre."

Jack Gould, radio and television editor of the Times, also expressed considerable enthusiasm:

"The televising of the Metropolitan Opera's opening performance of 'Otello' last night was an exciting and rewarding achievement,

the Verdi masterpiece being brought into untold hundreds of thousands of homes with a new and arresting quality of intimacy.\* \* \* The view of 'Otello' that came into one's living room frequently was more detailed and more revealing than that obtained from a seat 'down front' in the Metropolitan auditorium.

"As was emphasized by both the American Broadcasting Company, which carried the television broadcast over its Eastern video network, and the Metropolitan Opera, last night's video production was intended purely as a tryout because it had to be executed under a variety of technical handicaps.

"Since the video production could not benefit from many special preparations without interfering with the performance for the audience at the Metropolitan, compromises had to be made. The lighting was often erratic and given to extreme of brightness or darkness. The distant 'shots' from the back of the house also reduced the principals on stage to microscopic proportions.

"The truly triumphal moments in the telecast came when the cameras forgot the conventional proscenium arch, which separates the player and the audience, and appeared to move directly 'on stage' for its pick-ups.

"In the last act, the camera work reached perhaps its greatest proficiency, chiefly because the action on the stage was not diffused over the large stage but centered on Desdemona's bed. Her solo rendition of the 'Ave Maria' at her prayer bench was an exceptionally moving visual cameo.

"The weakness in the excessive use of distant 'shots' was most vividly exemplified in the third act, when Iago takes Desdemona's handkerchief from Cassio and waves it so that Otello may see it. The scene demanded a close view but, through lack of alertness on the part of the video director, the handkerchief could hardly be seen at all in the view shown.

"The 'Otello' telecast represented the first time that any stage production had been televised in its entirety from a theatre. If anything, the presence of the audience and the intangible excitement and nervousness of the first night emphasized the quality of immediacy that is video at its most effective.

"Whether there will be further telecasts of Metropolitan Opera performances appeared last night to hinge primarily on the matter of costs. Most of the cast received double pay because of the television pick-up and the other craft unions also received increased compensation for the evening. In all, the added expense amounted to nearly \$20,000, a figure which, it was said, could not be met on a regular basis because of video's still comparatively limited audience."

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FARNSWORTH SHAKE-UP; SIX MONTHS' LOSS \$724,719

The Farnsworth Television & Radio Corporation on Saturday announced the election of E. A. Nicholas as Chairman of the Board of Directors and Abe Fortas as a Director. Mr. Nicholas will continue to serve as President of the company, in which capacity he has served since 1939. Mr. Fortas was formerly Undersecretary of the Department of Interior and at the present time is a partner of the firm of Arnold, Fortas and Porter, Washington attorneys.

Operations for the first six months of the current fiscal year, Mr. Nicholas stated, show a net loss of \$724,719.

Mr. Nicholas also announced that Philo T. Farnsworth, who is a Director of the company and who has been conducting special research for the company, was elected a Vice President. Chester H. Wiggin was elected Secretary of the company.

Mr. Nicholas also said the resignations of Messrs. J. B. McCargar, Burton A. Howe and Charles E. Buesching were in effect. Mr. Nicholas stated that additional new Directors will be elected at a future meeting of the Board.

S. A. Morrow of Chicago, was appointed Advertising Manager. He succeeds J. E. Gardeau.

Mr. Nicholas stated that there had been approved by the company an underwriting agreement with The First Guardian Securities Corporation of New York and other banking houses for the purpose of selling its authorized and unissued common stock.

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BACK SEAT TV MAY BE OK - NOT FRONT - SAFETY COUNCIL RULES

Opposition to the installation of television sets in automobiles if they are to be operated and seen by drivers was expressed last week by the Greater New York Safety Council. Acting on reports that a few such installations had already been made, the Executive Committee of the Council's commercial vehicle section voted to take all possible measures to oppose such installations, according to Edward A. Fullarton, Chairman of the Section.

"There are enough unnecessary deaths on our highways", Mr. Fullarton said, "without adding television as an accessory to the slaughter." He cited both the visual distraction of the driver in the case of television and the need to keep adjusting the setting as the car changed location and direction.

He indicated, however, that the group might not be averse to installations which could only be seen and operated by backseat passengers. Television in a car, he said, was "altogether different" from a radio set.

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## HOOVER PLAN WOULD RID STATE DEPT. OF "VOICE OF AMERICA"

Sweeping changes have been recommended to the Commission on the reorganization of the Executive Branch of the Government headed by former President Herbert Hoover which among other things would take the "Voice of America" out of the State Department.

The changes were proposed, after 10 months of first-hand investigation and study, by Harvey H. Bundy and James Grafton Rogers, both of them Assistant Secretaries of State in the Hoover Administration. Former President Hoover appointed them last January to examine the Government agencies dealing with foreign affairs, and at the same time appointed Henry L. Stimson, Secretary of State in the Hoover Cabinet, to advise them.

Now the proposals will be considered by the full Hoover Commission, which consists of four members appointed by President Truman, four by House Speaker Joseph W. Martin, and four by Senate President Arthur H. Vandenberg. Vice Chairman of the Commission is former Undersecretary of State Dean Acheson, a possible successor to Secretary Marshall.

"The Voice of America" broadcasts and other overseas information work would be taken out of the department's hands altogether except for policy planning and guidance. The Bundy-Rogers proposals would open the way for a semi-public corporation or foundation to handle this work, largely with public funds but with private citizens as a Board of Directors.

Such a plan was submitted to Congressional Committees two years ago by William Benton when he was Assistant Secretary, but it was pigeon-holed on Capitol Hill. Instead, Congress decided to turn most of the foreign broadcasting over to the radio networks, but this had disastrous results. The State Department now has firm control of the broadcasts, and the prospects of bigger appropriations for them in the new fiscal year.

It was a coincidence that just at the time this recommendation was made known that the State Department Office of Public Affairs should issue a booklet, "Telling America's Story Abroad". It states:

"The 'Voice of America' today employs 36 shortwave transmitters in the United States, ranging from 10,000 to 200,000 watts in power, are beaming broadcasts in 22 languages to Europe, Latin America and the Far East.

"The International Broadcasting Division (IBD) broadcasts directly to Austria, Bulgaria, Czechoslovakia, France, Germany, Greece, Hungary, Italy, Poland, Romania, the Soviet Union, Spain and Yugoslavia. All the countries of Latin America are covered in Spanish, Portuguese and English. Programs are sent to the Far East to China, the Netherlands East Indies, Indo-China, Siam, Korea and the Soviet Union (Eastern Siberia).

"The International Broadcasting Division is responsible for the planning, execution and content of programs. All programs are written, produced and broadcast from studios in New York City. International shortwave programs from the United States fall into three main categories: about 26 percent is news, about 47 percent editorial and information, and 27 percent music and entertainment.

"In addition to the 36 shortwave transmitters located in the United States, the Government owns and controls shortwave relay stations at Honolulu, Manila and Munich. Other relays are effected through arrangement with domestic broadcasters of various countries including Great Britain, France, Italy, and China.

"Like the other divisions of OII, the International Broadcasting Division anticipates an increase in activities in the present fiscal year. A number of languages will be added to the broadcasts and the hours of broadcasting will be increased as rapidly as staff and facilities can be assembled and organized for the task.

"Voice of America broadcasts have attracted an ever-increasing audience abroad and response from listeners is growing steadily. About 150,000 letters were received from listeners in 1947, the latest period for which statistics are available\* \* \* \* \* IBD officials say it is difficult to present exact figures on the number of potential listeners to VOA programs, but it is estimated that nearly 30,000,000 receivers capable of receiving signals from the United States are in operation in the world, thus creating a potential audience of about 150,000,000 persons.

"In terms of good will and international understanding, the Voice of America radio programs are making a significant contribution to improvement of the country's foreign relations. A broad acquaintance with life in the United States and the motives behind the foreign policy of this country has frequently created a spirit of harmony where misunderstanding might have existed.

"Finally, as a medium of mass communication, radio enjoys many advantages over other forms of expression. Radio is the only way in which one country can communicate directly and instantaneously with people in other countries. It is the only way of reaching large areas of the world blacked out by local censorship. It hurdles the barrier of illiteracy, it penetrates areas which have no access to or are denied other channels of information. It is not hampered by barriers to the flow of printed or pictorial matter. Restrictions of foreign exchange, paper or film shortages, cartel or tariff hurdles do not affect international broadcasting."

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Station WDSU-TV, New Orleans, Stephens Broadcasting Company, which is expected to begin operations on December 18th, has signed with International News Service for the daily and weekly TV news-reels of INS.

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## MUCH TROUBLE SEEN BETWEEN LANDLORDS, TENANTS OVER TV AERIALS

Judging from an expression by John J. Bergen, Assistant General Manager, Greater New York Taxpayers' Association, the question of city television aerials is bringing with it much trouble between house-owners and tenants which may result in endless litigation.

"While many tenants have sought and obtained permission from housing owners before erecting such aerials, a goodly number have installed them without obtaining their landlord's consent", Mr. Bergen stated. "Having taken the law into their own hands, these tenants now assert possessive or proprietary rights to enter upon the roof and attach aerials to the landlord's property, even to the point of defying the owner to effect their forced removal.

"There are a number of cases now pending in the courts which will ultimately settle the issue whether tenants have any legal or equitable right to erect roof aerials without the owner's express permission. The New York County Court of Special Sessions, in the case of People v. Kaye and Lourie, has already ruled that a landlord who removed an aerial could not be charged with malicious destruction of the tenant's property, if all he did was to detach the unauthorized aerial without destroying it.

"Without going into a lengthy legalistic discourse on the rights and obligations of tenants and their prerogatives under written or oral leases, it is well settled in law that a tenant is entitled to the customary use of the premises 'demised' to him. The term 'demised premises' refers to that portion actually let or leased to the tenant.

"Where there is no written lease it is said that the rights and obligations of the landlord and tenant are implied by law, and where there is no express covenant to the contrary it is implied that the tenant will not, without consent of the landlord, make any alteration in the demised premises or in any manner change the character thereof. He cannot, for example, turn a dwelling into a store, or a store into a dwelling, or make two rooms into one, put in doors where none existed, or remove any part of the fixtures contained in the premises demised to him. If he do so, he may be restrained by injunction.

"It would therefore seem axiomatic that a tenant who cannot establish any rights to attach his property to the roof cannot justify such attachment nor claim damages if his encroachment is unauthorized and unlawful. The mere rental of an apartment does not give him any right to usurp the roof for the purpose of erecting any structure upon it, such as a pigeon coop, a solarium or even a television aerial, if the landlord refuses his consent to such use. This principle finds support in the case of Lyon v. Bethlehem Engineering Corporation reported in 223 New York Supplement 506 and affirmed by the Court of Appeals at 253 New York 111. It was here held that a lease which provided that the building could be used only for a restaurant, stores,

storerooms, offices, show and salesrooms did not give the tenant the right to construct an electric sign on the roof.

"Until the courts make a final pronouncement as to the respective rights of tenants and landlords, it is clearly evident that under the present state of the law a tenant who erects an aerial upon the landlord's roof or makes any attachment to the parapet walls, without permission, cannot assert any rights to do so, nor compel the owner to grant such permission, if the landlord refuses to allow his roof to be used for that purpose. It therefore follows that any unauthorized attachment of a television aerial may be ordered removed, and upon the tenant's failure to remove it the landlord may detach the antenna, being careful, however, not to destroy it in so doing."

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PHILCO STOCK DIVE, 7 SHARES FOR 100; DR. PITT NEW FINANCIAL OFFICER

The Board of Directors of Philco Corporation last week declared the regular quarterly dividend of 50 cents per share on the Corporation's Common Stock and also a special year-end dividend payable in Common Stock at the rate of seven shares for each 100 shares now outstanding.

William Balderston, stated: "The decision to pay this year-end dividend in stock rather than in cash was prompted by a special set of circumstances requiring the conservation of cash to handle the substantial increase in the Company's refrigeration and television business, and to provide for additional plant facilities for the production of television receivers.

The Board also declared the regular quarterly dividend of 93-3/4 cents per share on the Corporation's Preferred Stock, 3-3/4% Series A.

Dr. Courtney Pitt, who since 1947 has been in charge of its Division of Economic Research, has been elected to the newly-created office of Vice President - Finance of Philco Corporation, and in this capacity will serve as the chief financial officer of the company.

Dr. Pitt received his Ph.D. in Economics from Princeton in 1935. During the following year, he was a member of the Princeton faculty, and served on the staff of the School of Public and International Affairs.

Philco Corporation has signed an agreement to acquire the net assets of Electromaster, Inc., manufacturers of electric ranges. In exchange for the plant facilities, patents, and other assets of Electromaster, Philco will tender 68,212-1/2 shares of its authorized but unissued common stock, or 1 share of Philco for 8,796 shares of Electromaster, after giving effect to the declaration of a 7% stock dividend on Philco common stock payable December 14th to holders of record December 3rd.

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NEW CONGRESSMAN WOULD REGULATE POLLS; LICENSE POLLSTERS

Representative-elect Earl Chudoff (D), of Philadelphia, speaking at the University of Pennsylvania Forum over WCAU-TV said he will introduce legislation to regulate the operation of polls, preferable putting them under the supervision of the Federal Trade Commission.

Mr. Chudoff didn't go into details on the television show, radio officials were left speculating about the bill, which might easily go through under the new Congressional setup. Mr. Chudoff stated specifically he favored eliminating poll-taking by telephone, a detail which might throw the radio survey field wide open.

There has been a lot of talk since the election over whether or not the polls should be continued, Mr. Chudoff said, but he thought they should be. "The American people enjoy looking at these polls and got a terrific kick out of the outcome inasmuch as the polls were wrong.

"I do say, however, the polls have a psychological effect upon the people, and I think that effect is what we lawyers call a public interest.

"Utilities have an effect upon public interest, the milk industry has an effect upon public interest, and in order to have a poll utility they should be licensed by an agency."

The Congressman-elect then announced that he would introduce a bill at the coming session of Congress to provide for the licensing of pollsters.

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TREYNOR, DIRECTOR OF SALES, FOR WOIC TV WASHINGTON

William K. Treynor, Account Executive for Station WOL, Washington, is the new Director of Sales of Station WOIC, Washington.

Mr. Treynor, a Marine night fighter pilot during the past war, first joined the staff of WOL in 1939. Upon his return from the service in February of 1946, he entered the WOL Sales Department. A native Washingtonian and holder of the Air Medal (with four Clusters) and the Distinguished Flying Cross, he is a First Lieutenant in the U. S. Marine Corps Permanent Reserve.

WOIC, owned by the Bamberger Broadcasting Service, is affiliated with both the CBS and MBS Television Networks and is scheduled to begin operations in Washington January 15, 1949.

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ZENITH 6 MONTHS' NET PROFIT \$984,535; TV SETS WELL RECEIVED

Zenith Radio Corporation reports estimated net consolidated operating profits for itself and its subsidiaries for the first six months ended October 31, 1948, of its current fiscal year amounting to \$984,535, after Federal income tax provision of \$599,144, depreciation, excise taxes and reserves for contingencies.

Net consolidated operating profits for the three month period ended October 31, 1948, amounted to \$879,566 after Federal income tax provision of \$536,835, depreciation, excise taxes and reserves for contingencies.

Estimated profits for the quarter ended October 31, 1948, were higher than for the comparable quarter in 1947, although estimated profits for the six month period ended October 31, 1948 were less for the comparable six month period a year ago because of the normal Summer-time decline this year, a two weeks' vacation shutdown in the first quarter and increased labor costs.

