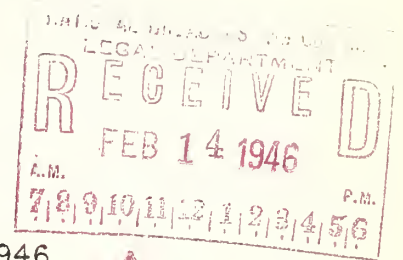


HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

INDEX TO ISSUE OF FEBRUARY 13, 1946



| | |
|---|----|
| Coaxial Cable Television Dedication Wows Capital..... | 1 |
| "TV Ready To Go But - " - Porter; Wheeler Against Monopoly..... | 3 |
| CBS Color Phenomenal, Says McDonald; WBBM Set For Chi..... | 4 |
| Domestic Radio Set Shipments Only 8% Of Prewar Average..... | 5 |
| First Book On Radar Soon Off Press; By Orrin E. Dunlap, Jr..... | 6 |
| Decision Awaited As To Whether Or Not Porter Leaves FCC..... | 7 |
| Mayor Uses Municipal Station To Call Off N.Y. Shutdown..... | 8 |
| Radio Reaches New High In 1945 - \$310,450,000 Net..... | 8 |
| Congress Rows Over Rep. Rankin's Attack On Winchell..... | 9 |
| Truman Asks More Funds For State Dept. Broadcasting..... | 10 |
| 66% Of Prospective Radio Purchasers Are Eager For FM..... | 11 |
| Still \$122,896,000 U.S. Surplus Communications To Be Sold..... | 12 |
| Alaskan Communications Service Seeks To Continue..... | 12 |
| Scissors And Paste..... | 13 |
| Trade Notes..... | 15 |

No. 1717

Ly R K P.

February 13, 1946

COAXIAL CABLE TELEVISION DEDICATION WOWS CAPITAL

Television never did a better piece of lobbying for itself than at the history-making initial telecast over the Bell System's new coaxial cable between Washington and New York transmitting the Lincoln Birthday exercises from the Capital yesterday (Tuesday). It was a splendid presentation from start to finish. The clear life-like black and white pictures, as good as a theatre movie but not so large, did a grand job of selling television to the Representatives and Senators whose leaders not only took part in the show but seemed to be delighted to do so. All agreed that here was something they could use in their most important business - campaigning for re-election.

Senator McKellar (D), of Tennessee, who is pinch-hitting for President Truman as presiding officer of the Senate, seemed to sum up the collective opinion of the Capitol Hill participants when he said:

"People like to hear their representatives as well as to hear them." He then got quite a laugh by saying: "I think they prefer to see them as to hear them. I think it would be a wonderful thing if by means of television a constituent back home could see his Senator in motion, in action, and with people, at the same time they could hear him."

Another break for the coaxial cable television tryout was the fact that the big labor strikes kept so many at home in New York and Philadelphia and gave them the opportunity of viewing the noon-hour performance which they ordinarily would have missed.

The television systems of the National Broadcasting Company, the Columbia Broadcasting System, the Allen B. Dumont Laboratories, and the Bell System joined in putting on the demonstration. The telecast was seen and heard in New York through the facilities of NBC's television station WNBT, CBS' television station WCBW and Dumont's television station WABD. The program was also carried by Dumont's station W3XWT, the first in Washington, by WRGB, General Electric in Schenectady and the Philco television station in Philadelphia.

The National Broadcasting Company in Washington held an open house reception for invited guests to view the pictures with Frank M. Russell, Vice-President, and Carleton D. Smith acting as hosts.

The program began with interviews with the leaders at the Capitol and then the scene shifted to the Lincoln Memorial where General Eisenhower was seen laying a wreath from President Truman

at the foot of the Lincoln statue. An amusing feature was when General Eisenhower had to go through the motions of placing the wreath at the statue which some of the photographers (but not the television's sharp eye) had failed to catch the first time. Music was by the famous Marine Band directed by Capt. William F. Santelmann.

When commentator Bill Henry asked Senator Wallace White of Maine, Republican leader and radio expert of the Senate if he thought television was going to play a leading part in political campaigning, he replied:

"I do not believe that you or all of those interested in the development of television or aspiring candidates have any real comprehension at this time of what television is to do with respect to political campaigning. We campaigned in years past with track and pamphlets, we've utilized the press. We've addressed relatively small audiences. We have had microphones and loud speakers. We've had columnists and commentators. But you have found something really more potent than all, the people like to see their public men in action.

