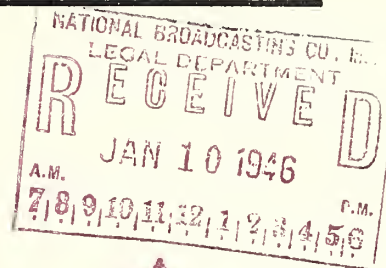


HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.



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No. 1712

L y l k e

January 9, 1946

FARMERS OUT OF LUCK ON FM UNLESS NEW BAND ADDED - McDONALD

One of the strongest arguments advanced by Commander E. F. McDonald, Jr., President of the Zenith Radio Corporation, in his successful plea to the Federal Communications Commission to hold a further hearing in the hope that more space might be given to frequency modulation was that if it were confined to the 100 megacycle band as at present, the rural population of the United States would largely be deprived of FM.

When asked to comment upon the Commission's granting his request that a hearing be called (the date for which was subsequently set for Friday, January 18th), to consider assigning the 42-50 megacycle band to FM in addition to the existing allocation of 88-108 megacycles, Commander McDonald said:

"The order is based on newly developed factual data which were not before the Commission in its FM hearings of the past year. Nor were these data before the Commission in June, 1945, when it issued the decision placing FM in the 100 megacycle band.

"As there had been little broadcasting experience in the 100 megacycle band, the FCC in May, 1945, requested Zenith Radio Corporation to cooperate with the Commission by making extensive comparative tests of the 50 and 100 megacycle bands in the Midwest for comparison with similar eastern tests being conducted simultaneously by the Commission between New York and Andalusia, Pennsylvania. This we did at an elaborate testing and calibrating station which we set up at Deerfield, Illinois. We made our tests in conjunction with the Milwaukee Journal transmitting station on both the 50 and 100 megacycle band.

"The full and complete findings of these actual tests, and our comparisons with their Andalusia tests, were not reported to the Federal Communications Commission until Friday, December 28, 1945.

"The findings in these new tests indicate that FM transmitters operating in the 100 megacycle band, while rendering good service to a limited area, will satisfactorily cover only 40% of the area which could be covered by a similar transmitter of identical power in the 50 megacycle band. This means that the majority of the rural population of the United States would be deprived of static-free FM service if FM were confined exclusively to the 100 megacycle band.

"Favorable action on our petition will not only give FM service to rural areas, but will also preserve the large investment

the public already has in receivers that function only in the 50 megacycle band. It will also provide forty additional channels which can accommodate from 500 to 1,000 additional FM stations. The Commission already has more applications for FM stations than it has frequencies in the 100 megacycle band.

"In congested area No. 1, extending from northern Massachusetts to Washington, D. C., there exist conflicting problems which do not prevail in the balance of the United States. Community television stations having a radius of eight miles may desire to operate in this geographical area although, so far as we know, there are, at present, no applications on file for such permits. Some exceptions in the No. 1 area by which community television could be accommodated therefore may be necessary."

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FCC "FROM MISSOURI" REOPENING FM; FACED STUBBORN FIGHT

If the Federal Communications Commission ever had a bear by the tail it was when the Commission, based upon the findings of its engineering expert K. A. Norton moved FM upstairs in the 100 megacycle band and thus aroused the ire of the FM broadcasters and set manufacturers. One of the first to go on the warpath was Maj. E. H. Armstrong, himself the inventor of FM. Major Armstrong quickly enlisted the aid of numerous of his engineering colleagues and Commander E. F. McDonald, of the Zenith Radio Corporation. The boys fought all over the lot but it was the tests that Zenith made that finally caused the Commission to give the case another hearing.

A brief presented by Irving Herriott, of Chicago, counsel for the Zenith Corporation stated their case very clearly. In this J. E. Brown, Zenith Chief Engineer, set forth that at the time the Commission entered the order reallocating the frequencies of FM from 50 to 100 megacycles, it necessarily acted almost entirely on theory, as there had, at that time, been no extensive experience in FM broadcasting reception on the 100 megacycle frequency.

"The Commission accepted a theory which caused it to reach the conclusion that the reception on the 100 megacycle band would be more satisfactory than on the 50 megacycle band, which, since the advent of FM, had been the frequency to which the same had been assigned", Mr. Brown continued. "After the entry of the order to move FM to 100 megacycles, the Commission determined to make some tests so it would have the benefit of actual and extensive experience in the new frequency and it requested Zenith Radio Corporation to make similar tests.