Introduction of several console radio and phonograph combination models equipped with dual Cobra tone arms for playing both the "conventional" and new "long playing" records accounted, in part, for a substantial increase in shipments during the quarter.

The Company presently has a very substantial backlog of orders for all types of radio receivers even though many competitive brands of receivers are being advertised daily at cut prices.

"The Company's new line of television receivers recently shown to its distributors and dealers for the first time was enthusiastically received", E. F. McDonald, President, said in making the report. "These television receivers contain many advanced features not found in any other present day television receiver. These features include the Giant Circle Screen for larger, brighter and clearer pictures, Bull's Eye True Automatic Tuning for simplified and positive operation and provision for Phonevision, when it becomes available. Prices range from \$389.95 for table models to \$1,150 for console combinations.

"To prevent obsolescence, Zenith has incorporated in all of its television receivers, an advanced type of Turret Tuner, which is capable of receiving not only the frequencies presently allotted to television but can also receive the ultra-high frequencies which the Federal Communications Commission will undoubtedly make available to television broadcasters in order to give satisfactory coverage.

"Sales of regular radio receivers, including phonograph combinations, continue at a very satisfactory rate and it is not expected they will be affected, to any great extent, by the introduction of television.

"Demands from automobile manufacturers for the Company's auto radio far exceed the Company's present facilities allotted to this production."

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OFFICIAL DENIES WINCHELL CLAIM OF PRESS AND RADIO MUZZLE

A Defense Department spokesman denied charges by Walter Winchell that the Hopley civilian defense program holds the "frightening and terrifying power to muzzle the radio and the press."

The program, denounced by Winchell in a broadcast, was prepared by the Office of Civil Defense Planning and submitted to Defense Secretary James V. Forrestal as a plan to prepare American civilians for possible future atomic warfare.

"Mr. Winchell apparently has not read the report", said the Defense Department spokesman. "Our office has searched thoroughly through this report in an effort to find any recommendation which would tend to 'muzzle the radio and the press', and there is none. The report makes provisions for informing the public of the progress of any future war, but, so far as we can find, there is not a single reference to censorship, not even voluntary censorship."

Under the title, "Public Information in the Civil Defense Program", the report said: "Regional offices when established in the civil defense organization, should include the function of public information. . . . The public information officer operating in an affected area would occupy a post of high responsibility in his own civil defense organization. He should be capable of ferreting out facts from an avalanche of rumors. He should be a person of sound judgment who would assist the local director of civil defense in utilization of all available mass communication facilities as a means of resisting panic tendencies.

"Radio broadcasting stations could be employed most effectively because their services assure comprehensive coverage in a minimum of time."

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ENGLISH TEACHERS HAIL RADIO SHOWS

The Theatre Guild on the Air, heard over the American Broadcasting Company network, and the documentary unit of the Columbia Broadcasting System have won the awards of the National Council of Teachers of English as "the best literature on the air" in the 1947-48 school year.

This was made known last week in advance of the formal announcement on the closing day of the Council's annual meeting, with 5,000 teachers in attendance.

The ABC show was chosen as the program which did most "to further listeners' understanding and appreciation of our literary heritage and to awaken a greater love of good writing." Also considered in this category as worthy of commendation were the Fort Theatre, "The Greatest Story Ever Told" and "Studio One."

CBS was commended for giving "a superb staff of writers and producers an adequate budget and all the time they needed for research, writing and preparation" to produce the shows.

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SCISSORS AND PASTE

Hollywood Blames Bad Press And Radio (Richard L. Coe in "Washington Post")

It turns out there is a depression in Hollywood and there is not a depression in Hollywood.

The objective reporters on the scene tell their readers and radio listeners that people have been let out of the studios, that things are tough for the little guy and that for these calamities there are a number of reasons.

The movie executives, however, seem to feel that all this gloomy talk only creates the impression that the pictures coming out of Hollywood these days are "inferior", that "the whole chain of thinking must be corrected", that a lot of it is "bandwagon thinking".

Last week's pronouncements came from meetings of the Motion Picture Association of America and the Theater Owners of America. Most specific was the TOA, which explained that the Industry faces a crisis for eight specific reasons:

- 1. The box office slump; 2. A bad press and radio. 3. The foreign market decline. 4. Legislation and taxation. 5. Costly litigation. 6. Censorship. 7. Juvenile delinquency. 8. The passive audience.

Behind all these "reasons" are some amusing reflections. When the boys speak, for instance, of a boxoffice slump, they mean a falling off in receipts from the 1946-7 years, which were all-time highs.

By bad press and radio, they refer specifically to the "scandals" involving topnotch stars. There is a bizarre air of the unreal about all this, and one of the best laughs on radio are the programs of Louella Parsons and Jimmy Fidler, both of whom condemn publicity which puts Hollywood in a bad light and in the very next breath are off with their romantic "exclusives".

Porthole Television Is The Latest (Sam Lenner in "Chicago Daily News")

Cmdr. E. F. McDonald, Jr., President of Zenith Radio Corp., is distinguished also as a yachtsman who saw much of the world through the portholes of his 183-foot Mizpah, now the property of the U. S. Navy.

No one at the Zenith plant will say, but it's my guess that the porthole influence produced the revolutionary circle screen that distinguishes the Zenith television sets unveiled for the press this week.

The experts may argue that the square or rectangular screen is equal in area to a given circle but the encyclopaedia defends the optical illusion as both "natural and necessary." It may be an optical illusion but after years of viewing movies on a square screen I would recommend a change-over to a circular one if it does for films what it does for the television picture.

TV Hooks Two Pennsylvanians 100 Miles Away  
(Marquis Childs in "Washington Post")

The other day I met a pair of television fans. Their experience, I would guess, is typical of what is happening to thousands of people and what will happen in the next two to four years to millions.

This husband and wife live in a Pennsylvania town of about 50,000 which is 100 miles from Philadelphia. There is no television station in the town.

Last Spring Mr. and Mrs. Jones became convinced from the experience of a tavern keeper in their town, that they could get television from a distance of 100 miles. They went to Philadelphia to buy a set and there they were told not to waste their money, since the receiving range was at the outside 25 to 30 miles.

They persisted and last May a set was installed in their home, the first set in any home in the town. On one channel the image comes through as clearly and as distinctly as it does in Philadelphia, Mr. and Mrs. Jones having made careful comparisons on visits to the city.

They, too, had thought it might be just a novelty of which they would soon grow tired. But seven months have gone by and they are just as eager to get into the living room after supper as they were the first week.

Besides the good channel, they get images of varying distinctness and clarity on two other channels. Now and then they have successfully picked up Baltimore, which is nearly 200 air miles away.

In the seven months they have had their set, they have gone to the movies twice. Normal for the pretelevision era was about 3 times a month, or 21 times against 2 times.

What is more, the Joneses no longer have very much interest in the radio programs that used to be their favorites. Sound without sight does not hold them.

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A Towering Electronic Laboratory  
("Parade")

In a slender, gleaming tower rising 300 feet above suburban Nutley, N.J., scientists are bringing the dream of "One World" closer to reality through the magic of microwaves. These powerful, ultra-high-frequency waves make it possible to link the nations in a global network of television, telephone and telegraph communications. What is happening in Cape Town, South Africa, may one day be seen instantaneously on a television screen in an American home. New, wide-band channels opened up in the microwave region can accommodate as many as 12 radio-telephone conversations simultaneously.

Built by the International Telephone and Telegraph Corporation, the \$500,000 aluminum-sheathed tower houses one of the world's most modern laboratories. Here, engineers are using microwaves in the development of such electronic wonders as two-color radar and "DME" - Distance Measuring Equipment. Two-color radar accurately plots the course of an airplane as a moving green dot on an amber screen. DME is, in effect, an electronic tape measure which indicates the distance of an airplane to within one-tenth of a mile from a fixed point, with the plane as far away as 120 miles.

(Continued on page 16 at bottom)

::::  
:::: TRADE NOTES ::::  
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It is reported from the palace in London that the absence of public engagements enables the King since his illness to devote more time to reading for pleasure, listening to the radio and watching the television programs.

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Having experimented with televising a full length opera for the first time, the Texas Company for the ninth consecutive season will sponsor the Saturday afternoon broadcasts of the Metropolitan Opera over the American Broadcasting Company, beginning with the December 4th broadcast of "Mignon". The season will last 16 weeks.

-----  
Mildred S. Gillars, 47, the wartime "Axis Sally" is sewing bandages for Gallinger Hospital in Washington, D. C., while awaiting trial on 10 counts of treason in the Washington jail. She is charged with broadcasting treasonable statements over the Nazi radio, beamed to American troops.

The only trouble Axis Sally has given jail authorities involved an abortive effort to teach a fellow prisoner how to speak German.

Dennis Clemmer, director of the jail, said he spotted her recently showing another prisoner "how to hold a long German-like vowel" and Clemmer gave orders to authorities to put a stop to it.

-----  
Directors of Sylvania Electric Products, Inc., last week declared a regular quarterly dividend of \$1 per share on the \$4 cumulative preferred stock, payable January 1, 1949, to stockholders of record December 20, 1948. They also declared a dividend of 35 cents per share on the common stock payable December 20, 1948, to stockholders of record December 10, 1948.

-----  
Prior to their return to England December 9th, Norman Collins, Controller of the British Broadcasting Corporation television, and Harold Bishop, BBC Chief Engineer, will hold a press conference in the BBC New York office, 630 Fifth Avenue, Room 3320 Monday, December 6th at 11 A.M. Collins and Bishop are presently in the USA on a brief visit.

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The Federal Communications Commission recently received a letter the other day from an optimist who lives in Louisiana. The fellow wanted to take an amateur radio operator's examination. So, he sat down and wrote FCC to supply him with both money and clothes to enable him to go to the city for the test. He didn't want much - only three suits, hats, shirts, shoes, and union suits, but he emphasized that he needed only one handkerchief - Jerry Klutz's column in The Washington Post,



Miss Margaret Truman, the President's daughter, has declined the offer of a concert and broadcasting engagement in England in 1949. Lynford-Joel Promotions said in London that when the election results were announced they received a cable from Miss Truman at the White House saying that while she would like to come to Britain, she was unable to do so owing to other commitments.

However, a report has been circulated this week that Miss Truman is expecting to go to England and to the La Scala Opera House in Italy, where she has been asked to sing.

-----  
The Crosley Radio Corporation Columbus video station WLW-C, and its sister Dayton outlet, WLW-D, are slated to begin operations February 1.

The two Ohio video stations are part of a 5-station television network being planned by Crosley. WLW-T, Cincinnati, veteran of the projected network, has been operating commercially since February, 1948.

-----  
Predicting the sale of more than 14,700 television sets with a retail value of \$5,526,000 during the first year of commercial television in the Indianapolis area, H. G. Baker, General Sales Manager of RCA Victor, declared in a talk in Indianapolis that the world is verging on a "Television Age".

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Entering the second week of their "Radio in Every Room" campaign, Trenton, N.J. radio dealers are enthusiastic over the results obtained thus far.

"Our sales have doubled over last week's", said Robert L. Kulp, Manager of the Appliance and Radio Departments of Hurley-Tobin, leading Trenton department store. "The figures show a 2 to 1 improvement and we expect the second week to be even better."

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Station WATV, Bremer Broadcasting Corporation, Newark, N.J., has resumed operations following installation of its new six bat-wing type antenna on the station's tower at West Orange, N. J.

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Ten-year-old Jane Bieberman has the distinction of being the youngest licensed radio operator in the world.

The Federal Communications Commission has issued Jane the call letters W30VV to identify her amateur radio station at 21 Dartmouth Road, Bala-Cynwyd, Pa. To get her government license, Jane had to pass the test in telegraphers' code at 13 words per minute and the written examination in radio theory and laws required of all applicants for amateur license.

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(Continuation of "A Towering Electronic Laboratory" from page 14)

Microwaves have frequencies that are high up in the radio frequency spectrum, where they are much closer to light than to sound. Like light, they travel in a straight line and can be beamed in any direction. Also like light, their range is close to the horizon. Microwave towers, spaced every 30 to 120 miles, can retransmit the signals. Transmission of voices, pictures and print, now confined to several hundred miles, is possible on a world-wide scale with the aid of multi-channel microwave links.

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IBM - all attys



# HEINL NEWS SERVICE

Radio — Television — FM — Communications

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Washington 8, D. C.

Robert D. Heinel, Editor

Founded in 1924

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December 8, 1948

## ZENITH SOLVES TV TUBE PROBLEM BUYING RAULAND TUBE CORP.

Declaring that a tube bottleneck prevailed in the production of television sets, E. F. McDonald, Jr., President of the Zenith Radio Corporation, stated last Monday that Zenith had solved the problem by the outright purchase of all the capital stock of the Rauland Tube Corporation of Chicago.

E. N. Rauland will continue as President and Director of the Rauland Corporation, as will also the other personnel heretofore employed in the business. No changes are contemplated other than considerable expansion of the facilities for manufacturing cathode ray tubes of the type used as the picture screen in television receivers.

"Following within a few days of the introduction to the public of the new Zenith television receivers", the Zenith Corporation stated, "comes the announcement that Zenith Radio Corporation has purchased the Rauland Corporation, manufacturer of cathode ray tubes for television pictures. Mr. Rauland will remain as President and Director of the firm which will operate as a wholly-owned subsidiary of Zenith."

Commander McDonald said:

"Television picture tubes are the bottleneck of the television manufacturing industry. This purchase guarantees Zenith's future in television and phonevision. We are extremely fortunate to have acquired a business that has produced in large volume television tubes that are generally recognized as the highest quality available to the industry. We are fortunate, too, to have continue with us Mr. Rauland, who founded the business and will continue to guide its destinies.

"Plans are already in motion", continued Mr. McDonald, "to double the present tube building facilities of the Rauland Corporation. The current enthusiasm of the trade and the public for Zenith television portends the need for more and more expansion in the months ahead.

"Retention of the present personnel of the Rauland Corporation assures the completion of many important developments now in the company's laboratories, and a continuance of the aggressive research policies which the management has promoted in the past."

Zenith is the latest to join in the manufacture of television receivers, its first sets having been placed on the market in Chicago last week. According to Commander McDonald, these sets were enthusiastically received by the Chicagoans. He said:

"These television receivers contain many advanced features not found in any other present day television receiver. These features include the Giant Circle Screen for larger, brighter and clearer pictures, Bull's Eye True Automatic Tuning for simplified and positive operation and provision for Phonevision, when it becomes available. Prices range from \$389.95 for table models to \$1,150 for console combinations.

"To prevent obsolescence, Zenith has incorporated in all of its television receivers, an advanced type of Turret Tuner, which is capable of receiving not only the frequencies presently allotted to television but can also receive the ultra-high frequencies which the Federal Communications Commission will undoubtedly make available to television broadcasters in order to give satisfactory coverage."

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#### ABC REPORTS LOSS FROM TELEVISION OPERATIONS

The American Broadcasting Company, Inc., and subsidiaries report for the nine months ended September 30, 1948, estimated net income of \$440,000 after Federal income taxes estimated at \$270,000, equal to 26 cents a share on 1,689,017 shares of \$1 par common stock. This compares with estimated net income of \$1,050,000, equal to 62 cents a common share on the same number of shares, reported for the like period a year ago.

The decrease in net income is largely due to the loss from television operations.