"They like to give their candidates what the boys call 'the once over'. They want to know if a candidate sneaks as though he meant what he said. Speaks as though he had definite convictions...speaks as though he had the courage of his convictions. And I think all these things and more are to be made known to the American people. The American people are interested in the elections of public servants."

Representative Clarence F. Lea (D), Chairman of the House Committee which handles radio matters, said:

"Only time can tell the far reaching consequences of television to the people of the world. Today we can be sure of one thing. We can hail it as a great contribution to the knowledge and understanding of the people of our nation. Radio gave to the human voice the possibility of being carried to the whole world. From the remote station in this country, the human voice is taken to the remotest section in the world. The radio television gives the eye a similar increase of power. If we go to the highest mountain top and look around us, it is a narrow circle that is the natural range of the human eye.

"Television is going to make it possible to see to the other side of the mountain, to the other side of the continent, to the other side of the world, and see our neighbors of the world. The average citizen of this country never has the opportunity of seeing the Capitol of our nation. He has read about it, he has heard a great deal about it, but television is going to give him the opportunity to see. With his great knowledge of his country, he is going to exercise the duties as a citizen of this republic. Now he knows little about the thousands of activities of his government. We are here today on the Capitol Steps of the Nation, the average citizen knows little about what occurs up here in Congress, little about

the multitude of activities of the executive department of the government. Television is going to give him a chance not only to read and hear, but to see Congress in action and enable him better to discharge his duties to this great nation."

A map was flashed on the screen showing the completed units of the coaxial cable and how eventually it would extend from coast-to-coast.

X X X X X X X X

"TV READY TO GO BUT - " - PORTER: WHEELER AGAINST MONOPOLY

Speaking at the Lincoln Birthday coaxial cable Washington-New York television demonstration, Paul Porter, Chairman of the Federal Communications Commission, declared that technically "television is ready to go but there are a great many economic and social problems yet to be solved. Television is going to have a lot of disappointments in its early stages."

Senator Burton K. Wheeler (D), Chairman of the Senate Interstate Commerce Committee warned against a television monopoly.

"We have at the Commission applications for 200 new stations, television stations, in the various metropolitan areas, and there is no question that scientifically and technically the industry is ready to go and it is going to mean not only new entertainment and education but at the same time it is going to produce a lot of new jobs, it is going to carry a reconversion load that is beyond the expectations of many of us who have been studying this problem", Chairman Porter said.

"I can see in communications, including television and FM, some six billion dollars in capital expenditures and consumer goods within the next few years and when you consider after the last war sound broadcasting was just getting off the ground, we know that the strides television is going to make will be much greater rapidity than in sound broadcast.

"Do you have a great many applications for television broadcasting?" Mr. Porter was asked.

"In taking the Nation's Capital, for example, we had just four frequencies available for television stations and we had eight applicants for those frequencies. Similarly in New York, Chicago, Los Angeles, San Francisco and our principal metropolitan areas. There are more people that want to go into the business than we have frequencies available", he replied.

"Is that going to be the case everywhere...that the number of frequencies are going to be smaller in television than in standard radio?" the Chairman was asked.

"It will be in the lower bands that are allocated presently for commercial television. There has been great experimentation in higher frequencies and it is the Commission's view that a truly competitive nationwide system of television is going to have to go way upstairs around 400 and 500 megacycles", he replied.

Senator Wheeler said:

"There are a great many problems coming before the Interstate Commerce Committee and before the Senate and Congress of the United States. Some of these problems have already been presented to the Interstate Commerce Committee. Television can be one of the greatest mediums for good or one of the greatest mediums for evil for the people of the United States. I think it can be a great good if it is properly used and it is up to the Congress of the United States to see that there is no monopoly in television and that it is used for the benefit of the people from an economic, social, as other problems. We'll have some legal, economical and social problems before the Congress. I think it is a great instrument for education and I hope it will be used in the right way."

X X X X X X X X X X

CBS COLOR PHENOMENAL, SAYS McDONALD; WBBM SET FOR CHI

The greatest enthusiasm was shown by E. F. McDonald, Jr., President of the Zenith Radio Corporation, after seeing a demonstration of the new Columbia Broadcasting System color television demonstration in New York. Commander McDonald, owner of television station W9XZV, in Chicago, when asked if the new color was an improvement over the old, said, "Columbia is to be complimented on the phenomenal progress it has made since V-J day. The CBS effects with color are just out of this world when compared with black and white."