"Accordingly, arrangements were made with the Milwaukee Journal, which operates an FM transmitting station in Milwaukee, to transmit on both the 50 and the 100 megacycle band, and we, at our own expense, set up a substantial receiving and recording laboratory at Deerfield, Illinois, to conduct these tests over a distance of 76 miles. We will hereafter refer to the tests which were then

made as the "Deerfield" tests. The Commission's tests were made at Andalusia, Pennsylvania.

"As a result of the 'Deerfield' and 'Andalusia' tests, we now can state to the Commission that frequency modulation on the 50 megacycle band has two and one-half times the area coverage that the 100 megacycle band makes possible, which means that from metropolitan stations operating on the 100 megacycle band, only residents of city areas will be able to hear FM programs, and the farmers, the residents of rural areas, and even residents of suburban areas will be deprived of this static-free service. To illustrate: If a station were operating with a given power and antenna height at a coverage of 31,000 square miles at 50 megacycles, the same power and the same antenna height would serve only 13,000 square miles at 100 megacycles."

"Our tests at Deerfield and your (the FCC) tests at Andalusia have definitely proven the theory of K. A. Norton of the Federal Communications Commission to be unsound in practice.

"The Norton theory also indicated that more interference could be expected on the former frequency of 50 megacycles than on the new one. The 'Deerfield' and 'Andalusia' tests show that in rural areas, the signal will be totally absent because of fading on the 100 megacycle band for a far greater period than interference was ever indicated would occur on the 50 megacycle band. * * *

"Those who will suffer if the 50 megacycle band is permanently and finally taken from FM, are the farmers and residents of rural areas, who make up 40% of the population of the United States, and suburban residents who, as we have above stated, will not be able to hear FM programs if they are transmitted only on the 100 megacycle frequency. These people need static-free FM reception much more than city dwellers who reside close to transmitting stations. Not only will they be unable to receive FM programs but many of them will be placed in the position of having to pay for FM receivers even though they are useless to them because nearly all receivers retailing for \$50.00 and up, will contain FM. We also must not forget the many thousand present owners of high-priced FM sets who will be penalized by having their FM investment destroyed by the obsolescence of their present radios. * * *

"Another factor which has become apparent since the entry of the Commission's order is the large number of applications which we understand have been filed with the Commission in congested city areas for FM transmitters. It is very apparent that there are not sufficient channels available in the 100 megacycle band for those who have applied for FM transmitting licenses in such areas. It may well be, therefore, that the 100 megacycle band on which FM operates satisfactorily over the relatively small areas which it is capable of serving, should be retained for frequency modulation for city service. The 50 megacycle band should also be made available for FM. This would make possible the issuance of licenses to city FM stations on both the 100 and 50 megacycle band, and would provide satisfactory and adequate service to both the city and the rural dweller.

"The duty of the Commission - to serve the ruralite as well as the city dweller, is obviously not accomplished if FM is to be confined to the 100 megacycle band. We have heretofore recommended to the Commission in writing that as an alternative solution, the Commission retain the 100 megacycle band for strictly city service and allot the 48 to 68 megacycle band, which was the Commission's No. 1 proposal, for the wide coverage of both city and rural areas. Realizing that there have been some temporary assignments in the 48 to 68 megacycle area, we respectfully submit another possible solution, namely, that the Commission reassign to FM the original 42 to 50 megacycle band in which, we understand, there are no assignments. This assignment, while it will not be entirely adequate, will provide 40 additional channels, help relieve congestion, supply country coverage, as well as city, and later on, as the temporary assignments are moved from the 50 to 68 megacycle area, the additional assignment may be made to FM in this section of the spectrum."

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PRESIDENT TRUMAN BEGINS TO SOUND VERY NATURAL OVER THE AIR

Regardless of the difference of opinion with regard to the recent speech itself or the net result of his appeal, the impression seemed to be that President Truman was making considerable progress as a radio speaker. All of which speaks well for the coaching of J. Leonard Reinsch, the President's radio advisor.

Only the rattle of the pages let the audience in on the fact that Mr. Truman was reading the address. The President, however, did succeed in getting his personality across to the listeners and he sounded just as natural as if he had been engaged in a personal conversation with them.

As to the response to President Truman's plea for the people to put the heat on Congress to get busy on reconversion legislation, C. P. Trussell in the New York Times, quoting postal authorities, wrote that four days after the broadcast, Capitol Hill mail showed an increase of less than 10 percent.

Although most of the members are at home on recess, those in Washington and the office staffs of absentees had prepared for a deluge, because constituents usually communicate to the Washington office regardless of the whereabouts of members.