Gross income from the sale of facilities, talent, lines, etc., for the nine months ended September 30, 1948 amounted to \$39,080,912, compared with gross income of \$38,138,847 for the comparable period a year ago.

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#### PRESS, RADIO, NEWS FACILITIES TWICE ANY PREVIOUS INAUGURAL

Twice the facilities for press, radio, photographic and television coverage of the inaugural ceremonies for President Truman in January, over the last formal inaugural in 1941, is projected by S. C. Brightman, Committee Publicity Director.

A record-breaking contingent of 5,000 news and radio men will cover the 1949 affair, it is estimated by the Committee.

Plans for handling the large delegation are well under way, although the recently named Publicity Director explained it will be weeks before everything is "completely packaged".

At the press stand on Pennsylvania Avenue, opposite the White House, 100 seats for the working press and radio will be held in reserve while 800 additional press and radio section seats for others attending are to be set aside in the bleachers.

"Visiting members of the press and radio will have to shift for themselves in making hotel reservations and housing arrangements", Brightman explained.

Joseph S. Evans, Jr. has been chosen Executive Secretary of the Inaugural Committee. He served during the war with the London bureau of the New York Herald Tribune as manager, a post he later resigned to become chief European foreign correspondent and manager of Newsweek's European bureau.

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## FOLSOM NEW RCA PRES. O.K'ED BY SARNOFF WHO REMAINS TOPS

Brig. Gen. David Sarnoff last week answered the \$64 question as to who would succeed him as President of the Radio Corporation of America. General Sarnoff had occupied the offices of both President and Chairman of the Board since the retirement of the late Gen. James G. Harbord in 1947. Since then there has been considerable speculation regarding Mr. Sarnoff's successor. Numerous names were mentioned and at one time it was reported that the Chairman and presidency would be merged.

However, Gen. Sarnoff finally gave the nod to Frank M. Folsom, Executive Vice-President in Charge of the RCA Victor Division, which for the past five years has been in charge of RCA production activities. The Directors, showing how highly they regarded Mr. Sarnoff's recommendation, elected Mr. Folsom as President of RCA, effective January 1, 1949.

At the same meeting, John G. Wilson, Vice President and General Manager in Camden, was elected Executive Vice President of the RCA Victor Division, succeeding to the post filled by Mr. Folsom.

General Sarnoff continues as Chairman of the Board and will remain Chief Executive Officer of the RCA, as well as Chairman of the Board of the National Broadcasting Company and RCA Communications, Inc., both wholly owned subsidiaries of RCA.

Mr. Folsom joined the Radio Corporation of America as a Director and Vice President in Charge of the RCA Victor Division on January 1, 1944, and he was elected Executive Vice President in Charge of the RCA Victor Division on June 1, 1945.

Prior to his association with RCA, Mr. Folsom had been active for 30 years in merchandising and had served for nearly two years as Chief of the Procurement Branch of the United States Navy Department. For outstanding service with the Navy, he was awarded the Medal for Merit by President Truman and received the Distinguished Civilian Service Award, the Navy's highest civilian honor.

Mr. Folsom was born on May 14, 1894, in Sprague, Washington. He attended schools in Washington and Oregon and received honorary LL.D. degrees from the University of San Francisco and St. Joseph's College, Philadelphia.

Mr. Folsom began his business career with Lipman Wolfe Department Store, of Portland, Ore. in 1910. Three years later, he became an apprentice buyer at Hale Brothers in San Francisco and in 1914 joined the firm of Weinstock & Lubin in Sacramento, remaining there until 1917, when he entered the Air Service, United States Army.

At the end of World War I, Mr. Folsom resumed his position as buyer with Weinstock & Lubin, and continued there until 1923. He then rejoined Hale Brothers as General Merchandise Manager and in 1928 became a Director and General Manager.

Four years later, Mr. Folsom joined Montgomery Ward & Company as Manager of Pacific Coast operations for both Mail Order and Retail Stores. In 1933, he was elected Vice President in Charge of Merchandising and a Director of Montgomery Ward, with headquarters in Chicago. He resigned in 1940 to become Executive Vice President of Goldblatt Brothers, Inc. of Chicago.

Mr. Folsom was one of the first industrialists to enter Government service prior to World War II. He joined the National Defense Advisory Commission upon its formation on July 1, 1940, as Assistant Coordinator of Purchases. He continued in that position through 1941, when the Secretary of the Navy appointed him a special assistant to the Under Secretary of the Navy and Chief of Procurement. He also served as Chairman of the Procurement Policy Board of the WPB, which was the coordinating agency for procurement policy of all war services and agencies.

Mr. Folsom is President of the Navy Industrial Association and Chairman and Director of Brand Names Foundation, Inc., also a Director of the Radio Manufacturers' Association.

Mr. Wilson joined the Radio Corporation of America in June, 1944, as Administrator of Accounts and Finance for the RCA Victor Division. In June, 1945, he was elected operating Vice President and two years later he was elected Vice President and General Manager for the RCA Victor Division.

Prior to his association with RCA, Mr. Wilson had been active for over twenty-five years in the accounting, financial, operating and merchandising fields.

Born in Alma, Illinois, on August 17, 1900, Mr. Wilson attended Illinois public schools and Northwestern University.

In the first World War, he served as a Captain in the Coast Artillery.

Mr. Wilson began his career at Price Waterhouse & Company, Chicago, in 1920. In 1924, he joined the Blackhawk Press in Chicago. Three years later, Mr. Wilson became associated with Montgomery Ward & Company as Assistant Controller and later as Controller. He remained at Ward's until 1940, when he left to become Vice President and Controller, and a Director, of Goldblatt Bros., Inc. in Chicago. A year before joining the Radio Corporation of America, he became associated with the United Wallpaper Company as Vice President and General Manager.

Mr. Wilson is a Director of the RCA Victor Company, Ltd., of Montreal, Canada. He is also a Director of the New Jersey State Chamber of Commerce; a member of the Controllers Institute of America and of the Society of Naval Engineers.

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RCA PRES.-ELECT FOLSOM FORESEES 1,600,000 NEW TV SETS IN '49

When the Clover Club of Boston invited Frank M. Folsom, Vice-President in Charge of the RCA Victor Division, to address them last Saturday night, they had no way of knowing that by that time Mr. Folsom would be the President-elect of the Radio Corporation of America, succeeding to the vacancy created when Brig. Gen. David Sarnoff moved up to the chairmanship of the Board and Chief Executive Officer.

So it proved to be quite a memorable occasion all around. Mr. Folsom took the opportunity to go to the bat for television by saying the industry is two years ahead of the most optimistic post-war forecasts and by predicting that 1,600,000 new television receivers would be added in 1949.

It is physically impossible, Mr. Folsom said, for the radio industry to produce enough television receivers to meet the current demand, and this condition will continue throughout 1949.

Describing television as "one of the greatest beehives of activity in American industry", Mr. Folsom asserted:

"If the returns from television broadcasting and the allied program activities are added to the income produced by television manufacturing, this new art should add \$8,000,000,000 a year to the national economy five years hence. That amount would place the radio-television industry among the ten largest industries in the United States."

From now on each year the pace of television's growth will be accelerated as production increases, as more stations go on the air and as networks spread across the country, continued Mr. Folsom, pointing out that with the joining of eastern and mid-western television networks by coaxial cable on January 12, Boston would be linked with stations as far south as Richmond and as far west as St. Louis.

"The radio industry, in 1948, will produce and sell 850,000 television receivers", said Mr. Folsom. "This means, that as we enter the new year, more than 1,000,000 receivers will be in use. The potential viewing audience will number approximately 6,000,000 persons. On special occasions -- such as next month's inauguration of President Truman -- more than 10,000,000 spectators will crowd around the country's television sets.

"These statistics add up to the fact that television is the fastest growing new industry in the United States. It is rapidly establishing itself as one of the economic bulwarks of the nation. In 1949, it is estimated that 1,600,000 new television receivers will be added to the million already in operation. By 1953, the industry as a whole will be turning out 4,800,000 sets a year -- so by the time of the following presidential inauguration in 1953, we may expect that there will be 17,000,000 television receiving sets in this country, with a potential audience of 50 to 60 million persons."

## CRAVEN JOINS LOHNES, CULVER FIRM; REMAINS COWLES CONSULTANT

Tam Craven (with that winning smile with which it is believed he could cash a check on any bank in the country) is returning to his first love (next to the U.S. Navy) - the general practice of radio engineering. Commander Craven, Vice-President of the Cowles Broadcasting Company and former member of the Federal Communications Commission, has resigned from the Cowles organization to join the radio engineering firm of Lohnes & Culver which after January 1st will be known as Craven, Lohnes and Culver.

Actually Commander Craven's services so far as the Cowles Company is concerned, will be about the same as before as he will continue to be their consultant and advisor in all radio and television matters.

Gen. Luther L. Hill, Executive Vice President, Cowles Broadcasting Co., and General Manager of Des Moines Register-Tribune, issued the following statement on Commander Craven's resignation:

"While we accept with regret the resignation of Commander Craven as Vice President in Charge of Engineering, we are happy that he will continue to serve our organization in the capacity of consulting engineer. Commander Craven is in our judgment one of the country's foremost radio engineers and has made many notable contributions to his chosen field.

"As senior member of an independent engineering firm, he will be in an excellent position to continue his work which has been of enormous benefit not alone to the radio broadcasting industry but to all the American people as well."

Commander Craven joined Cowles in 1944 as Vice-President in Charge of Eastern Activities and of Engineering. At that time he had completed a full seven-year term as FCC Commissioner, preceded by several years as FCC Chief Engineer.

Lohnes & Culver was formed in June 1944 by George M. Lohnes and Ronald H. Culver. Both formerly had been for a number of years with Jansky & Bailey, Washington consulting engineering firm.

Commander Craven has been associated with the engineering aspects of radio regulation almost from the beginning. He was loaned by the Navy, graduating from Annapolis in 1913, to the Federal Radio Commission, FCC predecessor, in 1927. Prior to that, during his Navy career, he served on various governmental radio advisory committees and participated in national and international communications conferences. He resigned from active Navy duty in 1930 to enter private practice as consulting engineer.

At the behest of President Roosevelt, he left this practice in 1935 to become Chief Engineer of the FCC.



Presently member-at-large of the Board of Directors of the National Association of Broadcasters, representing medium power stations, Commander Craven in 1946 was named to represent NAB at the technical conferences and negotiations to renew and revise the North American Regional Broadcasting Agreement.

The new firm will have offices in the Munsey Building in Washington, D. C.

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CHARGES TV AERIAL OBJECTION IS LANDLORDS' HIGHER RENT STALL

There was a quick comeback to a defense of owners of apartment houses objecting to television antennas made by John J. Bergen, Assistant General Manager, Greater New York Taxpayers' Association (see Heinl News Service Dec. 1, page 8), from A. E. Glick, of New York City, who strongly inferred the landlords were using television aerial objection as blind to fight tenants who have been opposing rent increases.

Addressing the New York Times, Mr. Glick stated:

"John J. Berger, representative of a landlords' association, writes in your issue of Nov. 29 concerning the so-called justifiable refusal of landlords to allow tenants to install television aerials on the roof because accident hazards are created.

"When we consider how quickly this objection is withdrawn if a rent increase is given by the tenant, and how landlords discriminate between a tenant who pays the increase and one who does not, both residing in the same apartment house, it is clear that the creation of an accident hazard is not the true reason for the objection.

"As a large number of tenants are affected by this practice of the landlords, it might be advisable for tenants' associations as well as the television industry, which would gain by increased sales, to press for legislation prohibiting a landlord from interfering with the installation by a tenant of a roof aerial unless the landlord proves affirmatively that a public nuisance is created thereby and he is not discriminating between tenants who pay or do not pay rent increases or other benefits to the landlord for the installation of the aerial."

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KING'S ANNUAL XMAS MESSAGE TO BRITISH EMPIRE STILL SCHEDULED

Despite dire reports as to His Majesty's health, an announcement comes that the annual Christmas message to the British Empire by King George VI of England will be broadcast over WOR on Christmas day from 2:30 to 2:45 P.M. This will be a recorded copy of the program presented earlier in the day by the British Broadcasting Company.

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REIG, WGY, NATIONAL WINNER OF H. P. DAVIS ANNOUNCERS' AWARD

Howard Reig, staff announcer of Station WGY, Schenectady, N. Y., was named national winner of the H. P. Davis National Memorial Announcers' Award for 1948 on a special award program over the National Broadcasting Company network tonight (Wednesday, December 8).

Other winners:

50,000 Watt Stations: Winner, Paul Shannon, KDKA, Pittsburgh  
Honorable Mention - James Westover, KDKA.

Regional Stations: Winner - Dean Montgomery, KELO, Sioux Falls, S.D.; Honorable Mention - Bob Kay, WAVE, Louisville, Ky.

Local Stations: Winner - Irving Berndt, WRAK, Williamsport, Pa.; Honorable Mention, - Ernie Kovacs, WTTM, Trenton, N. J.

NBC Owned and Operated: Winner - Norman Barry, WMAQ, Chicago, Ill.; Honorable Mention - Starr Yelland, KOA, Denver, Colo.

Mr. Reig will receive the H. P. Davis Announcers' Gold Medal and a cash award of \$500. Each winner in the four station categories will receive an engraved signet ring. Honorable mention winners will be awarded engraved certificates. A certificate will be presented also to each station from whose entries the national winner and the group winners were chosen.

Judges were prominent radio executives, headed by Erik Barnouw, well-known script writer and head of the radio courses at Columbia University. Winners were selected from off-the-air recorded entries submitted by station managers of NBC affiliated and owned-and-operated stations. Entries were judged on the basis of personality, diction, voice, versatility and maintenance of a high announcing standard.

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JOHN S. KENNEDY, KSDJ, GETS THE SHIRT OFF OF HST'S BACK

John A. Kennedy, publisher of the San Diego Journal, and operator of Station KSDJ, has the shirt off President Truman's back.

While vacationing at Key West recently, Mr. Kennedy, as told by Editor & Publisher, admired the multi-colored sports shirt the President was wearing. Mr. Truman put it on Kennedy and told him it was his. Mr. Kennedy kept it on one condition: That all members of the First Family autograph it. They did.

Mr. Kennedy was a strong supporter of Mr. Truman in the election campaign.

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RISING TV COSTS CAUSES THEATRE GUILD, GENERAL FOODS, TO QUIT

Rising production costs of dramatic shows on television resulted yesterday in a decision by the Theatre Guild and the General Foods Corporation to abandon negotiations for a resumption of the guild's video show on Sunday nights over the National Broadcasting Company. It had been expected the show would resume next month in the 8-9 spot.

In a joint statement, the Guild and the corporation said that they were "in agreement on the essentials" but that "unanticipated costs and related problems have caused the two companies to postpone projected plans at this time."

The cancellation of the projected program follows a substantial boost in almost all costs as a result of the boom in dramatic TV shows. At present there are five programs competing for scripts to plays, with the royalty fees for television presentations rising proportionately. In one case, it was reported, a royalty fee of \$1,750 was asked for a single television showing of a script, with the cost of adaptation being a further expense.

In industry circles it was noted by the New York Times that the over-all budgets for television dramatic shows frequently run between \$10,000 and \$20,000 per performance, which are comparable to the costs of similar radio programs enjoying many times the audience.