It was also learned that CBS hopes to have a high-definition, full-color video transmitter installed in Chicago by April or May. Transmitter, to operate in the ultra-high band on 490 mc, now being built by CBS engineers. Westinghouse will supply studio equipment. H. Leslie Atlass, Jr., CBS Chicago Vice-President and operator of Station WBBM, will be in charge. CBS since December 20th has been operating a video transmitter on 700 mc. band.

Commenting further upon the New York demonstration which he had witnessed, Commander McDonald said:

"The absence of ghosts in the Columbia color pictures and the use of buildings as reflectors demonstrated the value of the high frequencies for television. I think that there is no question that the great future of television lies in high definition on the higher frequencies in color. I have a number of reasons for saying this. The advertisers of the country have been willing to pay a premium to purchase color in their advertising. In the movies a mediocre picture in color will oftentimes pack a theatre whereas a

picture in black and white must be good to achieve the same relative box office success. Also, if the film companies could produce color film for all types of cameras at a price as low as black and white, I feel that there would be little or no more black and white sold. Kodachrome 16 mm color film for amateur moving picture cameras, although higher in price, now outsells black and white three to one --- the public wants color.

"In a color television receiver the public can enjoy color without additional cost after the original purchase of a receiver.

"Five years ago, we produced color television on our own television station here in Chicago, and have been working on it since that time. It is our intention to produce color television receivers for the new high frequencies rather than black and white for the old frequencies. As a matter of fact, I feel that it is unfair to sell any television receivers to the public in the 50 mc band which even the FCC concedes is a temporary assignment. No television receivers should be sold to the public for operation in the 50 mc. band without putting the public on notice that their 50 mc. receiver will shortly be obsolete."

X X X X X X X X

DOMESTIC RADIO SET SHIPMENTS ONLY 8% OF PREWAR AVERAGE

Incomplete reports by the Civilian Production Administration indicated that shipments of domestic radio receiving sets during December were approximately 100,000 sets, or 8% of prewar average monthly production of 1,100,000 sets a month and only a fraction of earlier forecasts by the industry. Few if any sets were shipped for civilians during October and November. It is thought that actual output in December may have been somewhat higher because some of the smaller manufacturers, on whose production no reports are available, may have been shipping sets at a greater rate than the industry in general, but the total shipments by such companies is a negligible factor.

Reports indicate that military radio and radar orders still account for the major portion of shipments in the industry, even though total military shipments are very small. The radio manufacturers are having trouble getting cabinets because they have to compete with the furniture makers.

X X X X X X X X X

The program of the State Department for continuing to furnish information of American life and governmental policies through short-wave broadcasts abroad was approved by the New York State Publishers' Association in a resolution sent to Secretary Byrnes.

X X X X X X X X X X

FIRST BOOK ON RADAR SOON OFF PRESS; BY ORRIN E. DUNLAP, JR.

"Radar" -- what it is and how it works -- by Orrin E. Dunlap, Jr., the first popularly written story of this new miracle of radio science, will be off the press of Harper & Bros., New York, February 27th.

Mr. Dunlap, formerly radio editor of The New York Times, and now a member of the executive staff of the Radio Corporation of America, has added "Radar" to a list of ten radio books which he has written in language the layman can understand.

This is a story that even the schoolboy can understand as well as the radio amateur, the radio broadcaster who hasn't taken the time to think the thing out, and the average radio listener who wants to be informed on a new advance of science, which, starting in 1940, reached a production peak of more than \$3,000,000,000 worth of equipment before the end of the war in 1945.

"How can an invisible radar beam pulse through the air, strike the tiny speck of an airplane up 20,000 feet, or 20 miles away -- hidden in clouds, fog or darkness and reveal its exact location and speed? The miracle is that radar does exactly that, for a radio wave is reflected like an echo from the plane, even when the latter is invisible or but a pinpoint in space", Mr. Dunlap asks. "That is the wonder of radar -- the sixth sense that guides airplane pilots and marine navigators with unerring accuracy, and prevents collisions -- the radar that controls gun-fire so accurately that enemy ships in the dark and beyond the horizon are like clay pigeons on parade in a shooting gallery."

If radar sounds complicated to the layman, Mr. Dunlap says it is easy to understand if the echo is kept in mind. For the echo illustrates radar as the stone cast into a pool of water pictures the formation and action of radio waves. The stone casts a series of ripples in ever-widening circles; the radio transmitter does likewise in the vast electromagnetic sea. In radar the transmitter projects radio energy which echoes if it strikes an object, just like a boy who yoo-hoos and hears the sound reflected from a cliff, or from the walls of a cave.