Reactions on some of the members took the form of communications, which have reached a volume of between 600 and 700 thus far, from the industrial Midwest to none at all in the case of a Southern Senator at whom the President directed one of his barbs Thursday night in condemning "distressingly slow" progress on the program.

A canvass of correspondence to about forty Senators and Representatives from all parts of the country indicated that most of the writers approved the President's appeal for Congressional "action".

Word again coming from the White House that President Truman probably would not personally deliver his message to Congress which convenes next Monday, January 14, seemed to preclude any hope that the event would be televised by NBC, CBS, and Dumont as had been expected.

Charles G. Ross, White House press secretary said the interested companies were told they were at liberty to make arrangements for the event but no promise was given that the President would participate, and that while it was "always possible" that Mr. Truman might go to the Capitol, it is very unlikely.

Mr. Ross said that though Congress reconvenes Monday, the message would not go up until a day or two later. He added, if the President changed his mind and decided to deliver the message in person, he was sure Mr. Truman would have no objection to his being televised.

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FCC GIVES APPLICANTS LATITUDE IN SPECIFYING FREQUENCIES

In several recent cases broadcast applicants involved in consolidated hearings at the Federal Communications Commission have sought present removal from the hearing docket by proposing future amendments as to frequency. In these situations, the applicants have requested leave to specify the frequency desired and to submit their amendments at some indefinite future time.

Concerning this situation the FCC stated:

"The Commission is cognizant of the difficulties with which applicants may be confronted in securing engineering data needed for preparation of amendments as to frequency and other technical matters. Nevertheless, the situation presents a problem to the Commission, inasmuch as Section 1.352 of the Rules provides that applications shall be specific as to frequency, power, hours of operation, and related matters, and furthermore, orderly procedure requires that applications and pleadings with respect thereto be definite in detail and in relief sought. Accordingly, the Commission on December 29, 1945, adopted the following procedure governing the handling of cases of the kind described above:

"When a broadcast applicant seeks removal from the hearing docket by proposing an amendment as to frequency or other matter substantially affecting the issues in the proceeding in which he is involved, and is unable concurrently to specify and submit the desired amendment, his application shall be dismissed without prejudice, subject to the right of reinstatement within a reasonable time. In any power case of this kind where dismissal without prejudice has been allowed, the application involved will be reinstated upon the filing of a proper petition, accompanied by the amendment necessary to complete the application."

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BMB NOW HAS 602 STATIONS; RIGHT ON SCHEDULE SAYS RYAN

As the first year of BMB's operations came to a close, 602 radio stations, representing over two-thirds of all U.S. Commercial stations, had become Broadcast Measurement Bureau subscribers. In addition all four major national networks had subscribed.

J. Harold Ryan, Vice-President, Fort Industry Company and Chairman of the Board of BMB, made the First Annual Report of the Bureau's progress to the Board of Directions of the National Association of Broadcasters, meeting in Los Angeles last week.

"We are pleased", he said, "to be able to report that the entire operation of this first nation-wide study of the radio families served by each broadcasting station in the U.S. is right on schedule. We appreciate the leadership and support that the members of the Association of National Advertisers and the American Association of Advertising Agencies have given us. They have been most generous with their time and efforts during this first year of organization and planning. The broadcasting industry has sensed the opportunity of presenting a united front and a standard audited method of basic measurement to its clients so that this medium may continue to progress and develop. Speaking for the Board of BMB, I would like to thank all those who have made our progress possible to date and assure the industry that we welcome their continued support and suggestions. We know that in any process of standardization there will be areas in which some of the supporters must 'give and take' in the interest of the common advancement. We all look forward to the refinements and higher standards which will develop within the measurement as it grows in use and experience."

"The subscriptions already paid and pledged assure the success of the Bureau's first survey to be undertaken this Spring", said Hugh Feltis, President of BMB in commenting on the year-end tally, "but we need the unanimous support of the entire broadcasting industry, if BMB is to be of the greatest value to every advertiser, agency and broadcaster."

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IRE TO HEAR ABOUT ENGINEERING ASPECTS OF ATOMIC BOMB

Maj. Gen. Leslie R. Groves, Director of the Manhattan District - code name for the Atomic Bomb Project - has accepted the invitation to be principal speaker at the joint meeting of the Institute of Radio Engineers and the American Institute of Electrical Engineers, scheduled to be held in the Engineering Society's Auditorium in New York, Wednesday evening, January 23, 1946.

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BROADCASTERS PRAISED FOR WEEDING OUT FALSE ADVERTISING

(For release at noon, Friday, January 11)

The annual report of the Federal Trade Commission notes that in recent years there has been improvement in the character of all advertising and acknowledges the cooperation the Commission has received from the publishing and radio industries generally in its efforts to eliminate false and misleading advertising.