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HAWKINS NEW GENERAL ATTORNEY OF RCA COMMUNICATIONS

Howard R. Hawkins has been appointed General Attorney of RCA Communications, Inc., it was announced yesterday (Tuesday, December 7) by H. C. Ingles, President. Mr. Hawkins replaces David C. Adams, Vice President and General Attorney, who has resigned, effective December 31, 1948, to become Assistant to Charles R. Denny, Executive Vice President of the National Broadcasting Company.

Mr. Hawkins, 32 years old and from Indiana, joined RCA Communications as Assistant General Attorney in May, 1946, after serving for five years with the Federal Bureau of Investigation. He has participated in proceedings before the Federal Communications Commission and before State and Federal Courts.

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BRAZIL GETS ON TELEVISION BROADCASTING BANDWAGON

Television will soon makes its appearance in Brazil. Three television stations are to be installed, two in Rio de Janeiro and one in Sao Paulo. In addition, experimental work is being carried on in Rio de Janeiro in small vehicles and in airplanes.

The American Consulate General at Sao Paulo reports further that topographic studies of the City of Sao Paulo have been made and indications are that the physical conditions of the city are suitable

for television. The contract provides for the installation to be made during the Summer of 1949, although the location has not been definitely decided. The project will include two relay stations to be installed at a later date approximately 30 to 55 miles from Sao Paulo. Although the technical characteristics are not available, it is understood the sound will be broadcast through an FM (frequency-modulation) transmitter.

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### U.S. TV SPEED-UP CAUSES BRITISH APPREHENSION

Apparently the British fear they may be caught napping by the progress the United States has made in television.

"In this country we have only some 85,000 television viewers against some 700,000 in America", said Laborite W. L. Wyatt, addressing the House of Commons last week. "Our output of set is ten to twelve times less than that of America, but the British set compares quite well with the American set."

Mr. Wyatt said he hoped the Government wouldn't take a defeatist line with regard to the United States in television because, he said, "our technicians are able to do better than those of the United States at the moment."

Percy Daines, another Labor M.P., remarked that in ten years' time both politicians and Prime Ministers would be going before the televiewer. "This is a pretty awful prospect", he commented.

One M.P. said the French had just decided to establish an 819-line transmitter, which is a much higher line, with better quality, than that used by American industry, and he urged British industry to follow the French example.

John Freeman, who answered for the Ministry of Supply, reassured the House on the subject. He said one of the main bottlenecks - shortage of cathode ray tubes - would be met by large imports in 1948.

However, he made it clear the Government would leave the television industry for the present entirely in the hands of free enterprise and that there would be no question of helping out with either a subsidy or Government research.

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Dr. Curtis J. Humphreys is the new Chief of the Radiometry Section at the National Bureau of Standards in Washington, D. C. Dr. Chester H. Page is an electronics consultant and Dr. John E. White is the new Chief of the Electron Tube Section of the Bureau.

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BERTRAM TOWER ELECTED AMERICAN CABLE & RADIO V-P

Bertram B. Tower has been elected a Vice-President of American Cable & Radio Corporation. Mr. Tower, who is also Comptroller of ACR and its three main operating subsidiaries, All America Cables and Radio, Inc., The Commercial Cable Company, and the Mackay Radio and Telegraph Company, has been associated with the system for the past six years.

A native of Brockton, Massachusetts, Mr. Tower received the degree of Bachelor of Science in Business Administration from the University of New Hampshire in 1935. Following this, he specialized in taxation and accounting at Columbia University.

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SURVEY SHOWS 718,000 TV RECEIVERS INSTALLED UP TO NOVEMBER

Figures released by the Research Department of the National Broadcasting Company indicate that as of November 1, there were 718,000 TV sets installed throughout the U.S. Cities with most receivers are as follows:

New York area. . . . .	320,000
Philadelphia . . . . .	80,000
Los Angeles. . . . .	42,400
Chicago. . . . .	41,000
Boston . . . . .	30,400
Baltimore. . . . .	26,000
Washington . . . . .	21,200
Detroit. . . . .	20,500
Cleveland. . . . .	16,600
St. Louis. . . . .	13,000
Schenectady. . . . .	10,600

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PETRILLO OUTDONE BY STREET PLAYER OF SALVATION ARMY

James Caesar Petrillo, President of the American Federation of Musicians (AFL), finally ran across some musicians he couldn't unionize last week, the U.P. reports.

Petrillo said he was walking through downtown Cincinnati when he met a group of Salvation Army musicians playing on a street corner.

"They sounded good", he said, "so I dropped a five-spot in the box.

"Then I said to the fellow blowing the horn, 'Do you guys belong to the union?'

"Yes, sir", was the reply, 'we belong to the union for God.'"

"It stopped me", Petrillo admitted.

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CARNEGIE INSTITUTION GRANTED SPECIAL TEMP. AUTH. FOR EXPER. STA.

The Federal Communications Commission on December 3 granted special temporary authority for a new Class 1 experimental station to be used by Carnegit Institution, of Washington, (Department of Terrestrial Magnetism) in connection with observations during the Geminid Meteor Shower from December 5 through December 20.

With respect to this operation, Carnegie submitted the following: "The dramatic idea for which the observations described below are needed to give a further test is very small particles which fall toward the earth and later become meteors are slowed down in the outermost limits of the atmosphere by a sufficient amount to convert their hyperbolic orbits to very long elliptical orbits. From this point on these particles are trapped by the earth and continue to describe ellipses which approach closer and closer to the earth, perhaps with periods of many minutes.

"Charles A. Little, Jr. of our staff made limited observations during the daytime last Spring which indicated that there is a bulge in the atmosphere under the sun which projects upward and 'captures' much more than its ordinary share of these circulating meteor-particles. Oddly enough, observations on meteor reflections by radio methods have not been made in the daytime in England, Australia, or the United States, except on a few sporadic occasions. Mr. Little's observations of a marked increase in height of meteor ionization in the daytime have been the first indication that gives rise to the idea of circulating particles trapped in considerable numbers and describing very long elliptical orbits around the earth. It is important to make observations on this point during an ordinary meteor shower and especially for a few days afterwards. The Geminid shower will be present starting about December 5 and will last for about ten days."

Carnegie will use Composite equipment operating on frequency 27.255 Mc with power output of 10 kw (instantaneous peak) employing pulse emission with a pulse width of 25 micro-seconds and with a pulse repetition rate of 100-150 cycles per second in the vicinity of Anacostia, Maryland, with operation to be confined to 6 A.M. until noon each day.

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RADIO PRODUCTION AND TRADE, CANADA

Producers' sales of radio receivers in Canada during the first 8 months of 1948 totaled 270,514 sets valued at \$23,419,968, as compared with 480,840 sets valued at \$31,364,611 in the corresponding period of 1947. Producers' inventories at the end of August 1948 totaled 196,828 sets.

Imports of radio receivers into Canada during the first 8 months of 1948 totaled 2,057 sets valued at \$237,351; exports during the same period totaled 13,259 sets valued at \$471,047.

Production of radio receiving tubes in Canada in the first 8 months of 1948 totaled 2,972,168 tubes valued at \$1,410,445; imports totaled 726,652 tubes valued at \$514,408 and radio tube parts valued at \$205,314.

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SCISSORS AND PASTE

Charges Radio With Suffering from Monotony, Repeats (by Jack Gould in "New York Times")

Comedians on the radio are experiencing a new prominence which is not altogether to their liking. When the formal season on the air opened six weeks ago, they rallied to meet the competition offered by the Summer's deluge of giveaway shows, hurling every available gag and witticism at the Santa Claus bogey which haunted broadcasting.

But now the comics are wondering if they have opened Pandora's box. While perhaps successful in stimulating sentiment against the giveaways, they also have heard an increasing number of audience complaints from listeners who boldly suggest that the funny boys at the microphone are responsible for their own plight.

For instance, it is asked how many more years does Fred Allen expect to take the same Sunday night stroll talking to the same familiar characters. And when will either Jack Benny or Charlie McCarthy let a week pass without a reference to the twin who waved her hair at home? Can Bob Hope think of a joke that is amusing to citizens who live on neither Hollywood Boulevard nor Vine Street?

Radio comedy, in short, finds itself on a collective spot and facing a crucial challenge: Can it overcome its repetition? Can it meet the incessant cries of its professional critics that it must develop "something new" and "something different" or, like vaudeville, slowly perish from familiarity?

- - - - -

Godfrey Can't Afford To Let Band Snicker (By The Associated Press)

Anybody who wants to can laugh at radio Comedian Arthur Godfrey's jokes - except the musicians on his program. He won't let them, he says, because it costs too much under union rules.

Godfrey was asked to explain why he kept telling his musicians Friday night they could not laugh.

Under union rules, Godfrey said, if the musicians laugh or sing, they will come under the American Federation of Radio Artists (AFRA) instead of just the AFL Musicians Union.

And that, Godfrey said, would cost him extra nearly \$3000 in weekly pay for that bit of laughter or singing.

"For three years", the comedian said, "the six boys in my band and I have been having all kinds of fun. They'd sing choruses and we'd kid each other.

"Then all of a sudden AFRA begins to squawk and says they can't do it. If they open their mouths to sing they come under AFRA's jurisdiction. That adds the extra salary."

George Heller, National Executive Secretary of AFRA, said in New York;

"We feel that if musicians sing on a program they should be paid the AFRA scale for singers. There is a good deal of unemployment among singers and the ruling is for their protection."

He said nothing about any ban on laughing.

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Sees TV Films Eventually, Despite ABC-20th-Fox Misdeal  
(Joel Murcott "On the Air" in "Hollywood Reporter")

Disappointment would be a mild word to describe the feeling of local tele interests over the failure of ABC and 20th-Fox to consummate a deal. . . Most telecasters, wondering where their industry is going to get a large and muchly-needed hypo, had taken a "this is it" stand on the proposed merging of interests and had, for the first time, seen the future clearly laid out for large scale development... Since this vision will not come to pass - at least, so far as the defunct deal is concerned - they find themselves set back sharply, still facing ceiling zero so far as production is concerned, and visibility limited as to what may be accomplished commercially in the next year or two.

A film company and network affiliation right now is almost essential, if only for publicity purposes, to the video interests. No matter what the reasons being given for the slow start of tele stations expected to be in operation here months ago, the real reason is lack of circulation. . . Even if one station could grab off the lion's share of available audience, as a certain cigarette claims to do with medicos, it would still not have any great commercial value in attracting sponsors - therefore, limited budget for programming.

The delays have been deliberate, rather than mechanical, and they will be strung out as long as possible until the outlets have to go on the air to save face. . . It's still possible that some film company will buy up a network teleaffiliate and work a programming gimmick with the web as a result. Such a move is to be desired, so that others may follow suit . . . If it doesn't happen, video will never realize its full potential in circulation because of inferior programming, and film companies will be hampered by a percentage cut that video will make at the boxoffice. It may yet be a question of a mutual assistance pact, or a suicide pact.

ABC has almost set a film company deal twice. It indicates the way the thinking goes on both sides and, although the deals haven't jelled, they show the pattern that must eventually evolve.

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Reported Coy Considered As Independent Motion Picture Pres.  
("Variety")

Wayne Coy, Chairman of the Federal Communications Commission, was interviewed in New York recently as a prospect for the post of President of the Society of Independent Motion Picture Producers. Committee decided after the session, on the basis of what the FCC topper told them about his health, that his physical condition wasn't strong enough to withstand the rigors of the post.

Job for which Coy was interviewed is the one vacated by Donald M. Nelson last January. Nelson resigned partially because of health and was unable to be as active at all times as SIMPP members desired, so the committee was more than normally concerned with Coy's remarks on his physical condition.

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::: TRADE NOTES :::  
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The 1948-49 RMA Trade Directory and Membership List is just off the press. This new directory includes an up-to-date membership list, the largest in the history of the organization, the names of all officers, directors, committee chairmen and members and the trade names of member-companies.

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The State Department announced last week the appointment of James F. Thompson as Associate Chief of Operations for the "Voice of America" broadcasts.

Mr. Thompson has taken up his work at the Department's broadcasting headquarters in New York. He is a native of Centerville, Ala., and formerly worked with Station WAPI, Birmingham, and WJBY, Gadsden. Recently he has been employed in the Boston office of the Raytheon Manufacturing Co.

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A new RCA 500-watt television transmitter for operation in the higher frequencies (Channels 7 to 13 -- 174 to 216 megacycles), designed to bring television to smaller cities and their environs, is now in production.

The new RCA transmitter (Type TT-500B) is intended for use in transmitting locations where a low-power transmitter will provide adequate signal coverage to a city and its suburban areas, and as a stand-by transmitter for larger installations. Coupled with a six-section super turnstile, it can, under favorable conditions, cover a radius of twenty miles.

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The consolidated net loss for the first nine months of 1948 of the American Cable & Radio Corporation was \$1,628,286 as compared with a loss of \$1,835,751 (before special credits of \$735,490) for the corresponding period of 1947.

The general volume of telegraph traffic handled by all United States carriers improved slightly after the Summer slump but it is still so far below the level of 1947 that notwithstanding the two important rate increases effective August 5, 1947 and April 28, 1948, respectively, the gross revenues of all international telegraph carriers for the first nine months of 1948 were barely above their revenues for the same period of 1947. A hearing has been held recently before the Federal Communications Commission on the application of the carriers for a further increase of rates and it is hoped that some additional rate increases will be granted American Cable & Radio Corp.

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This one was told by Mark Evans of the Housewives Protective League of Station WTOP, Washington, D. C.

A little boy was taken to church for the first time and was asked how he liked it.

"I liked the music fine", the six-year old replied, "but the commercial was too long."

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GBOY - all etc



# HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W.

Washington 8, D. C.

Robert D. Heinl, *Editor*

Founded in 1924

NATIONAL BROADCASTING CO., Inc.  
LEGAL DEPARTMENT  
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December 15, 1948

## STANFORD GRABS STANDARDS' TOP RADIO MAN AT TWICE SALARY

It has been the practice for years for commercial institutions to lure top Government scientists, but when even a State University can pick off one of Uncle Sam's best men by offering him more than double the money he is making, that is news. Also it is a situation which almost screamingly calls attention to the relatively low Government pay and one which even the new salary increase if approved by President Truman goes through will likely not remedy.

The case in question is that of Dr. Clelio Brunetti, 36 years old, noted radio scientist and one of the group who developed the radio proximity fuse and the radar guided bomb, who has just resigned from the National Bureau of Standards to become Associate Director of the Stanford Research Institution at Stanford, California. His salary, which is \$9,500, will be more than twice that at Stanford.

Three times in the last two years, it is said, Dr. Brunetti has turned down offers from private industry - the smallest for \$25,000 a year - to remain as Chief of the Engineering Electronics Section at the Bureau.

President Truman has one of Brunetti's tiny radio sending stations in his office at the White House. It is no larger than a flat cigarette case and broadcasts perfectly within a range of 200 feet.

Dr. Brunetti was Director of Electronic Research at Lehigh University in 1941 when he came to the Bureau of Standards to assist in war research.

His invention of the printed electronic circuits made possible the production of radio transmitters no larger than a lipstick.

"It's perfectly possible", Dr. Brunetti said, "to abolish the wire which now dangles from the earpiece of hearing aids. We've shown industry how to build tiny broadcast units which can be worn in a vest pocket to pick up sound and broadcast it to a receiver which can be hidden in the ear."

Among Dr. Brunetti's tiny radio broadcasting stations is one which can be worn on the wrist.

"It may not be long", Dr. Brunetti said, "before women can carry a transmitter in their compacts and call police if they are bothered while walking home on lonely streets at night."