Yet, the word "radar" did not appear in the news until 1943!

Mr. Dunlap vividly portrays the genesis and the evolution of radar. He tells how the secret was revealed. His chapter on the amazing wartime performance is almost unbelievable. A decade ago even men of science would not have believed them to be possible -- to sink an enemy battleship by gunfire through the dark of night, more than 8 miles away, without the gunners seeing it was a fantastic idea in 1940, yet a reality by radar in 1942!

Profusely illustrated with pictures and simple sketches that help to explain radar, the book is a contribution to the library of science that long will be valuable as a historic record

of radar in the war. Dramatically, he makes radar easy to understand by all who read to learn and to be informed while being entertained. Radar is a story of man's ingenuity that puts Jules Verne in the background of fantasy. The end of the war lifted the curtain of secrecy on Radar -- a drama of science many will want to read about between the covers of this latest book, written by the same author who wrote the biography of Marconi; "The Future of Television", and "Radio's 100 Men of Science."

X X X X X X X X X X

DECISION AWAITED AS TO WHETHER OR NOT PORTER LEAVES FCC

Although five days have passed since Paul Porter, Chairman of the Federal Communications Commission, was called to the White House so hurriedly by President Truman, there is at this writing still nothing definite to report. The story that up to now has not been denied, is that Price Administrator Chester Bowles is to replace John W. Snyder as Director of the Office of War Mobilization and Reconversion, and that Chairman Porter will replace Mr. Bowles as head of the Office of Price Administration.

One writer said that leaving the White House, Mr. Porter "appeared to be suppressing excitement over something". He declined to talk to newspapermen saying any statement had to come from President Truman.

Mr. Porter was likewise silent on the subject when he attended a reception given to the delegates of the North American Regional Broadcast Conference delegates. Someone asked, "How shall I address you - as Chairman of the FCC or as Chief of the OPA?" Mr. Porter laughed but again refused to be drawn out.

It was further reported that if Porter left the FCC, the President would not appoint anyone to take his place but would leave the vacancy. This fitted in with the story that Porter was reluctant to leave the FCC but that if he did leave, wanted something with more permanence than the OPA.

According to that version, if Porter went to the OPA, Charles R. Denny, Jr., the youngest member of the Commission, being only 33 years of age, was slated to be the Acting Chairman of the FCC. If Denny, who was former FCC Chief Counsel, worked out O.K., and if Porter got along all right at the OPA and the life of the Office of Price Administration were extended, then Denny might be appointed permanent Chairman and a new man appointed to fill the Denny vacancy. One informant went so far as to say that if there were any tie votes (there would be only six Commissioners without Chairman Porter) that Mr. Porter might even be called back from time to time to participate in the votes and break the deadlock.

There was still another story floating around. It was that Chairman Porter wasn't going to OPA after all but would continue at the Commission. All of which leaves us about where we were when we came in.

X X X X X X X X

MAYOR USES MUNICIPAL STATION TO CALL OFF N.Y. SHUTDOWN

Seeking what he believed to be the quickest way to end the city shutdown caused by the fuel shortage, Mayor O'Dwyer availed himself of New York City's Municipal Station WNYC to tell the people that the crisis had passed and that things could open up again. That he should turn to WNYC in the emergency was a bit ironical because though the station was Mayor LaGuardia's particular pet Mr. O'Dwyer has up to now shown little interest in it and, according to rumor, was thinking about selling it though he has approved WNYC's budget for another year.

Prospects for settlement of the tug boat strike which tied the city in knots were reported as somewhat brighter as the Mayor remained in conference at the City Hall with a group of business leaders, including David Sarnoff, of the Radio Corporation of America, Bernard Gimbel, Hugh Robertson, Managing Director of Rockefeller Center, and Basil Harris, President of the United States Lines.

Meanwhile other members of the Employers' Committee were in conference in another room of the building with Edward McGrady, Vice-President of RCA in charge of labor relations, former Assistant Secretary of Labor, who had been mentioned repeatedly as a possible arbitrator of the dispute.