During the year the Trade Commission examined some 301,000 newspaper, magazine and other periodical advertisements and more than 562,000 radio commercial continuities were examined, of which 17,260 advertisements and 10,574 broadcast statements were designated for further study as containing representations that might be false or misleading. As a basis for its survey the Commission during the fiscal year procured 1,430 editions of representative newspapers, 765 issues of magazines and farm and trade journals, and catalogs and circular advertising from 53 mail order houses. An average of 4,263 pages of radio script was read each working day.

Owing to the war emergency, attention was directed principally to the false advertising of food, drugs, devices, cosmetics and rationed commodities. An analysis of the questioned advertisements disclosed that they pertained to 1,114 commodities in the following proportions:

Food (human) 3.9 percent; food (animal) 1.9 percent; drugs, 67.9 percent; cosmetics, 18.6 percent; devices, 2.1 percent; and other products, 5.6 percent.

In cases where the advertising was determined by the Commission to be false or misleading, and the circumstances warranted, the advertisers were extended the privilege of executing stipulations to cease and desist from the use of the practices involved. Sixty-six such stipulations were accepted by the Commission during the year.

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NEW MAYOR TO KEEP NEW YORK CITY'S STATION ANOTHER YEAR

Although he has not yet committed himself as to the future of WNYC, New York City's municipal station, or shown any particular interest in the subject, Mayor O'Dwyer, successor to Mayor LaGuardia, stated last week funds for continuance of the station would be included in the 1946-67 budget. Mayor O'Dwyer said he would not continue the Sunday broadcasts over WNYC which LaGuardia made so famous.

The municipal radio station was established in 1923 under the jurisdiction of the Department of Plant and Structures, then headed by Grover A. Whalen. During the LaGuardia regime it was under the direction of Morris S. Novik and its current budget allotment is \$114,000. In recent years Democratic members of the Board of Estimate and City Council have urged discontinuance of the station, but without avail.

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RCA COMMUNICATIONS MADE WAR HISTORY; WORDS IN MILLIONS

How wartime developments in apparatus and circuits have resulted in a great expansion of world-wide radiotelegraph facilities for handling millions of words of press and radio information beamed to America was revealed for the first time Tuesday by officials of R.C.A. Communications, Inc. in New York City.

The story showed daring and ingenuity, backed by the desire of United States military authorities to facilitate the transmission of information to this country, and the ability of RCA to build and operate under emergency conditions direct radiotelegraph circuits linking scenes of action with New York and San Francisco terminals.

Established by R.C.A. Communications personnel at the request and with the cooperation of the Army Signal Corps, the circuits have been extended from Italy across France to Germany and Austria - and in the Pacific, from Manila to Tokyo and soon to Korea. The first phase made possible the epic news coverage of the Allied drive to victory; the second has made possible spectacular, on-the-scene coverage of the ensuing period of peacetime reorganization, with its war crime trials, United Nations meetings and rehabilitation programs.

At the same time, the circuits have carried thousands of EFM (Expeditionary Force Messages) contributing to morale through the exchange of direct word between GI personnel and the home folks.

Embarking from New York City on November 5, 1943, with a complete transmitting and receiving terminal, eighteen RCA engineers and operators had the first link with the United States completed by February 1, 1944. It was known as "Station X" and was in direct operation between Naples and the company's central radio office in New York.

On June 10, with an increased staff, they began operation from "Station Y" at Rome, and on November 10, after RCA equipment had been flown from Naples to France in fourteen Army C-47 transport planes, they opened up "Advanced X", a mobile unit in vans that followed the Army into Germany.

Another mobile unit - known as "Station A" - was put into operation in Northern Italy and the staff of "Station C", destined for Berlin, arrived in Europe on April 28, 1945. "Station C" began direct operation between Berlin and New York July 25; mobile "Station A" began operating with New York on July 30, and "Advanced X" followed the receding conflict across war-torn Germany. Since V-E Day, RCA stations have been established in Vienna and Nuremberg, the latter handling the bulk of press dispatches from the historic trial of Nazi war criminals.

Close on the heels of the fall of the Philippines to American military forces, another team of RCA engineers and operators established direct radiotelegraph communications between

Manila and San Francisco. Soon after Tokyo fell, still another team cooperated with the Signal Corps in establishing direct communications between the Japanese capital and the United States mainland. A third RCA Communications team, which has recently been organized, is in the Pacific en route to Seoul, capital of Korea, to link that remote center of Far Eastern activity with this country.