Dr. Edward Condon, Director of the National Bureau of Standards, said he hated to accept Dr. Brunetti's resignation, but added:

"You can't honestly expect a man to stay in Government, however, when he receives such an attractive offer from outside.

"Until Congress raises the salary limitation, we cannot hope to retain our best scientists without asking them, in effect, to make substantial payments each year for the privilege of working for the Government."

"I hate to leave my work here", Dr. Brunetti told the Washington Star. "Right now we are striving to develop civilian uses for the wartime electronic discoveries - to utilize in hearing aids, for instance. The work is fascinating and useful. Dr. Condon has given me every encouragement - he is a wonderful man to work with.

"I suppose if the salary were higher, I would stay. As I told you, I've had to face this problem before when I've received offers from private industry.

"I love research - basic research and the opportunity to follow such leads as may develop into broad fields. Here, in the electronics section, for instance, we have broadened out into chemistry, mechanics and medicine. Because of this, I could convince myself in the past that I should turn down opportunities to make more money.

"But when I am offered an opportunity to continue my research at substantially more money, I can not, in justice to my family, turn it down."

Dr. Brunetti cited other difficulties of working for the Government:

"I have to go out of town on Government business a lot. I am allowed \$6 a day. In New York on my last trip, I had to pay \$6.50 for a hotel room. If I want to be repaid for telephone calls, I have to fill out forms listing each person called and when and why they were called. Naturally I don't fill out those forms. When I'm out of town, people frequently buy my lunch. When they come to Washington I take them out. I have picked up a check of from \$25 to \$40 after a dinner conference. I can't afford to pay that much to do business for the Government."

Despite the fact that his invention revolutionized anti-aircraft warfare, Dr. Brunetti never received a cent for developing the proximity fuse. Government sources said that he sold the patent to the Government for "1 and other valuable considerations".

However, when Dr. Brunetti made an effort to collect his dollar, he was told that no money had been appropriated to pay Government inventors, regardless of the importance of their inventions.

Dr. Brunetti said that the Government's loyalty checks were no factor in his decision to resign and that the investigation of Dr. Condon had inspired himself and other scientists to remain with the Government. He said he had been "cleared" by the Army, Navy and FBI, but felt an obligation to his family he could no longer ignore.

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CHEAP AT PRICE, SAY STORER, RYAN BIDDING \$1,925,000 FOR WHAS

As exciting as any chapter in the new book about the late John W. Gates, "I'LL Bet You A Million", was Commander George B. Storer and his equally well-known brother-in-law, J. Harold Ryan, President and Vice-President respectively of The Fort Industry, stepping up to the Federal Communications Commission counter and coolly duplicating the Crosley Broadcasting bid of close to \$2,000,000 for the purchase of Station WHAS, owned by the Louisville Courier-Journal, but is to be disposed of by competitive bids. Even Washington takes notice when that kind of money is kicking around.

Fort Industry owns seven AM stations but told the FCC it would "dispose of certain radio facilities" if required to do so under terms approving its acquisition of WHAS and affiliated FM and television properties.

The FCC has no rule numerically limiting common ownership of AM stations, but has pending a proposed regulation which would set the ceiling at seven. The same proposal would continue the present limits of five stations under common control in TV and six in FM. Fort Industry has three TV stations, two TV applications, and six FM stations, but is opposing the terms of FCC's proposed regulation on grounds that the limit should be no less in TV and FM than in AM.

Fort Industry told the Commission that its radio experience, and its operations in States neighboring Kentucky, provide "a unique reservoir of broadcasting know-how" which would permit it to give the WHAS area "the best programming and public service possible."

Commander Storer controls 73% of the voting stock of Fort Industry. J. Harold Ryan, Senior Vice President and Treasurer, has 11.8%, and Mrs. Ryan has 14.9%. The application showed the 1947 income of the company and subsidiaries was \$1,016,591 before Federal taxes.

FCC was told that Fort Industry has made preliminary arrangements to borrow \$1,500,000 from the Society for Savings in the City of Cleveland, to finance the purchase of WHAS. If FCC requires the company to sell one of its existing stations, the application noted, these proceeds also would be available for use in the WHAS transaction.

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T.A.M. CRAVEN ALL SET FOR THE NEW PARTNERSHIP

The following cards have been received:

"T.A.M. Craven announces his resignation as Vice President, Cowles Broadcasting Company, effective December 31, 1948, and that he will become associated with George M. Lohnes and Ronald H. Culver, as a partner in the firm of Craven, Lohnes and Culver, Consulting Radio Engineers, Munsey Building, Washington 4, D. C."

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GEN. SARNOFF PATENTS STATIC-PROOF SECRET SIGNAL

U. S. Patent No. 2,455,443, covering a secret signalling system by which ordinary messages are converted to a succession of arbitrary symbols and transmitted by facsimile or television to a receiving and decoding terminal, has been issued to Brig. General David Sarnoff, President and Chairman of the Board of the Radio Corporation of America. Following the same practice of other inventors employed by the Corporation, General Sarnoff has assigned his patent to the RCA.

In one form of the invention, use is made of a special typewriter which prints pictorial characters or any arbitrarily chosen symbols instead of the common letters of the alphabet. After a message comprising the symbols has been transmitted by radio facsimile or television to the receiving terminal, it may be decoded either manually or automatically by alternate means revealed in the patent papers.

Under the manual method of translation at the receiver, an operator, using a typewriter equipped with keys carrying the symbols, reads the characters, depresses the proper keys and converts the message to its original text. The patent explains that sender and addressee, by prearrangement, may change the combination of symbols as often as necessary to insure secrecy, even when transmitted by a common radio carrier.

The manual method may be made automatic at the receiving point by adding coded impulses to each secret symbol at the time of facsimile transmission. When a message prepared in this manner reaches the receiver, the pulses accompanying each symbol actuate the key of an automatic printer to record the corresponding letter or figure on a moving tape.

Errors normally caused by static, fading of signals and similar troublesome conditions are overcome in General Sarnoff's invention through the ability of the receiving operator to recognize the distinctive characters even when they have been distorted in transmission.

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JOE LOUIS TO BOOST HIS TELEVISION PRICE TO \$250,000

Joe Louis said in Philadelphia Monday he will demand \$250,000 from television and radio rights when he defends his heavy-weight title next June in New York.

"I told myself too cheap in my last fight with Jersey Joe Walcott", the champion told a reporter. "My end from the television and radio was \$40,000. But it's going to be a lot more the next time."

The television-radio fee for the Louis-Walcott bout last June 25 was \$100,000. The Brown Bomber received \$40,000, or 40 per cent; Walcott 22-1/2 per cent.

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## ALL AMERICA RADIO, MACKAY RADIO, CITE ICC ACT IN RATE PLEA

A memorandum filed with the Federal Communications Commission by James A. Kennedy and associates, attorneys for All America Cables and Radio, Inc., Mackay Radio and Commercial Cables, supporting the views of these companies, recommends that in determining the proper overseas telegraphic rate level, the Commission should consider the industry as a whole.

"The closest analogy to the situation with which the FCC is now confronted is to be found in the Interstate Commerce Act", the memo stated. "Recognizing many basic differences between the Transportation Act and the Communications Act, it is apparent that the responsibility of the two Commission in respect to maintaining a sound industry and at the same time providing reasonable rates to the public is very much the same. Such fundamental differences as do exist between the Acts are more favorable to the railways than to the telegraph carriers. Thus, while the Congress has permitted the merger of railway companies and has aided them financially in various ways, it has not enacted merger legislation in the international telegraph field nor has it provided any financial assistance. Yet the Interstate Commerce Commission when confronted with the necessity of adjusting rate schedules in meeting the revenue requirements of all class I railroads, upon application by them for general Nationwide increases in passenger fares and freight charges, considered the industry as a whole rather than the most profitable or the least profitable carrier individually. In this connection it said:

"It would be desirable, if feasible, to consider the needs of the railways individually, and to adjust their respective schedules to meet their several needs. The exigencies of the case do not permit such refinement. Further, the weak and strong lines are interlaced and in keen competition, and necessarily the rate structure must be uniform, otherwise the strong road with a lower rate system will attract the competitive traffic and exterminate the weaker line...."

"If that view was proper in the course of maintaining a sound railway system for the country, we submit that it is even more appropriate in maintaining a sound international telegraph system, which the Congress has not seen fit to endow with land grants or other subsidies.

"It is recognized that the FCC under different circumstances has heretofore considered this problem in In The Matter of Postal Telegraph-Cable Company, et al. The Commission there noted that in the Interstate Commerce Act 'There is a recognition at all times that the continued existence and operation of practically all railroad carriers engaged in interstate commerce is necessary' whereas 'in the Communications Act of 1934 there is no recognition that all carriers in communication service are necessary to care for the country's needs in this respect'. It is respectfully submitted that if the Congress, being fully aware of the competitive situation existing in the international telegraph field, had considered a sub-

stantial change in that situation as being in the public interest, it would have legislated accordingly. If the natural course of competition results in the elimination of some of the competitors, it may or may not be in the public interest. We contend, however, that it was not the intention of the Congress nor is it appropriate for this Commission to eliminate competitors from the field through its rate making power. All of the carriers are before the Commission seeking rate relief. No carrier has disagreed with the position that the Commission should consider the industry as a whole rather than the earning level of the most or least profitable carriers. RCA Communications, Inc., supported the view of the AC&R companies in this respect. No number of the public has appeared before the Commission, during the twenty-six days of hearing which have been held in the past year and one-half in opposition to increased rates or in opposition to the rate proposals of any of the carriers.

"We strongly urge, therefore, that it is entirely 'appropriate, under the Communications Act that charges for communications services between the United States and overseas and foreign points should be determined or prescribed on the basis of the revenue requirements' of the industry as a whole, using the industry average as the 'balance' point."

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MISS HENNOCK FETES FCC (WIVES) IN "BUTTONS AND BOWS"

Something new will be added to the gaiety of the Federal Communications Commission this afternoon (Wednesday, December 15) when Miss Frieda B. Hennock, first woman Commissioner, will give a reception and tea in honor of Mrs. Wayne Coy, wife of the Chairman of the Federal Communications Commission, and for the wives of the other Commissioners, Mrs. Edward M. Webster, Mrs. Rosel H. Hyde, Mrs. Robert F. Jones, Mrs. George E. Sterling and Mrs. Paul A. Walker.

In the words of Miss Hennock:

"The party will be completely informal, and one of the principal purposes is to have Mrs. Coy and the other guests of honor meet the women staff members of the Federal Communications Commission. Toward this end I have invited our women lawyers and professional workers, women section chiefs, and the women clerks, secretaries, telephone operators and others who have been with the Commission for more than ten years, to share the honors. This party is as much for them as for the guests of honor, because my objective is a dual one -- to honor the Commissioners' wives and to honor, too, the women workers of the Commission, on all levels, who contribute so greatly to the effective work of the FCC.

"Invitations have also been sent to the wives of our distinguished public servants, to women active in the fields of the Federal Communications Commission, and to the wives of the Senators from the State of Indiana.

"The Commissioners and one or two other special male guests will also attend, but otherwise it is strictly a women's affair."

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GRIDIRON CLUB GIVE TRUMAN, DEWEY, A SAMPLE OF RUSSIAN RADIO

Adding much to the evening's fun at the Gridiron Club dinner in Washington last Saturday night, was a skit giving a close-up of a Russian broadcasting station in Berlin.

Mr. Truman made the traditional speech of the Chief Executive at the close of the dinner, speaking extemporaneously. He had been preceded by Governor Dewey. Both addresses were judged as among the most striking in 64 years of Gridiron history.

However, the words of the President and his unsuccessful rival were both off the record in keeping with the Club's tradition that "reporters are never present; ladies are always present."

The Berlin Russian station was hailed as "NKVD is on the air, in the air and in your hair, 25 hours a day", according to the announcer. The theme song was given by a quartet to the tune "You Call Everybody Darling".

A Red soldier was dragged to the microphone at the point of a gun to sing to the air "Underneath the Arches":

"Always on the marches  
From Moscow to Berlin.  
Oh, my aching arches,  
To Moscow once again.  
Ev'ry night you'll find me  
Tired out and worn  
Dizzy when the daylight comes creeping,  
Wish I ne'er was born."

The quartet returned to sing to the tune of a well-known radio commercial:

"Communism hits the spot  
Uncle Joe likes it a lot -  
Sickle, sickle, sickle, sickle."

The commissar of cupboards and closets was brought to the microphone to tell about housing in the Soviet Union and did so in song to the air "Penthouse in the Sky", as follows:

"Just picture a penthouse on the Red Square,  
With 42 families in residence there," etc., etc.

A Soviet crooner sang to the tune of "Blue-tailed Fly", as follows:

"Before the dawn of the red star  
I starved and suffered 'neath the Czar."

This time the chorus sang from "The Volga Boatman":

"Ay-ee ookh-nyem!"

The crooner was choked.

The theme song for the station's news broadcast was sung to "The Banana Song", as follows:

"Buy Pravda on Wednesday and you will see  
How Comrade Wallace beat the GOP."

The news cast, interrupted by the noise of planes, concluded with the statement: "In a private audience for J. Howard McGrath, Generalissimo Stalin said, 'I just love old Harry.'"

Among those present having to do with the radio and communications industry were:

Kenneth M. Berkeley, Eugene E. Buck, Louis G. Caldwell, Gardner Cowles, Look Magazine; John Cowles, Minneapolis Star and Tribune, Wayne Coy, Federal Communications Commission; Charles R. Denny, New York City; William B. Dolph, Washington; Earl H. Gammons, WTOP, Washington; Earl Godwin, radio commentator, Washington; Robert F. Jones, FCC Commissioner; Edgar Kobak, New York City; Horace L. Lohnes, radio engineer; Eugene F. McDonald, Jr., President of Zenith Radio Corp., Chicago; Edgar Morris, Zenith distributor, Washington;

Also, David Sarnoff, President, RCA, New York; Edward Sarnoff, West Hartford, Conn.; Robert Sarnoff, New York City; Niles Trammell, President, NBC, New York; Burton K. Wheeler, Washington; Wallace H. White, Majority Leader of the Senate; A. D. Willard, Jr., NAB, Washington.

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WGN-TV SIGNAL RECEIVED IN OHIO - 300 MILES AWAY

Letters received last week state that the WGN-TV signal was received in north central Ohio during the recent Saturday night telecast of the International Live Stock show. The two locations represented are 290 to 300 airline miles from Chicago.

Al Burson of Shiloh, Ohio, reported: "WGN-TV on channel nine had a very good signal ten miles north of Mansfield, Ohio, on December 4....Best TV reception from here yet."

D. E. Feters of Plymouth, Ohio, about ten miles north of Shiloh, also reported reception of the Dec. 4 telecast. Mr. Feters wrote, "You may be interested to know that we received your telecast sponsored by the Chicago Motor Club tonight of the Horse Show. Your signals faded at times but were acceptable most of the time."

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"VOICE OF AMERICA" MAY CARRY DIPLOMATS CHILDREN'S XMAS PARTY

For the first time in the 14-year series of International Children's Christmas Broadcasts sponsored by the Greater National Capital Committee, two national radio networks will carry the program. Edgar Morris, Chairman of the event, and Washington Zenith distributor, has also asked the "Voice of America" to pick up the broadcast.

On Sunday, December 19, the American Broadcasting Company will carry the "live" show at 6 P.M. EST from the Shoreham Hotel. At the same time, the Columbia Broadcasting System will make a tape recording of the show and broadcast it over their network the following day, Monday, December 20th at 5:15 P.M.