X X X X X X X X X

RADIO REACHES NEW HIGH IN 1945 - \$310,450,000 NET

New revenue peaks and marked gains in the number of stations were recorded as the American system of broadcasting completed its twenty-fifth year of existence in 1945, according to the new 1946 Broadcasting Yearbook, now on the presses. During the year, revenue soared to \$310,450,000 in net time sales, an increase of 7.3 per cent over 1944; and at the year's end there were 1,004 standard broadcasting stations in the country compared with 943 in 1944. About \$73,000,000 was spent by broadcasters and advertisers on talent; and, while there were fewer radio receivers in 1945, there were more radio-equipped homes than ever before, according to the publication.

X X X X X X X X X

CONGRESS ROWS OVER REP. RANKIN'S ATTACK ON WINCHELL

Lincoln Birthday tributes in the House of Representatives were interrupted by a clash over Walter Winchell, radio commentator, Representative Sabath (D), of Illinois, touched off the explosion when he said:

"It is a matter of regret to me that yesterday the gentleman from Mississippi (Mr. Rankin) should have again attacked Walter Winchell, an officer of the Naval Reserve, a loyal, patriotic and generous American citizen, and one of the most fearless radio commentators we have, who needs no defense from me.

"The gentleman from Mississippi has unfortunately chosen to attack Walter Winchell, not on a rational basis of their difference in ideas, but on grounds of religion and emotion, just as on other occasions he has attacked Drew Pearson, another outstanding commentator who is unafraid to give the truth, on an emotional basis.
* * * * *

"Yesterday, the gentleman resorted to the use of billingsgate which I dislike even to repeat. He called Mr. Winchell a 'slime-mongering kike'. The use of this word is insulting to the whole American people. It is contrary to the spirit and intent of the Constitution and of our institutions of government. It is a vicious word which violates that spirit of tolerance and understanding essential to a democratic way of life. It is un-American to use such a word about another American. It has no place in congressional debate. It is an inflammatory word which can serve only those divisive forces which would like to see American set against American because of differences in religion or race. Such language should be and is condemned by all decent-minded persons, who will share with me my devout hope that never again shall such a word, or any similar word, be used in this House to describe any American, or any group of Americans."

Representative Rankin jumped to his feet and said:

"I want to serve notice on the member from Illinois (Mr. Sabath) who has just left the floor of the House, after a mcuthy attack on me, that whenever he gets ready to debate on this floor I am ready at all times; and when he comes here to defend some slime-monger who goes on the radio and lies about me, then I am ready to meet him anywhere."

It appeared, however, that Representative Sabath had not left the floor. He jumped to his feet and demanded that Rankin's words be taken down, a parliamentary procedure to determine if they violated the rules of the House. Representative Sparkman (D), of Alabama, presiding, ruled that the words did not attack a member of the House and were not out of order.

Then Representative DeLacy (D), of Washington, described Rankin's attack on Winchell as "disgraceful" and declared "we do not intend to let such go unchallenged on this floor."

Representative Rankin shouted "I don't intend to stand here and listen to these Communistic attacks on me", and demanded that DeLacy's words be taken down. Another member shouted a demand that Rankin's words be taken down.

Speaker Rayburn (D), of Texas, returned to the chair to preside, had the words read, and ruled that both Rankin and DeLacy had violated the rules against personal attacks on other members. Under the ruling neither member could speak during the remainder of the House session yesterday.

X X X X X X X X

TRUMAN ASKS MORE FUNDS FOR STATE DEPT. BROADCASTING

Despite the controversy over whether or not the State Department should continue in the news and propaganda distribution business, President Truman last week asked Congress to raise the State Department budget approximately 30 million dollars with a goodly share of it to be spent for an "Information Bureau".

The President asked for authority to establish "An information program designed to disseminate abroad through press, publications, radio, motion pictures, and other media, information about the United States, its people and its policies."

Congress also was asked to provide money so that the State Department can continue its wartime task of procuring and analyzing "intelligence concerning foreign countries, and to conduct research required for the proper formulation of foreign policy."

The House recently refused to provide additional funds to the Federal Communications Commission for maintaining the Foreign Broadcast Intelligence Service. That service, which intercepted and analyzed foreign broadcasts during the war, now has been transferred to the State Department.

An increase of \$9,595,000 was asked to buy and rent reception and transmission equipment for radio and other means of communications, \$908,000 to spend for additional printing, and \$1,538,000 to purchase printing equipment abroad and buy advertising in newspapers outside the United States.

X X X X X X X X

Brazil's highest decoration to foreigners, the National Order of the Southern Cross, Cruziero do Sul, will be conferred upon Edward Tomlinson, NBC Commentator and Inter-American advisor, at ceremonies at the Brazilian Chancery in Washington, Thursday, February 14th at 4:30 P.M. The National Order of the Southern Cross was awarded to Tomlinson by the present Brazilian Government.