During the first year of operation in Europe, the RCA Communications teams handled a total of 19,500,000 words of traffic - the bulk of which was devoted to news accounts informing the American public of developments. Succeeding months of 1945 showed an even greater increase in paid wordage, with the grand total for the first two years of service approaching 50,000,000 words.

In addition the RCA stations handled as many as twenty-nine radio broadcast transmissions in a single day from a scene of action to United States radio listeners, some of these broadcasts being picked up from Naval vessels standing by. Hundreds of such broadcasts, including eye-witness accounts of radio correspondents and commentary by military personnel, have been transmitted to the National Broadcasting Company, Columbia Broadcasting System, Mutual, and the American Broadcasting Company networks.

Press traffic from the RCA stations in Berlin, Vienna and Nuremberg continue high, and traffic between this country and the Pacific outposts has increased. As an example of what the service has meant to American newspaper correspondents in Nuremberg, it was revealed that more than 379,000 words were transmitted during the first month of the war-crimes trial.

Participating in the interview at which this report was given were T. H. Mitchell, Executive Vice President of R.C.A. Communications; Sidney Sparks, Traffic Manager; and three members of the communications teams who have just returned to this country. They were Andrew W. Long, of Riverhead, L.I., Manager of stations; Jack Friedman, of New York, Assistant Manager of the Rome station, and recently attached to the Nuremberg station; and Neil J. Beck, of East Quogue, L.I., radio station technician, who narrowly escaped capture while with a mobile communications unit in the "Battle of the Bulge".

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NEWSPAPER CIRCULATIONS UP 6.4%; BROADCASTS CREDITED

The Editor & Publisher's annual cross section of the Audit Bureau of Circulation (sworn statement) circulations reveals an increase of 6.4% in number of morning and evening newspapers bought. This, says Editor & Publisher, "is clear proof of the public's reliance on this medium of news.

"The figures tend to discredit various surveys made in the past to prove the public is getting more and more of its news from radio. To the contrary, the public is probably not aware that its appetite for news is being whetted by radio newscasts and the newspapers are filling the demand for details and more complete information not available on the air."

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COL. GILLINGHAM (FORMERLY OF FCC) WINS LEGION OF MERIT

Conspicuous by his good work in the Army as well as when he was in charge of public relations at the Federal Communications Commission, Lieut. Col. George O. Gillingham last week was awarded the Legion of Merit. His citation read:

"Lieutenant Colonel GEORGE O. GILLINGHAM, Chemical Warfare Service, Army of the United States, rendered notably outstanding service while serving in various assignments in connection with Public Relations and Information Branch activities in the Office of the Chief, Chemical Warfare Service during the periods March 1942 to September 1943 and February 1945 to October 1945. Through personal contact, exhibits, and radio and press activities, Lieutenant Colonel Gillingham cemented friendly relations between the Chemical Warfare Service and the general public, the War Department at large, and installations in the field. As Chief of the Information Branch, he stimulated the interest of production plant workers through the medium of speeches, articles, displays, pictures, and demonstrations aiding in the maintenance of an unusually high rate of production for Chemical Warfare munitions during the critical wartime era. Displaying unusual initiative and an excellent sense of public relations, Lieutenant Colonel Gillingham brought to his task wide experience, earnestness, ever-present diplomacy, and rare ability."

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ABC HONORS THE DONOR OF ITS NAME

Edward J. Noble, Chairman, and Mark Woods, President, of the American Broadcasting Company, were hosts last Monday in the Mayflower Hotel, Washington, at a luncheon in honor of Mrs. LeRoy Mark, of Washington, whose late husband was the founder of the former American Broadcasting Company of this city. At the luncheon, Mr. Woods presented Mrs. Mark with a bronze plaque, memorializing her husband and in appreciation of her having made available the corporate name of her husband's organization when the Blue Network Company changed its name to the American Broadcasting Company.

In a "Report on 1945" which has just been printed by ABC and which carries forewords by Mr. Noble and Mr. Woods, the latter explains:

"We chose the name because 'American' so completely typifies all that we hope, and believe, this Company will be and will represent to the people of the world. The passing of the phrase 'Blue Network' has, of course, been accompanied by a certain nostalgia, but the phrase 'this is ABC - the American Broadcasting Company' won significance during the past year, and we hope it is destined to become one of the most famed air slogans of the world during the coming few years."