It is expected that approximately 50 children, representing as many embassies and legations in Washington, will participate in the broadcast. A marked change in the format of the program is going to be put into effect this year. It is planned to make this year's event a real Christmas party for all the participants, with a Santa Claus, Christmas tree and presents for Embassy youngsters.

"Plans for televising the program have not yet been completed", Mr. Morris stated. "We have also asked the State Department to make available the facilities of the 'Voice of America' network, to carry the program by short wave to every foreign country."

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ONE OF BOB HOPE'S JOKES? ALSO FILES FOR \$1,925,000 WHAS

Bob Hope, radio comedian and movie star, put in a bid Monday, December 13th, for the television and radio stations of the Courier and Louisville Times at Louisville, Ky.

Communications Commission officials confirmed receipt of Mr. Hope's bid. The application was not immediately made public, pending clearance of the docket section.

Leonard Marks, attorney representing Hope in Washington, told an Associated Press reporter, however, that Mr. Hope had offered to match the \$1,925,000 bid for standard station WHAS, WHAS-FM, and WHAS-TV, previously made by Crosley Broadcasting Corporation of Cincinnati, and The Fort Industry Company of Detroit.

The bid marks Hope's first venture into the ownership and management end of the radio business. His application for the Louisville properties was made in the name of Hope Productions, Inc., of Hollywood, of which he is sole owner.

Mr. Marks said the application listed his net worth at \$2,000,000 and that it was placed with the FCC Monday night, shortly before the deadline for bidding on the Courier-Journal and Times properties was to have expired.

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"I'M JUST WILD ABOUT HARRY" FIRST PETRILLO PACT RECORD

If anybody believes James C. Petrillo, President of the American Federation of Musicians, recently appointed Chairman of the Music Committee at the Inaugural, isn't on the Truman bandwagon, let him be convinced by the fact that at the RCA-Victor studios, as the first record since the Petrillo ban, a chorus of Metropolitan Opera stars made a special non-commercial recording of "I'm Just Wild About Harry", to be presented to President Truman. Mr. Petrillo, who was the guest of Brig. Gen. David Sarnoff, led the singers in their rendition of the song and also recorded a greeting to President Truman.

"Mr. President", he said, "it is a pleasure and privilege to extend to you on behalf of 237,000 AFM musicians the Season's Greetings. There is no one to whom we would rather help dedicate this first recording of 1948 than to you, a fellow musician and a great President.

"If you will pardon my rewording a familiar wish, may I say to you a Merry Christmas and a Truman New Year."

The first new recordings were "cut" Tuesday afternoon after the formal signing of the new five-year agreement between Petrillo's union and representatives of the major disk concerns.

The agreement had been approved on Monday by Attorney General Tom Clark in Washington as compatible with the provisions of the Taft-Hartley Law.

The signing took place in Mr. Petrillo's office in New York. Both the union leader and Frank White, President of Columbia Records, acting as industry spokesman, expressed gratification over Mr. Clark's approval of their pact, which calls for the establishment of a royalty welfare fund to finance free public concerts.

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G-E ARC WELDERS EQUIPPED TO ELIMINATE RADIO INTERFERENCE

A new system for the elimination of annoying welder-caused radio interference has been developed by General Electric and is now being incorporated into the manufacture of all G-E Inert-Arc Welders.

Other types of welding equipment formerly used for inert gas shielded arc welding emit a high frequency radio signal which is a source of frequent annoyance to the radio listening public and to some commercial radio services. By using what G-E engineers termed a "balanced wave" combined with a new built-in control, this continuous signal is eliminated, reducing the duration of welder-caused radio noise to a small fraction of a second - an interval so short as to be comparable in effect on radio reception to the flicking of a home light switch.

In previously used combinations of ordinary welders with high frequency pilots, the arc was sustained by the use of high frequency radio voltage which forced the sparks across the gap between the welding electrode and the work. According to the engineers, this design caused serious radio interference unless the entire installation was carefully filtered and shielded.

The balanced wave welder eliminates the continuous use of high frequency voltages by balancing the current with a bank of series capacitors, so that pure a-c flows between the electrode and the work. The welding arc is stabilized without the use of radio-frequency energy, thus making filtering or shielding unnecessary.

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FARNSWORTH COMPLETES PLANT CONSOLIDATION AND EXPANSION

The Farnsworth Television & Radio Corporation has substantially completed the extensive consolidation and expansion program at the Fort Wayne, Ind., plant which began in 1947. Building construction completed earlier was first utilized for the consolidation of engineering and research laboratories and the company's complete administrative staff.

The company's announcement explains that additional manufacturing areas of substantial size have now been made available at the Fort Wayne plant and that it is the intention now to dispose of the Marion, Indiana, properties which will not be needed upon completion of the consolidation. Negotiations are now pending for this purpose.

"The consolidation of manufacturing at Fort Wayne provides an effective increase in manufacturing capacity and major manufacturing economies will be realized", E. A. Nicholas, President of Farnsworth said.

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RADIO'S "UNCLE ROBERT", CHILDREN'S BENEFACTOR, IS DEAD

Robert Spero, known for many years as a director of children's and Parents Day programs and over the radio under the name of "Uncle Robert", died Monday night in New York. He was 86 years old.

"Uncle Robert" had been retired during recent years but when he engaged in business and in the years when he was active in benefaction for children was associated with Charles Zinn & Co., of New York, manufacturers of willow ware and baskets.

He was one of the earliest of the radio "Uncles", having organized his own troupe of child entertainers and opened his own studio in the pioneer days of broadcasting.

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## NAVY FORECASTS DECLINE IN SUNSPOTS; PEAK OF CYCLE HELD PASSED

A decline in the number and frequency of sunspots for several years was forecast Monday, December 13, by the Naval Observatory in Washington. These spots on the sun, which are believed to affect both weather variations and transmission of short-wave radio, reached in 1947 the peak of cycles timed by the observatory as lasting eleven years each.

Capt. Guy W. Clark, Superintendent of the Naval Observatory, predicted the decline.

"One day has already occurred this year on which only two small groups were observed", he remarked.

The Observatory pointed out that while the effect of sunspots was a matter of controversy, the spots themselves were very real. They range in size from small ones only a few hundred miles wide to "huge areas many times the earth's diameter", it was stated. The spots were defined as "turbulent regions in the sun's atmosphere which are several hundred degrees cooler than their surroundings."

It was stated also, in the special story to the New York Times, that "many observers agree" that the spots' increase in ultra-violet rays "results in pressure changes in the earth's atmosphere, which in turn affect weather conditions."

There also is considerable debate whether sunspots affect transmission of short-wave radio messages, a subject that has been studied with special observations in the last three years.

"Serious disruption of short-wave radio communication coincided with appearance of the largest group of sunspots in February, 1946", the observatory reported. "Another large group in July, 1946, was accompanied by brilliant auroral displays. A third large sunspot group was photographed in March and April, 1947, but no pronounced radio disturbances were observed."

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## BARKLEY TELLS HEIDT "ONE NIGHT STANDS ARE THE HARD WAY"

Vice-President-elect Alben W. Barkley last Monday night presented an award from the Junior Chamber of Commerce to Horace Heidt "for helping the youth of the nation" with his talent-testing show.

The award was made before an audience of 10,000 in Uline Arena, Washington, during the finals of the program's talent contest, won by accordionist Dick Contino, the 19-year-old Fresno, Cal., boy who received a \$5,000 cash prize from Philip Morris Company.

Secretary of Agriculture Charles Franklin Brannan was one of the judges.

"The youth of this great nation constitutes the hope for the peace and security of our tomorrow", said Senator Barkley. "I've followed Horace Heidt's program with great interest, and to tour this country, interviewing and encouraging the young people, is no easy task. I know whereof I speak, for I have just terminated a series of one-night stands myself."

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

A Whistle Is Better Than A Gun  
 (Nate Gross in the "Chicago Herald-American")

"A whistle", says our old friend, Gene McDonald, the Mr. Zenith of radio, "is better than a gun. I always carry one. It comes in handy in emergencies."

An emergency presented itself to him the other night. McDonald, Lowell Thomas and his son, Felix Count von Luckner and Burt Massey were heading for Gene's for cocktails, in the tall Lakeview Ave. building in which he makes his home.

Between the 15th and 17th floors (the apartments are duplex), the elevator stalled, and the famous gentlemen were imprisoned. It was then Gene blew his whistle, attracting the attention of his butler on the 18th floor. The top of the lift was removed, and the butler appraised the situation.

A good servant, he wasn't going to let his cocktails go to waste. So he lowered them, in a pail, to the imprisoned group. The men sat on the floor of the elevator, drank and enjoyed themselves as best they could, until ladders were lowered and they climbed to freedom.

(Editor's Note: Years ago when this writer, fresh from Indiana, was a reporter on the New York Sun covering that section of the city between 14th and 42nd Streets and 4th Avenue and the East River, his headquarters were at Bellevue Hospital. When transferred elsewhere, Sergt. Reid, famous policeman in those days, in charge of the Bellevue prison ward said: "Young man, I want to give something to remember me by. It's my police whistle. Never carry a gun."

And the writer never has but still carries the old New York police whistle.

R.D.H.

MINN. GOV. CONCEDES HE HAS NO (RADIO) TALENT  
 ("Variety")

Gov. L. D. Youngdahl of Minnesota recently won reelection, but he couldn't win the talent search contest in which he participated on WCCO. The Governor appeared as one of the contestants on Cedric Adams' weekly radio show, "Stairway to Stardom", that seeks out non-professional talent. He sang a song in Swedish, "Greet the Folks at Home."

The winner of each show receives a week's engagement at Club Carnival, local nitery, and on Bob DeHaven's radio show. Not disappointed at his failure to be chosen as the winner, the Governor made it clear that his ambition is still political and the entertainment world holds no lure for him. He wouldn't have accepted the night club and radio engagements, he said.

Following his vocalizing, the Governor made a brief talk, praising the show for what it does to discover and encourage talent and declaring that this type of promotion is an aid to him in his campaign for youth welfare and against delinquency.

Celestial Radio  
("New York Times")

We have been squinting at stars through lenses ever since Galileo's time. Now, it seems from the discussion of physicists at Cornell, we must also listen to them. A raucous, rowdy lot they are, disturbers of the celestial peace. If we do not hear them it is for the same reason that we do not hear the songs and patter of radio without telephonic aid. The Milky Way is sending us radio waves over an abyss of millions of light years. We have only to set up what is erroneously called "a radio telescope" - nothing but an enlarged parabolic reflector of the type that Hertz used in 1887 to verify Maxwell's prediction that there are radio waves - and add a loud-speaker to let the disorderly goings-on in a star-studded vault assail the ear. Anybody to whom the sputtering, crashing, frying and hissing thus made audible is the music of the spheres would take a pathologic delight in a symphony scored for pneumatic riveters, fire-engine sirens, back-firing automobiles, and leaking steam-radiators.

Though these celestial radio noises were discovered by the American physicist K. G. Jansky in 1930, it is only recently that their astrophysical possibilities have been grasped. Already it is known that a sunspot is a more powerful radio station than any on earth, that Sagittarius and Cygnus, though much farther away, are apparently setting up a terrific radio din. There the discoveries end for the time being. That more will come seems certain. At the opening of the nineteenth century who would have suspected that it would ever be possible to analyze a distant star and determine its chemical composition as if it were a stone picked up in the road? For decades we have been splitting the light of the sun and stars into spectra and learning to read the lines and bands. Now it is known that in the sun and stars glow iron, calcium, hydrogen, helium and about all the elements with which we are familiar on earth.

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High Finance  
("Variety")

Opinion is being expressed in some quarters that CBS Board Chairman William S. Paley might conceivably jump on the capital gains Music Corp. of America bandwagon himself and walk off with a neat \$90,000,000 for himself and the principal stockholders in the event of a CBS capital gains sale.

It's figured that Paley is spiraling his multiple corporate setups into total assets roughly estimated at \$120,000,000. That would include the approximate \$65,000,000 in annual network billings; the newly-acquired Jack Benny and Amos 'n' Andy corporations; the Housewives Protective League corporate setup annexed about a year ago; at least two more capital gains projects now in the works, including acquisition of Fibber McGee & Molly, the Columbia-owned-and-operated stations, and the CBS television holdings, including WCBS-TV in New York.

It's reasoned that, for the 10% off-the-top fee that would pour \$1,200,000 into his MCA coffers, Jules C. Stein could be in a position to affect a mating of Paley with one of the major film companies (spread over a 10-year period Metro, for one, would be in a position to move in lock, stock and barrel, and thus finds itself with one of the cream tele empires). With a Treasury Dept. capital gains blessing, reducing the tax nick to 25%, it would leave Paley & Co. with \$90,000,000 in the clear.

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TRADE NOTES

There is a report in Chicago if the new coaxial cable is finished ahead of scheduled time (January 12) that Chicago may get an Eastern network television show sometime around Christmas.

The Broadcasting Industry Committee directing production of the All-Radio Presentation, a multi-edition motion picture to promote radio as the leading advertising medium, has formed a "more formal organization" and elected officers to direct its affairs, it was announced Monday by the new secretary, Maurice B. Mitchell, National Association of Broadcasters Director of Broadcast Advertising.

Electric & Musical Industriss, Ltd. and English Subsidiaries - Year to June 30: Net profit £498,192, compared with £117,335 in preceding fiscal year. Net profit of parent company only was £143,000, compared with £115,500.

Teleguide, a weekly publication, carries the television listings of the Washington and Baltimore stations. The cost is \$2 a year.

Inter-Communication System of America, Inc., 2433 South Indiana Ave., Chicago, and its officers have been ordered by the Federal Trade Commission to stop certain false and misleading advertising representations in connection with the sale of inter-communication devices designated "Flash-A-Call".

The cease and desist order requires the respondents to stop: Using the terms "free", "free demonstration offer", "yours without cost", or similar terms to designate or describe merchandise which is not a gift or gratuity given to the recipient unconditionally;

Representing that their inter-communication devices are new inventions; that there are no products on the market sold in competition with the device; or that conversations or other communications may be transmitted confidentially.

The RCA Service Co., Inc., of 275 Fifth Avenue, New York, New York, has issued the following call for television technicians:

"Men - If you Are 18 to 35, alert, personable, can see Television's golden future, and have had Radio or Electronics training and experience, you may qualify for one of these jobs with a future.

"Veterans - if you have had Navy ETM training or Army 3d or 4th Echelon Radio or Radar repair experience - Television Service Operations may be your career.

"Unusually good opportunities currently exist in installation and Service Operations in America's newest and most promising industry -

"Television! - Get In On The Ground Floor!"

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*ppm- all attys. [Signature]*



# HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W.

Washington 8, D. C.

Robert D. Heinl, Editor

Founded in 1924

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*E. L. P.*

December 22, 1948

## BIG CHANCE SEEN FOR RADIO SERVICE MEN TO CASH IN ON TV

That there isn't the slightest chance of television doing them any harm but to the contrary afforded the chance of a lifetime to expand, was the assurance given to radio servicemen by Max F. Balcom, President of the Radio Manufacturers' Association and Vice-President of Sylvania Electric Products, when he addressed them recently in New York City and later in Boston. Mr. Balcom took a very optimistic view of the situation and said for them it was like turning from repairing bicycles to servicing automobiles.