X X X X X X X X X

66% OF PROSPECTIVE RADIO PURCHASERS ARE EAGER FOR FM

Findings in detail of a recent survey made by Sylvania Electric Products Company confirm the optimistic outlook for the purchase of FM sets.

In reply to the question "How many prospective radio purchasers want FM?" Sylvania reports:

"It was found that two out of three prospective radio purchasers want FM. Those who want FM total 66.6%; don't want FM - 10.2%, and don't know - 23.2%. The desire for FM varies with income and with geographic area. In economic group A, 75.6% want FM; B - 67.8%; C - 63.4% and D - 53.3%. In the North East 57.4% want FM, North Central - 65.7%, South - 87.6%, and West - 54.3%.

Most people realize FM will add to the cost of a radio, but 19.3% of those people wanting FM have no clear conception of how much extra they expect to pay. Those who have formed an opinion have the following ideas on price:

| Estimated Extra Cost | % of Total |
|-----------------------------|--------------|
| 0 | 2.0 |
| Less than \$30.00 | 36.4 |
| \$30-\$50 | 14.8 |
| \$50-\$75 | 23.5 |
| \$75-\$100 | 8.2 |
| Over \$100 | 15.1 |
| | <u>100.0</u> |

"A previous question had established the fact that FM non-owners now constitute 98.6% of all radio families and only one in seven or 13.9% has heard FM. All others base their opinion on hearsay.

"On the subject of FM demonstration, as many as 54.6% would demand a home demonstration, 45.4% would be satisfied with a store demonstration.

"To test the extent to which prospective purchasers are sold on FM, we suggested certain faults, present in many FM receivers, to see if they would buy a set even if these faults existed. 60.6% still said they would buy after all the disadvantages had been exposed to them. Only 13.9% said they would not buy and 25.5% didn't know.

"FM can add as much as \$600,000,000 to the radio business in these first two to three post war years. As many as 10,700,000 FM sets can be sold out of a total market of 17,400,000 sets.

X X X X X X X X

STILL \$122,896,000 U.S. SURPLUS COMMUNICATION TO BE SOLD

In the liquidation of war surpluses the progress report for the fourth quarter 1945, just made by W. Stuart Symington, reveals the following inventory of communication and electronic surplus as of November 30, 1945:

| Communication and Electronic Group | Consumer Goods | Capital and Producers Goods |
|--|----------------|-----------------------------|
| Radio broadcast transmitting apparatus | 1 | 1,124 |
| Commercial and specialized radio communication equipment | 6 | 12,638 |
| Electronic devices, except control and communication | | 18,222 |
| Electronic tubes | 33 | 33,175 |
| Telephone equipment | 7 | 7,234 |
| Telegraph equipment | | 4,107 |
| Electronic equipment components and subassemblies | 33 | 43,878 |
| Other | 10 | 2,518 |
| | <u>90</u> | <u>122,896</u> |

(Thousands of dollars - reported cost)

X X X X X X X X X

ALASKAN COMMUNICATIONS SERVICE SEEKS TO CONTINUE

The Civic Functions Appropriations bill now in the Senate recommends an appropriation of \$543,000 for 1947 for the Alaskan Communications System and assumes that signal service of the Army funds will not be made available to cover obligations of the system, as has been the case during the war period. For example, in fiscal year 1945, obligations for the system covered by Alaska communications system funds were \$227,840, whereas similar signal service of the Army obligations totaled \$2,775,146.

The recommendation is based on a plan to operate 33 stations in the system - 32 in Alaska and a master station at Weattle, Wash. During the war period a total of 46 stations were operated. Twenty-one stations were in operation when the war started.

One hundred and fifty civilian and 300 military personnel will be used to maintain and operate the system. This will reflect a reduction from 350 civilian and 2,000 military personnel during fiscal year 1945. Just prior to the war, 52 civilians and 191 military personnel were used to operate the system.

Receipts from commercial traffic are estimated at approximately \$700,000 during fiscal year 1947. The value of Government traffic, if charges were made at commercial traffic rates, is estimated at approximately \$2,000,000. Use of radiotelephone facilities will result in increased commercial traffic. Revenue from commercial traffic in fiscal year 1941 exceeded \$450,000, and for the preceding several years had increased at a rate of about 10 percent per year.