Among those present at the luncheon Monday were William B. Dolph, of Station WOL, Washington, an associate of the late Mr. Mark; the members of the Federal Communications Commission; Senator Burton K. Wheeler, of Montana; Senator Robert LaFollette, of Wisconsin; Senator C. Wayland Brooks, of Illinois; Representative Clarence Lea, of California; Robert E. Kintner, ABC Vice-President and Kennety Berkeley, of Station WMAL.

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APPLICATIONS RECEIVED AND ACTION OF FCC

The following action has been taken by the Commission:

P. C. Wilson, Canton, Ohio, granted petition for leave to amend application for new station so as to request frequency 1540 kc. instead of 1300 kc; the amendment was accepted and application as amended, removed from the hearing docket; Capital City Broadcasting Co., Des Moines, Iowa, granted petition for leave to amend its application so as to request frequency 1390 with 1 KW power, instead of 1600 kc with 250 watts; the amendment was accepted and the application as amended, removed from the hearing docket; Edgar T. Bell, Peoria, Ill., and West Central Broadcasting Co., Peoria, Ill. granted joint petition to dismiss without prejudice the application of Edgar T. Bell for a new station, and designate for consolidated hearing with applications of WJPS, Inc., Evansville, Ind.; Tri-State Broadcasting Corp., Evansville, Ind.; Booth Radio Stations, Inc., Flint, Mich., and Wabash Valley Broadcasting Corp., Terre Haute, Ind., the application of West Central Broadcasting Co.;

Also, Samuel R. Sague, Cleveland Heights, Ohio, granted petition for leave to intervene in the consolidated hearing on applications of Meadeville Tribune Broadcasting Co., H. C. Winslow of Meadeville, Pa., and Times Pub. Co., Erie, Pa.

Applications Received and Accepted for Filing: The Travelers Broadcasting Service Corporation, Bridgeport, Conn. (P.O. 26 Grove St., Hartford, Conn.) construction permit for a new FM broadcast station; Mitchell G. Meyers, Ruben E. Aronheim and Milton H. Meyers, Waterbury, Conn., construction permit for a new FM broadcast station to be operated on Channel #14 (90.7 megacycles) with coverage of 10,450 square miles; WKBZ, Asbacker Radio Corp., Muskegon, Mich., special service authorization to operate on 1230 kilocycles with power of 250 watts and unlimited hours of operation; Uniontown Newspapers, Inc., Uniontown, Penna., construction permit for a new FM (Rural) broadcast station with coverage of 22,770 square miles; KONO, Mission Broadcasting Co., San Antonio, Texas, construction permit to change frequency from 1400 kc., to 860 kc., power from 250 watts to 1 KW night and 5 KW daytime, install new transmitter and directional antenna for night use and change transmitter location; WJHP, The Metropolis Company, Jacksonville, Fla., construction permit to increase power from 250 watts to 5 KW, install new transmitter and directional antenna for night use and change transmitter location.

Also, The Atlanta-Journal Co., Atlanta, Ga., construction permit for a new FM (Metropolitan) broadcast station to be operated on Channel #260 (99.9 megacycles) with coverage of 13,650 square miles; WIBC, Indiana Broadcasting Corp., Indianapolis, Ind., construction permit to increase power from 5 KW to 50 KW, install new transmitter, make changes in directional antenna for day and night use and change transmitter location (1070 kc); San Diego Broadcast-ing Co., San Diego, Calif., construction permit for a new standard broadcast station amended to change frequency from 1130 kc to 1510 kc., increase power to 5 KW, change type of transmitter, changes in directional antenna and change transmitter location.

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FIRST TV AND FM MICROWAVE LINK SOON; LOWER COST PROMISED

A new era in network operation that will bring television and FM to more people at less cost is heralded by General Electric's Micro-Tel, according to G.E., the first 2000 megacycle radio relay in history. As a preliminary General Electric is testing a Micro-Tel link between the studio and transmitter of its great television station WRGB in Schenectady, a distance of $12\frac{1}{2}$ airline miles.

Soon, what is said to be the world's first television microwave relay - equipped by G.E. and operated by the International Business Machines Corp. - will be added. This relay will extend to New York, Philadelphia, Baltimore, and Washington. Additional links will follow . . . for television programs, full fidelity channels for network broadcasting, facsimile channels, and multiple business machine channels - simultaneously in both directions.

"Further expansion of this network and the establishment of others will bring television, broadcasting, and business machine services to smaller communities", General Electric states.

"This simple relay, which eliminates connecting wire lines and costly right-of-ways, consists of a low-power microwave FM transmitter, a microwave FM receiver, and a highly directional transmitting and receiving antenna system which gives each watt of transmitter power the effectiveness of approximately one million watts."