"No competent radio technician today need have any fear that television or any other new broadcasting service will put him out of business", Mr. Balcom assured the New York group. "On the contrary, his chances for increasing his profits and making his economic position more secure were never so good as they are today. But he will have to do what every other professional man has to do - learn everything he can about new equipment and techniques as they appear in his field.

"All of us in the radio industry are having to, in effect, go back to school to keep abreast of the rapid developments in television. While closely akin to radio, television is different in so many respects that everyone - from the design engineer to the dealer-salesman - has had to start from scratch to produce and market this new and exciting product. Television requires new production techniques and knowhow. It requires new marketing and selling methods. And TV sets require new servicing knowledge and practices.

"The servicing of home receivers, particularly the new TV sets, is rapidly becoming a big business, and it will require well trained technicians who are familiar with the instrument they are servicing and the most modern techniques for detecting and correcting any trouble that may develop.

"You may think that 900,000 or even a million television sets don't seem like much in comparison with about 20 million radios manufactured in 1947. In units, that is true; but in dollars it presents an entirely different picture."

Television receivers sell today from just under \$100 to more than \$4,000. The average retail price is between \$350 and \$400 - a price equal to the more expensive radio phonograph console, the RMA head pointed out. During the first half of 1948 the number of television receivers represented only about 3 percent of the total set production but nearly 21 percent of the set manufacturers' dollar volume.

"What does this mean to the radio technician?" Mr. Balcom asked. "It means that he will be working on a much more costly product than he has been in the radio field where the average service job, probably, was done on a table model which sold anywhere from \$10 to \$35.

"There is one obvious reason why neither an incompetent set manufacturer nor an untrained serviceman cannot hope to stay in the television business very long. That is because, in broadcasting at least, the ear is much easier to fool than the eye.

"No doubt all of you have met the radio listener who is so used to listening to the distorted tone of his old radio that he thinks there's something wrong when he hears the clear tones of a modern set. Many listeners are tone deaf or have tin ears and consequently fail to appreciate the high quality reception and amplification found in today's better radios. The ability of an FM receiver to reproduce music with much higher tonal ranges than can an AM set, for instance, means little to such listeners.

"However, almost anyone, whether or not he wears glasses, can immediately detect a faulty television picture. He doesn't need a musical education to note that reception is distorted or unclear. And he's even more at a loss than he was with his radio as to what he can do about it. So he just picks up the phone and calls a serviceman or the dealer from whom he bought it."

Mr. Balcom concluded:

"Perhaps I have placed too much emphasis on television tonight. I have done so because television is the newest and the most exciting addition to the receiver line. I do not mean to imply, however, that radio receivers are passing out of the picture. On the contrary radio set production undoubtedly will continue well ahead of television for several years to come, and I do not believe that television will ever supplant radio."

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BROOKLYN DEALER AGREES TO OMIT RECTIFIERS IN TUBE COUNT

Louis Schwartz, trading as Musical Chest Co., 458 East 51st St., Brooklyn, has entered into a stipulation-agreement with the Federal Trade Commission to stop selling lottery devices and to discontinue certain representations concerning radios and wallets.

Schwartz agrees to refrain from supplying to others punchboards or other lottery devices that may be used in selling and distributing merchandise to the public.

Under the terms of the agreement, Schwartz also agrees to stop representing that any radio receiving set is 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. Rectifiers were included in the tube count in Schwartz's advertisements, according to the stipulation.

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MORE THAN A THIRD OF U.S. NEWSPAPERS AFFILIATED WITH FM

More than 35% of the nation's FM radio stations are affiliated either directly or indirectly with newspapers, the FM Association stated Monday.

Following a survey of FM station ownership the FMA disclosed that 243 of the 687 commercial FM stations are owned either outright or in part by newspapers. This indicates, said the FM Association, that newspapers are expanding their public service operations into the field of radio.

A breakdown of FM stations owned entirely or in part by newspaper interests disclosed that 43 are independent FM operations, 40 have independent FM and AM stations not affiliated with the major networks, and five independent FM stations have pending before the Federal Communications Commission applications for AM stations.

Of 155 FM-AM stations owned by newspapers and affiliated with one or more of the major networks, 50 are affiliates of the American Broadcasting Company; 39 of Mutual Broadcasting System; 32 of National Broadcasting Company, and 30 of Columbia Broadcasting System. Four stations owned by newspapers are affiliated with two of the major networks.

In addition to the 243 newspaper-owned FM stations now on the air, newspapers hold construction permits for 48, the FMA stated.

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ROSY PROMISES OF HOLLYWOOD TELEVISION SCHOOL HIT BY FTC

Misrepresentation of a home study course in electronics, radio and television is charged in a complaint issued by the Federal Trade Commission against Universal Radio-Vision Training Corp., 1025 North Highland Ave., Hollywood, its officers and its superintendent of instruction.

The complaint, which charges violation of the Federal Trade Commission Act, alleges that the respondents "are making numerous false, deceptive and misleading statements and representations" with respect to the advantages and benefits to be derived from their course of instruction. The misrepresentations, the complaint says, are made by field agents in personal conversations with prospects and through the dissemination of advertisements in newspapers and other mediums.

According to the complaint, the respondents have represented that their course of study enables students to obtain and hold lucrative positions in the electronics industry, including the fields of broadcasting, public address systems and sound, and that graduates may be assured of earning from \$125 a week to \$700 a month in the television industry.

Terming such representations as "grossly exaggerated, false and misleading", the complaint contends that the course is confined

to the teaching of theory in electronics, radio and television and is "wholly insufficient" to properly train one as a technician. The complaint adds that substantial practical training and experience are required to qualify anyone as a technician.

Other statements challenged as false and misleading by the complaint include representations that the corporation is a successor of the American Institute of Technology, Detroit, and has been in continuous operation since 1934; that anyone with a liking for radio, electronics and television may become part of the industry and be assured of high paid positions; that men and women from the ages of 17 to 50 may successfully train for and become certified technicians in the electronics industry. . . .; that the school is recognized as having authority to certify its graduates as radio technicians; that the Federal Communications Commission, through its branch offices, certifies graduates as radio technicians; that prominent firms in the electronic and radio industry employ graduates at salaries beginning at \$500 a month; that the course of study is superior to the work offered by Massachusetts Institute of Technology; and that students may be trained in less time through the course than by attending standard residence schools.

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ABC ACQUIRES TV LICENSE TO DUNNING ANIMATIC PROJECTOR

The American Broadcasting Company has acquired the exclusive television license to the Dunning Animatic projector developed by Dunningcolor Corporation of Hollywood, Cal. Under this license, the Animatic projector becomes available to ABC owned and operated television stations as well as video stations affiliated with the network.

Designed to achieve a low cost method of producing 16 mm. television films and video commercials, the Animatic projector was demonstrated to the press last week in the AEC board room by Carroll H. Dunning, President of Dunningcolor Corporation, whom together with his son, Dodge, invented the machine.

Similar to slide film projectors, the Animatic projector achieves animation in films by pulling each picture down in the brief interval of 1/200th of a second. The illusion of animation is achieved through the fact that each succeeding frame appears in perfect register with the previous picture. The frames containing the telecast picture may be moved either electronically, through an inaudible note on the phonograph record which provides the sound track, or, if the commercial announcement is to be done live, through manual push-button control.

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## NBS HEAD PUTS RECORD STRAIGHT RE BRUNETTI RESIGNATION

Inasmuch as an article about Stanford Institute securing the services of Dr. Brunetti, one of the developers of the proximity fuse, away from the National Bureau of Standards by offering him more money, which appeared in the Heinl News Service (Dec. 15, Page 1), fell into several of the same errors we are reprinting here a letter written by Dr. E. V. Condon, Director of the National Bureau of Standards to the Washington Post:

"On December 11, The Post published an article on the resignation of Dr. Cleo Brunetti from the staff of the National Bureau of Standards. There were several errors which I hope can be corrected.

"The article credits Dr. Brunetti with development of the proximity fuse. No one scientist can be given credit for this. Many individuals made important contributions. Several types were developed and the basic ideas originated both in England and the United States.

"The American work originated at the Department of Terrestrial Magnetism of the Carnegie Institution of Washington. Later the developments for non-rotating projectiles were carried on at the National Bureau of Standards, while those for rotating projectiles were made by the Applied Physics Laboratory of the John Hopkins University at Silver Spring, Md.

"The fascinating story of this important development can be found in the book, 'New Weapons for Air Warfare', edited by Dr. J. C. Boyce, of New York University, for the National Defense Research Committee.

"The article also credits him with the invention of printed electric circuits. Work on this originated in discussions between engineers of the Globe Union Co., of Milwaukee, Wis., and Dr. Alexander Ellett, then of the National Defense Research Committee. Dr. Brunetti has, however, played an important part in extending postwar applications of printed circuits.

"It was stated that Dr. Brunetti's Government salary is \$9,500, whereas it is \$8,509.50, a year. As to the statement that he 'never received a cent for developing the proximity fuse' it should be remarked that, whatever views one may hold as to the adequacy of Federal salaries, it was for precisely his part in this work that the Government was paying him his salary."

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## CLIFFORD JONES, A BATAVIA RADIO PIONEER, STRICKEN

Clifford Jones of Batavia, N. Y., well known in western New York radio circles, was stricken fatally while attending a dance with Mrs. Jones last Saturday night. He was 41 years old.

Mr. Jones joined Station WGR in Buffalo as a staff announcer in 1935, and appeared in many radio productions that he wrote and directed. He remained active in radio after becoming a plant safety engineer for the Doehler-Jarvis Corporation at Batavia 7 years ago.

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PRACTICAL TEST PROVES NEW TV EXTENSION IDEA O.K. - SARNOFF

First practical use of a newly developed method of extending television coverage by reducing interference between stations on the same channel is under way on a full-time basis between the New York and Washington television stations of the National Broadcasting Company, it was announced last week by Brig. Gen. David Sarnoff, President and Chairman of the Board of the Radio Corporation of America.

General Sarnoff disclosed that the new method, known as television carrier synchronization, has been in regular operation since Thursday of week before last, employing facilities at RCA Laboratories, Princeton, N. J. He then declared:

"The immediate effect of these operations has been to extend interference-free service to thousands of additional viewing families in the 'fringe', or outlying service areas, of stations WNBTV, New York, and WNBW, Washington.

"These operations, therefore, can be regarded as highly successful and point the way to application of synchronization to stations in other parts of the country where the co-channel interference has become a problem.

"Use of synchronization permits a closer spacing of television stations on the same channel than is possible without this method of reducing interference between stations. It also enlarges the service area of television stations, thus enabling television to reach out and serve many more people than otherwise could be served. This is of particular importance to rural sections since it makes possible service to such sections which could not otherwise be obtained."

Chairman Wayne Coy, of the Federal Communications Commission, has now been notified of the initiation of the synchronizing service between the NBC stations, WNBTV, New York, and WNBW, Washington.

Commenting on the operation, Miles Trammell, President of the National Broadcasting Company, said:

"Another great engineering advancement in television broadcasting has been achieved by the RCA Laboratories Division of the Radio Corporation of America and we at the National Broadcasting Company are proud indeed to have had the opportunity to put it into operation immediately, thus adding another 'first' to our list.

"We also take pride in the fact that the cooperation of NBC's engineers made possible the accomplishment of this new system of synchronization which already is being used to improve the service of our television stations in New York and Washington, WNBTV and WNBW.

"This new system will make the fine programs of these two stations available in more perfect form to many thousands of additional television viewers who live in a wide area between New York and Washington which heretofore has not received satisfactory service.



The use of synchronization will soon be extended to other areas which are troubled with the problem of interference where two stations or more are on the same channel."

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NOW JOHN KENNEDY, KSDJ, TURNS UP AT THE WHITE HOUSE

Having gotten the shirt off President Truman's back (after he had admired it when visiting Mr. Truman at Key West), John S. Kennedy, publisher of the San Diego Journal, and operator of Station KSDJ, San Diego, called on the President in Washington last Friday. Mr. Kennedy did not divulge the object of his visit but there was no further evidence of the President having lost any additional wearing apparel.

John was an ardent Truman supporter in the "late unpleasantness" and put up a real fight for him in the campaign.

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FCC GOES INTO IMPORTANT QUESTION "WHO ARE THE YOUNGEST HAMS?"

The question of who is the "youngest" amateur radio operator is a continuing subject of debate. However, pre-teen-age radio "hams" are nothing new to the Federal Communications Commission.

Recently, two youngsters - one nine years old and the other 11 - received Class B amateur operator licenses. They are Kent William Lattig and Lowell Kay Lattig, brothers, of Cropsey, Illinois. They passed the code and written tests on November 26 in radio district No. 18. As a result, each can now operate an amateur station - Kent with the call signal W9FZE and Lowell, W9FZJ.

The children became interested in radio through their father, Orletta A. Lattig, who holds a Class A amateur license and operates Station W9KOD in the family home.

Though the average age of amateurs is about 34, an eight-year old girl qualified for a license about 15 years ago. FCC Commissioner George E. Sterling was the examining officer at the time and he recalls that she demonstrated her ability to copy on a typewriter at the rate of some 20 words a minute. It was necessary for her to sit on a large dictionary so that she could reach the keys. At last reports this girl, Jean Hudson, W2TEF, was writing stories for the amateur fraternity magazine "QST" on the exploits of amateurs who lost their lives in combat during the last war.

The amateur radio service provides an appropriate outlet for radio-conscious youth to pursue an interesting and instructive hobby. It has been a boon to the invalid, and even the blind. It is also a means of self-improvement, for it furnishes training and experience for those who would enter the rapidly expanding radio fields.

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MANUFACTURERS PRESENT NATION-WIDE TV SERVICE PLAN TO FCC

Plans for future national television service, continuing and expanding present standard (VHF) frequencies for larger cities and proposing future supplementary broadcasting and TV receivers for smaller cities in the higher (UHF) frequencies, were submitted last Monday to the Federal Communications Commission by President Max F. Balcom and a committee of the Radio Manufacturers' Association. The manufacturers' plan would avoid obsolescence for the public of current TV receivers and largely avoid costly future "two-band" sets.

Also, the FCC was urged to end its temporary "freeze" on new TV station construction permits, as quickly as possible, to allow maximum development in 1949 of the current standard television broadcasting and receivers.

The RMA recommendations were presented informally by a committee headed by President Max F. Balcom, but later will be formally submitted.

The RMA plan contemplates that the present standard VHF television system shall be the "back bone" of national television service principally for larger cities and shall be expanded at once to maximum use; also that the higher UHF frequencies be allocated promptly for use, within two or three years, generally for TV service in the smaller cities, with a minimum of overlapping of the higher and lower frequency systems and, therefore, a minimum of two-band receivers. In the meanwhile, for both small and large cities it is proposed to use the present VHF frequencies for maximum service and stations.

Also, the RMA proposals would provide at least four television stations in each city, for competition and network service.

The Commission was urged to end its present "freeze" on the new VHF stations as soon as possible and before specifically allocating the future UHF service. It would be from one to three years before the supplementary UHF service, transmitters and sets, would be available for the smaller cities.

The RMA national television service plan was received by FCC Commissioners Paul A. Walker and Edwin M. Webster, Chairman Wayne Coy being ill. The RMA committee plans were unanimous and said to represent about 95 percent of the television industry opinion. Formalized, detailed RMA recommendations are being drafted by Dr. Allen B. DuMont for submission soon to the Commission.

Future color television was discussed briefly but industry opinion was that it is far distant and would require even higher UHF frequencies than the present television or the supplementary UHF frequencies.