X X X X X X X X X

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

Asserts More Radicals In FCC Than Any Other U.S. Unit
 (Frank R. Kent in "Baltimore Sun")

It is a provable fact that conservative propaganda has only a small part of the voluntary support given radical propaganda by columnists, radio broadcasters and commentators generally. However, the fact is that while a majority of the whole writing groups, as well as radio news analysts, actors and kindred folk, lean toward the radical side, the big thing that gives the radicals so wide a market for their stuff is the entrenchment of a radical government in Washington.

This they have had since 1933 and against it conservative propaganda cannot compete. Especially, the Government influence is felt on the radio. "The New Deal", says a student of this situation, "found it easier to control radio than the newspapers because of the club in the hands of the Federal Communications Commission, which probably has more radicals in proportion to desk space than any other governmental unit. The big radio chains found it expedient to ease the way for expression of 'liberal' opinion while making things difficult for exponents of the opposite view. In doing this, many radio people performed a congenial chore. These observations may be equally applied to stage and screen. Political sympathy is always present and those who determine policy feel that they can now get away with left-wing propaganda because the Government supports it."

Who Is Getting The Most Advertising Gravy?

(From "The Dimensions of American Broadcasting" by William C. Ackerman, Director of the Reference Department of the Columbia Broadcasting System in "The Public Opinion Quarterly". The article was recently reprinted in booklet form by CBS)

Broadcasting's estimated gross billings have risen from \$4,820,000 for 1927 to a total of \$391,877,000 for 1944, an all-time record. The figures for national networks are: 1927, \$3,833,000; 1944, \$190,677,000. The figures for other stations and networks are: 1927, \$987,000; 1944, \$201,200,000.

In 1928 radio had only 0.8% of the total national advertising expenditure; by 1943, radio's share had climbed to 15.3. The 100 leading national advertisers of the country invest more heavily in network radio than they do in magazines or in newspapers. This fact is not set down for its competitive implications, but as an essential part of the record of radio advertising's growth. For the year 1943, for example, the 100 leading national advertisers spent \$126,097,616 on network radio, exclusive of talent costs; \$103,163,285 was invested in magazines.

Theatres May Try To Show Louis-Conn Fight Television
("Variety")

Possibility that fight fans who can't crowd their way into the Yankee Stadium, N.Y., June 19, for the Billy Conn-Joe Louis bout, might be able to see the fight via television in a Broadway theatre, was seen in the statement of several Paramount exes this week that the company might have its full screen-sized video ready to go before its presently-scheduled August date.

Under the Paramount system, images appearing on the kine-scope, television receiving tube, are photographed on film stock, developed immediately and then projected onto the screen via the usual motion picture projection methods.* * *

If Par succeeds in getting the kinks wrinkled out of the system in time for the heavyweight fight, it's possible that it might be transmitted to the Paramount theatre in New York on a closed circuit via coaxial cable, and that it would also be televised for home receivers by one of the video broadcasters, such as NBC, CBS or DuMont.

Country Is Fed Up With Petrillo
("Detroit News")

A member of a House committee which is sponsoring a bill to cut Jimmy Petrillo, boss of the organized musicians, down to size, predicts passage of the measure by Congress because, he says, "The country is fed up with Petrillo." This is true, and being so, we believe the end of Little Caesar and his effective defiance of the President of the United States, the courts and other governmental agencies, is in sight. Names have never hurt Jimmy; if public indignations were the weapon it is popularly supposed, the case of Petrillo would have been closed long since. But public weariness is something else. It is a dreadful thing. "God got tired of him", said Victor Hugo, in as good an explanation as any of the downfall of another Napoleon.

Radio Cited As to Telephone Recorder Possibilities
("New York Times")

The telephone bell rings and there is no answer. Yet the message to be conveyed may be important. Why hasn't the telephone recorded, something that works on the principle of the Poulsen electromagnetic telephone, been in use these many years? Conversations about important war contracts were recorded by the Government and at least two newspapers have equipped telephones with recording attachment. The Poulsen telegraphophone has also been used abroad. The Federal Communications Commission is conducting an inquiry into this matter.* * * Such an instrument will be installed at a considerable expense, according to Keith McHugh, Vice-President of the Bell System, "if there is a sufficient demand for it."