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If you dial "999" anywhere in Greater London in what is called the Metropolitan Police Area, and at anytime of the day or night the operator replies: "Emergency: Police, fire or ambulance." If it is the first named, a radio car is dispatched immediately, if the latter two, fire apparatus or ambulance are sent without delay.

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 ::: SCISSORS AND PASTE :::
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Newspapers Loom As Largest Group Of FM Broadcasters
 ("Editor & Publisher")

In 1946, newspaper publishers are assuming a large share of responsibility in the field of radio development, the Press becoming the largest potential "group" of broadcasters.

The trend in that direction has been apparent this year in the large number of newspaper-interest applications for FM stations - more than a third of the total, and the Federal Communications Commission has been going along with that percentage in its grants to newspaper corporations, publishers individually, or firms in which newspaper owners have considerable stock holdings. Ten of the latest 32 grants went to the newspaper "group".

Granting of many more licenses to newspapers was foreseen as FCC policy in the Commission's ruling in favor of Kingsley A. Gillespie, publisher of the Stamford (Conn.) Advocate, whose acquisition of WSRR had been opposed on the ground the community's only radio outlet would be controlled by the community's only newspaper.

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If Televised Congressmen Cannot Doctor the Record
 ("Washington Star")

Whether television ever will become a regular means of publicizing the deliberations of Congress is a matter of speculation. Television is awfully prying. There is no way of "correcting the record" for the constituents when an occasional member strikes a too-belligerent pose or some Senator dozes off while listening to a long-winded colleague.

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How An Exclusive Program Is Copyrighted And "Wrapped Up"
 ("Variety")

For the second known time, an agency "sneak previewed" on a local indie a newly-auditioned potential commercial network airer for the purpose of copyrighting the show and wrapping up an exclusive. Program in point is a new Arthur Godfrey audience participation show, tabbed "Wiseacres", which was produced on a freelance basis on behalf of B. B. D. & O. agency.

Show went out over WEVD (N.Y.) Thursday night between 11:15 P.M. and midnight with Bob Foreman and Wick Crider, of B. B. D. & O., doing the treatment on the commercials and the copyright tag lines. As proof that show was on the air, the recording made of the test program also picked up the preceding five minutes of programming, and five minutes of the show that followed.

J. Walter Thompson used the same technique last year in wrapping up a copyright on its "International Police" show.

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Afraid U.S. May Pull Fast One In Communications Merger
("Editor And Publisher")

Following the Bermuda Conference, we expressed our fear that the temporarily-dead merger of international communication might be revived. We were right - it has been.

FCC Commissioner Ray C. Wakefield comes forth with a new proposal for such a merger. His is the best suggestion so far along this line in that it would permit Press Wireless to operate independently as a carrier for press messages exclusively. Press communications would then be protected from a monopoly control. That eliminates one of our objections to the merger idea.

Our other objection - and it still stands - is that such a monopoly in international communications might be directly operated by government or under governmental control and supervision. Looking back over past performance of most government bureaus it is obvious that such an operation would not be the most efficient and would be subject to many abuses.

Bell System Has Elaborate Plans For TV Transmission
("Long Lines")

Plans for experimental television use of the Washington-New York coaxial cable are being arranged by the Bell System together with representatives of the television broadcasters who expect to be early users of the facilities.* * * At present the System is installing a network of facilities suitable for television which will ultimately span the country from coast to coast and from north to south.

One of these facilities is coaxial cable. The coaxial program calls for the construction each year for the next few years of upwards of 1,500 miles of coaxial cable suitable for carrying hundreds of long distance telephone conversations, or television. In 1946, for example, the Long Lines cable network will be extended south of Washington to Charlotte, N.C., as well as between Atlanta and Dallas, while in 1937 the coaxial project will link Chicago and St. Louis and the southern route will be extended to Los Angeles.

Another method for transmitting multiple telephone channels and television, called radio relay, is under development by Bell telephone engineers. An experimental radio relay system is now being built between New York and Boston. When this development is completed, the Bell System expects to use radio relay, coaxial cable, or other means, to extend its telephone and television lines throughout the country.

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Wartime use of a radio-telephone over which Field Marshal Sir Bernard L. Montgomery in Europe conducted secret conversations with Winston Churchill in Downing Street was disclosed by the British War Office.. Without elaborating, the announcement said the device was so constructed that it provided the secrecy of a private telephone line. The radio-telephone equipment was built in a trailer and moved with Montgomery's headquarters.