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CIVILIAN WALKIE-TALKIES ANNOUNCED BY CITIZENS RADIO CORP.

The first portable radio transceivers for public use between homes, automobiles, offices, plants, farms and many other person-to-person radio telephone applications are now in pilot plant production, according to Al Gross of the Citizens Radio Corporation of Cleveland, which, it is said, has received the first FCC type approval for equipment to be used on the 465 megacycle band allocated for civilian use.

The equipment, according to Mr. Gross, is one-fourth the size of the famous wartime walkie-talkie, and is the result of more than two years of research and engineering in which many new techniques, including subminiature tubes and the use of silver-on-ceramic circuits, have been perfected for practical push-button, person-to-person radio communication for public use.

The transceiver, two of which are required for person-to-person air contact, is housed in a tiny case measuring only 6" x 2-7/8" x 1-1/4" topped by a small folding antenna. This pocket-sized radio station includes all necessary equipment except a tiny head-phone and batteries carried in a separate case about the size of a miniature camera.

Development of the citizen's radio, Mr. Gross said, was made possible largely through the availability of subminiature tubes manufactured by Sylvania Electric Products, Inc. and the cooperation of Sylvania's advanced development laboratories. However, he admitted that many practical design problems, without which FCC type approval CR-401 could not have been obtained, were solved in the laboratories of the Citizens Radio Corporation.

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TWO STATES PUT ADMISSION TAX ON TELEVISION

The admission tax is catching up with the newest medium of mass entertainment - television, the Associated Press reports from Chicago this week.

The Municipal Finance Officers' Association said Tuesday, Kentucky and Pennsylvania are the first States to be affected.

A recent Kentucky Revenue Department regulation held that if television is used for entertainment in night clubs that have minimum charges, an admission tax is in order. Twenty-five percent of the total charge made is regarded as the admission charge, and the tax is computed on that basis.

Pennsylvania courts have upheld the right of that State to require tavern operators to pay the State for an amusement permit if they use television sets to attract trade.

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## PETRILLO RECORD BAN SEEN AS COSTLY STRIKE METHOD

What sounded like "the raspberry" was given to James Caesar Petrillo by the Washington Post for doing an about face in calling off the recording ban. Said the Post:

"A year ago, Mr. Petrillo announced that recorded music would be banned forever by his union. But this week he celebrated the lifting of that ban by directing a recorded rendition of 'I'm Just Wild About Harry' for presentation to President Truman. What is more, he hasn't even bothered to deny charges of inconsistency, contenting himself with the modest observation that, 'All great Americans (and he mentioned President Lincoln as an example) change their minds.'

"As a matter of fact, Mr. Petrillo's actions indicate that he has not changed his mind at all. For the ban on recordings was obviously a tactical move designed to force restoration of the welfare fund for unemployed musicians which was controlled by the union and financed by royalty fees paid by the companies on each disc sold. Under the Taft-Hartley Act, payments of this kind made to representatives of employees are illegal. Hence Mr. Petrillo probably resorted to the ban as a means of bringing pressure on Congress to revise the act or to induce the industry to get around it by some sort of compromise agreement acceptable to his union.

"Last October a compromise agreement was finally reached setting up a welfare fund to be administered by an impartial trustee selected by the recording companies. This week Attorney General Clark, prodded by the Department of Labor, stated that in his opinion the new setup does not violate the Taft-Hartley Act. That cleared the way for a lifting of the ban on recordings. Since the agreement is based on a plan drafted by a union lawyer, and is liberal in its terms, Mr. Petrillo is doubtless fairly well satisfied with the outcome of his strategic campaign, although the Taft-Hartley Act still stands as a bar to the kind of union-controlled fund that is, no doubt, his ultimate aim. However, for members of the musicians' union deprived of income from recordings as well as manufacturers and distributors of records whose sales have declined sharply during the past year, the Petrillo ban has been a costly method of arriving at the present compromise settlement."

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## MARSHALL, EX-ALL-AMERICA, MACKAY RADIO, WESTERN UNION HEAD

Walter P. Marshall, Vice-President, last Tuesday was elected President of the Western Union to succeed Joseph L. Eagan who died early this month. Mr. Marshall became Assistant to the President of Western Union in October, 1943, following the merger of Western Union and Postal Telegraph. He was associated previously with Commercial Cable Company, All America Cables and Radio, Inc., Mackay Radio and Telegraph Company and the Mexican Telegraph Company. He takes over direction of the company's \$70,000,000 mechanization program designed to speed up transmission of telegrams and increase the efficiency of operations.

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FRANK MULLEN ADDS JESSE BUTCHER TO HIS STAFF

Frank E. Mullen, President of the G. A. Richards stations, last week appointed radio producer Jesse Butcher as Director of Programming for KMPC in Los Angeles.

Mr. Butcher had been identified with the production of many network programs, including "Breakfast in Hollywood", "Noah Webster Says", and the "Jean Sablon Show".

In his new capacity at KMPC, Mr. Butcher will direct the station's programming efforts, which include building more live talent variety shows and increasing KMPC's agricultural services.

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RADIO-IN-EVERY ROOM CAMPAIGN BOOMS SALT LAKE SALES 128%

Salt Lake City, 128 percent sales increase; New Orleans, 21 percent sales increase; Indianapolis, 50 percent sales increase; Trenton, 110 percent sales increase - there are the final figures in Radio-in-Every-Room campaigns conducted in those cities, proof of what the proper merchandising approach can do in boosting radio sales, the Fred Eldean Organization in New York reports. Conditions were not always favorable; the cities each faced different problems; yet in each case, dealer response was unanimous - Radio-in-Every-Room campaigns help radio business.

Despite the fact that New Orleans dealers found themselves faced with a combination of adverse circumstances, consumer reaction to the campaign held there from October 4 to 20, was strong. Regulation W, going into effect immediately preceding the campaign, curtailed credit buying; announcement of the opening of the city's first television station focussed interest on television sets; and three religious holidays fell during the campaign period. However, dealers and distributors were obviously enthusiastic over the 31 percent increase. Their reaction was summed up by one dealer who said, "If it had not been for the Radio-in-Every-Room campaign, our sales would have been at a standstill. With the campaign, they increased!"

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MRS. FRANK B. JEWETT, WIFE OF FORMER BELL LAB. HEAD, DIES

Mrs. Fannie C. Frisbie Jewett, wife of Dr. Frank B. Jewett, who was President of the Bell Telephone Laboratories from 1925 to 1940, died Friday night in her home at 388 Hobart Avenue, Short Hills, N.J. in her seventy-first year. She was graduated from Rockford (Ill.) College in 1899, received a Ph. D. in Physics from Columbia in 1904, and then taught at Barnard College until her marriage in 1905.

Mrs. Jewett was a member of the Board of Trustees of Rockford College.

Besides her husband, she leaves two sons, Harrison L., and Frank B. Jr. and two brothers, Leigh A., and Joseph R. Frisbie.

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NOVEMBER TV SET PRODUCTION 122,304; NEW RECORD

As manufacturers pushed production of television and radio receivers to meet large pre-Christmas demands, the monthly output of TV sets by member-companies of the Radio Manufacturers' Association jumped 28 percent in November to reach a new peak of 122,304 in November and bring the year's production by RMA manufacturers to more than 700,000 TV receivers, the Radio Manufacturers' Association reported on Monday.

The November TV set production brought the total output by RMA companies since the war to 890,700 and indicated that a million or more television receivers will be off the production lines by the end of 1948. The November TV set production rate was more than four times that of January of this year.

FM-AM radio receiver production remained at a high level although November's total of 166,701 was slightly under October's figures due to the Thanksgiving and Armistice Day holidays. The weekly production rate of FM-AM sets in November was 54 percent greater than the weekly average during the first three quarters of 1948.

Total set production by RMA member-companies, including both TV and radio receivers, was 1,116,127 in November or about the same rate as in October. The November production report covers the four week period, Nov. 1-26, and does not include the last two working days, Nov. 29-30.

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PARA APPEALS FCC TV STATION STAND

Paramount will ask the Federal Communications Commission for a hearing on the Commission's proposed denial by pending applications by company subsidiaries for TV stations in San Francisco, Detroit and Boston, it was learned by the Hollywood Reporter over the weekend. A petition to that effect will have to be filed by December 30.

In response to queries, Paul Raibourn, Vice-President in charge of planning and video chief for Paramount, declared "The proposed decision of the FCC constitutes only the preliminary step in the final determination of the question of television station ownership as affected by the Paramount-DuMont relationship."

Comment was withheld by Dr. Allen B. DuMont, whose firm's applications for TV outlets in Cleveland and Cincinnati were also turned down. The FCC limitation of five video stations to a common ownership was interpreted by the Commission last Thursday as applying to both Paramount and DuMont because of the former's stock interest in the latter. Two outlets are operated by the film company in Los Angeles and Chicago, while the video firm holds licenses in New York, Washington and Pittsburgh.

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 ::: SCISSORS AND PASTE :::  
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FCC Chairman Coy Sees Phonevision Demonstration  
 (Ben Kaufman in "Hollywood Reporter")

New York. - Phonevision works and is a practicable mechanical device, Wayne Coy, Chairman of the FCC, told this pillar last week. Picture quality, he indicated, was as good as that of the conventional home telecast variety. . . Coy disclosed that he saw a demonstration of phonevision last September at the Chicago home of Comdr. Eugene F. McDonald, Jr., president of Zenith Radio Corp., which has developed the telephone-wire-connected system of subscription TV. In the Windy City at that time to address the Theatre Owners' Association, the FCC chief stated that he saw the new process in action during a video broadcast of the Purdue-Notre Dame football game. . . The Zenith-developed method of TV for subscribers employs a device at the transmitter for staggering the picture, so that it can be unscrambled only by sets linked to a corrective instrument by phone wire. . . There has been no application to the FCC, however, to extend phonevision beyond the status of its present experimental license in Chicago. Forthcoming Zenith TV receivers are described by the company as equipped with outlets to utilize the closed telecast system.

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A Society Editor Sizes Up Frieda, the FCC Glamour Girl  
 (Mary Van Rensselaer Thayer in the "Washington Post")

On a Sunday morning last June, at precisely 7:00 A.M., the Republican Congress confirmed Truman appointee Frieda B. Hennock, first woman member of the Federal Communications Commission and sole confirmee out of 900 cases presented. This was the Eightieth Congress' final act before debouching Philadelphia-ward and the Republican Convention.

A feminine Communications Commissioner had long been needed, since women and children make up 90 per cent of the air-attuned consuming public. Lawyer Hennock, a dynamo addicted to golf, sapphires and indoor plants, is the sole woman on a Board of six men. The Commission has ultimate word on all matters dealing with electric and electronic communication. Primarily, Miss Hennock's job is quasi-judicial.

Some days 60 cases pass over her desk and she makes decisions on such variedly allied subjects as telephone rate-making, radio licensing, television, FM, international teletype; special safety services, such as police and taxi radios, ship-to-shore telephones, private citizens' radios.\* \* \*

Frieda, who's blonde, intense, barely forty-ish, studied everything except law as a youngster. At varying periods during adolescence she dipped into music, dramatics, wanted to be a singer. Around 18, she decided to shock her placid family, become a lawyer. Then, most top-notch law schools were closed to women. She wangled

into Brooklyn Law school and, remembering men like Lincoln had no formal training but "read" law in an office, she got herself an after hours job with a legal firm. The day she passed the bar examinations Frieda opened her own office. It had been lent to her, rent free, by a casual woman acquaintance.

Within two weeks Miss Hennock had won a case for her landlady and completely revamped her finances. Frieda asked no fee but her grateful landlady insisted on paying her \$3,000. Not a bad start.

First taking every kind of case, she began at last to specialize in corporate law, handling large estates, and became an outstanding Wall Street lawyer.

Always interested in social service, Frieda claims a flair for Government, believes every citizen at some time should serve in it. Her Commissioner's job pulls down only an infinitesimal part of her former plush salary and, like everyone else, she finds economy tough going.

Her most pleasant eccentricity is believing that, after a hard day's work, there's nothing more refreshing than coming home to a plant-filled room. To buoy herself in new surroundings, Frieda carted some seventy exotic plants from New York, set them in ceiling high rows between windows."

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A Bill To Ban TV Sets In Locomotive Cabs  
("Washington Post")

No one has suggested seriously that it would be a good idea to install television for the diversion of locomotive engineers, but a Connecticut legislator is taking no chances. He plans to introduce a bill at Hartford banning video sets in locomotive cabs or in automobiles where the driver can see them. If this restriction seems far-fetched, it is only because such places are among the few spots where the benefits of television are not at least projected. The vogue has seized the country.

When the Federal Communications Commission approves the new high-frequency bands, more channels will be available. So that, with the advent of network video broadcasting and the possibility of stratovision, even the smallest hamlets may soon have a choice of beams. What is in store, then, is a general as well as fundamental revision of American entertainment habits. Surveys already have shown a marked drop in movie attendance. But even at home the outlook is for a reduction in after-dinner reading and conversation, with a possible drop in book selling. While it is possible to do other things while listening to the Hit Parade, as any teen-ager bears witness, television demands full attention.

It is the magnetism of television that places the infant industry under a profound social responsibility. Something will have to be offered to replace the informational and educational activities that are being superseded. At the present rate of growth, it may not be long before sets are placed on sightseeing buses to take passengers' minds off the scenery.

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TRADE NOTES

Edgar Morris, a Past President of the Washington, D. C. Board of Trade, has been proposed by the Board of Directors to serve a second term as a Director of the Chamber of Commerce of the United States.

The name of Mr. Morris, who is the Washington Zenith representative, will be placed before the 2500 National Councilors representing member organizations in that national body, who will elect Directors by mail in March of 1949. Mr. Morris again is proposed to represent the Third Election District of the national Chamber.

Harrison W. Moor, Jr. has been appointed Commercial Manager for WBSM (FM) New Bedford, Mass. After his release from active duty as a Major in the Signal Corps, Major Moore served as Sales Manager of Fisher Radio Corp., New York, and later as sales representative for Broadcast Equipment, Inc., Boston. WBSM (FM) will commence operation in late January 1949.

George O. Gillingham, genial FCC press representative, did it a little differently. Instead of the usual Christmas salutation his card read: "The Seasons's Greetings and best wishes for the New York (Fiscal 1949).

Radio Station KRLD's two 478-foot towers in Dallas, toppled over early Tuesday, causing the 50,000-watt station to suspend its programs temporarily.

Gardner Cowles, publisher, has been named Chairman of the New York City advertising, publishing, entertainment and graphic arts solicitation committee for the Salvation Army 1949 appeal. Mr. Cowles is President of the Cowles Broadcasting Company.

WNAX, Yankton-Sioux City, has been awarded the American Legion's 1948 National Radio Citation for distinguished public service in South Dakota.

The award was given to WNAX on the recommendation of the American Legion's State Executive Committee in recognition of "outstanding cooperation with the American Legion in the presentation of programs for the betterment of community, State and nation."

The Ministry of Education, which controls radio broadcasting in Colombia, has established a tax of 3 centavos for every record played to the public by a broadcasting station. This measure was taken to meet the provisions of the agreement on payment of royalties to both foreign and national composers and recording companies.

Comdr. Eugene F. McDonald and his 11 year old daughter, Marianne, were listening to Kaltenborn over the radio the other night, Marcia Winn writes in the Chicago Tribune. "Dada", Marianne interjected suddenly, "I don't like that man. He uses too much make-up on his voice."

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