Not until a public facility is introduced is there any way of finding out what its potentialities are. No one suspected at the beginning of the century that radio would some day make it possible

to pick bananas at the right time for an incoming fruit ship or that it would be used by trawlers at sea to find out what fish were scarce in the market and what prices were offered. Alexander Graham Bell never dreamed that in our day we would call up some friend 3,000 miles away for no other purpose than to wish him a happy birthday. Probably if the public really objects to the telephone recorder an experimental installation would establish the fact. And until we make such a test one man's guess is as good as another's.

X X X X X X X X

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

The amount of space devoted to the U. S. Court of Claims' opinion in the case of Dr. Goodwin Watson and William E. Dodd, Jr. formerly of the Federal Communications Commission, and Robert Morss Lovett in the Congressional Record of February 7th, probably cost as much as any of these government employees recovered as back salary when they continued working for a short time after Congress cut off their appropriations. The opinion covered nine pages in the Record, agate type. The Court of Claims awarded Dr. Watson \$101.78; Mr. Dodd, \$59.83 and Mr. Lovett \$1,996.40.

Appointment of Edwin Norman Clark, former Deputy Assistant Chief of Staff for Supply, Supreme Headquarters, Allied Expeditionary Force, as Managing Director of the RCA International Division, was announced today (Wed., Feb. 13) by Brigadier General David Sarnoff, President of the Radio Corporation of America.

Stating that "the disposal of surplus property is such a disgraceful failure that many people are alarmed about it", Carl T. Curtis (R), of Nebraska, said that colleges had not been able to get any and read a letter from the head of the Physics Department of a midwestern university, a part of which was as follows:

"There are no pieces of electrical surplus equipment of any kind listed - such things as radio sets, radio components or repair parts, circuit-building materials, electric meters, radio tubes, - all of which are essential in teaching electronics."

There has been considerable speculation as to whether or not other newspaper-owned stations may follow the example of the New York Times of doing away with commentators at its station WQXR in New York City. The Times will cover the news each hour on the hour as heretofore but will handle controversial issues through forum discussions in which conflicting points of view will be given an equal opportunity to be heard.

An Army-Navy report has revealed that out of 9,000 balloons which cost \$18,000,000, Japan started in the direction of the United States, only about 200 ever landed here. Six persons were killed in Oregon and several grass fires were started. There were

suggestions that the Japs did use some for "ranging" - study of wind currents by means of balloon-borne radio transmitters. Information indicates the Japanese released their last balloons on April 20, 1945, although radio signals from balloon-borne transmitters were heard as late as August 11th.

Making Chicago his first official guest-visit, Edgar Kobak, President of the Mutual Broadcasting System, left New York this week on an extensive trip across the nation, stopping at key affiliates along the way for conferences.

Kobak arrives in Hollywood February 12, moves to KFRC in San Francisco February 18 and returns to New York Monday, February 25. The following day, February 26, Mr. Kobak will again leave for WHK, Cleveland, Ohio, WHKK, Akron, and KWK, St. Louis.

Morris A. Kay, safety engineer and part-time inventor, revealed, according to a United Press dispatch from Alhambra, Calif., that he has applied for a patent on a gadget to turn off radio commercials. The device, of which he has made models for himself and friends, can be carried to any room of the house for use. The operator turns the radio off at the start of the commercial and the gadget automatically turns it back on at the end, he said.

WOL, Cowles' station in Washington, Radio News Bureau, took advantage of wire recorder to cover arrival of trainload of GI English brides in Washington recently, sending Dale Morgan and Lou Brott to Wilmington, Delaware, to board train carrying brides.

Interviews were set up in advance and when train made 15 minute stop in Washington railroad yards, interviews were wire recorded with electricity for recorder pick up provided from switching shanty in yards.

The reopening of direct, high-speed radiotelegraph communications between New York and Vienna, Austria, by the Mackay Radio and Telegraph Company, operating subsidiary of the American Cable & Radio Corporation, has been announced. The operation of this circuit has been interrupted since the entry of the United States into the war in 1941.

Broadcast Measurement Bureau announces the addition of five more stations, bringing the total membership to 630 stations and all four major networks. Fourteen stations have subscribed in the first nine days of February.

The Renewal Sales Department of the RCA Tube Division has been expanded by the appointment of fourteen field sales representatives, David J. Finn, Manager of the Department, has announced.

Know what an "inky" is? Or a "scoop"? Or, for that matter, what "woof" means? Definitions of these, and some 250 other commonly used television terms, are included in the 64-page cartoon-illustrated "Television Talk", just published by the National Broadcasting Company. Designed for ready-reference, this handy pocket-size glossary has been compiled from the working-day language of television engineers and production units.

X X X X X X X X