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TRADE NOTES

A postponement of press demonstrations of color television in New York this week by the Columbia Broadcasting System was made necessary by the wide-spread epidemic of influence in New York.

Dr. Peter Goldmark, Director of Engineering Research and Development, expressed the hope that the delay may make it feasible to conduct demonstrations from the new high-powered Federal television transmitter now being installed in the Chrysler Tower, rather than from a small experimental transmitter as originally planned.

A. D. Willard, Jr., Executive Vice-President of the National Association of Broadcasters has announced activation of the Employee-Employer Relations Department has begun with Milton J. Kibler, until now Assistant General Counsel for the Association, moving over into EER as full-time Assistant Director of the Department.

On or before February 4th, Ivar H. Peterson, at present Assistant General Counsel of NLRB, will come to NAB as an Assistant Director of EER.

The Garod Radio Corporation will launch a national consumer advertising campaign for its 1946 line of radio-phonographs, table models and farm radios, beginning in February, with full line announcement copy in magazines.

Leonard H. Marks, Assistant to the General Counsel of the Federal Communications Commission, will enter the private practice of law in Washington, D. C., with Marcus Cohn, formerly Chief of the Field Section of the FCC.

Mr. Marks had been with the Commission since February 1943, handling radio matters. He has occupied his present position as Assistant to the General Counsel since March 1945. Most recently, he participated as Commission counsel in the Crosley-Aviation Corporation and WINS hearings.

Venezuela plans to modernize its telecommunications system.

Lieut. Commander Don P. Wilson has been appointed Aviation Sales Manager of the Federal Telephone and Radio Corporation, domestic manufacturing affiliate of the International Telephone and Telegraph Corporation. His assignment will be to cooperate with commercial airlines in the development of Federal Telephone's extensive aircraft radio and radio navigation aids programs.

After studying mechanical engineering for two years at Princeton University, Commander Wilson attended the Boeing School of Aeronautics. He became a licensed commercial pilot in 1932 and was with United Air Lines until 1934 in which year he became radio engineer of the Fairchild Aviation Corporation. He went on active duty with the U.S. Navy in 1943 and was placed in charge of the dive bomber and torpedo plane installation section of the radio and electrical branch, engineering division, Bureau of Aeronautics.

It is reported that Secretary of the Interior Ickes has signed a tentative agreement as a news commentator with the American Broadcasting Company when he leaves the Cabinet.

Major Robert R. Tincher, who returned to WNAX, the Cowles station at Yankton, South Dakota, as General Manager, after having served four and a half years in the Armed Forces has been awarded the Bronze Star. The citation reads in part as follows:

"Major Robert R. Tincher, Cavalry, while serving with the Army of the United States, distinguished himself by meritorious service in connection with military operations, not involving participation in aerial flight, against addition to an outstanding performance of duty as Intelligence Officer, he successfully assumed the responsibility as S-5 for the Group. He personally devised and vigorously supervised a plan whereby the troops upon entering a town could with a minimum loss of time and effort put into effect all orders of the higher command pertaining to the governing of the German people. During the period when the group area of responsibility included four large Landkreises, through his driving energy and and indefatigable efforts approximately 30,000 displaced persons were established in camps, housed, fed and eventually repatriated, with smoothness and without incident. Major Tincher's duties in the handling of all Military Government problems and control measures imposed on the civil population and displaced persons, without the benefit of experienced personnel were accomplished in a highly competent manner such as to reflect the highest credit upon himself and the Armed Forces."

Final results in a limited spot-check survey of radio station salesmen's compensation by the National Association of Broadcasters disclose the use of four methods for paying salesmen in the small market station classification. The plans employed are straight salary, salary and commission, drawing accounts only, and straight commission.

Retail grocers in the four-state coverage area of Station WLW are going to have a comparatively easy job of planning the remodeling and modernization of their stores, according to Marshall Terry, Director of Promotional Activities.

The Cincinnati station has developed a project by use of which any grocer can arrange a satisfactory store layout and determine the approximate cost before spending any money on the actual work.

Sir Adrian Boult, celebrated British conductor and conductor-in-chief of the British Broadcasting Corporation, arrived last week from England on the Queen Mary to serve as guest conductor of the Boston Symphony Orchestra. Sir Adrian will conduct the programs of the ensemble over the ABC network on January 19 and 26, and February 2, in the weekly Saturday series heard from 9:30 to 10:30 P.M.

A "Grin and Bear It" cartoon by Lichty has the head of a radio manufacturing concern saying to his television research laboratory workers:

"Until we can make television practical, I wish you men would stop inventing things that make it obsolete!"

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