

HEINL RADIO BUSINESS LETTER

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#7 All Atts

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No. 1723

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April 17, 1946

WOULD AID VETERANS BY EASING STATION CONSTRUCTION CURB

The National Association of Broadcasters took another vigorous step forward Monday in urging the Civilian Production Administration to give special consideration to exempting broadcasting stations from the recent drastic restricted construction order. In this latest appeal for relief, it was pointed out that the development of mass communication would be of further aid in the employment of veterans. The veterans' angle was emphasized throughout the plea.

A letter addressed to John D. Small, CPA Administrator emphasizes that the requested immunity for building by radio broadcasters represents a small portion of the overall cost of construction and installation of a radio station and involves only a negligible amount of building materials now restricted by the CPA.

Studies disclose that "building acquisition and construction represents slightly more than one-fifth of the overall expected expenditures by applicants including transmitters, studio equipment, and facilities."

Pointing out that the FCC issues a construction permit for radio stations only after a thorough study to ascertain that the station will serve in the public interest, convenience, and necessity, the letter to CAP goes on to say that by the end of 1946 the FCC will have granted about eleven hundred permits for new stations.

It is estimated that some 20,000 new jobs will be created directly in station employment as soon as these stations can be established. In addition, the request points out, "Construction of FM radio stations at this time is essential to the creation of a vast new market for receivers", and the manufacture, distribution, installation and servicing of FM transmitters and receivers would provide employment for untold thousands of veterans.

Based on these and other facts, the CPA was urged to place radio stations in the fifteen thousand dollar exemption class, instead of the one thousand dollar category which the request states "is completely inadequate and would stop dead in its tracks the program for new radio stations."

It was further requested that authorization for construction of new radio stations the cost of which would exceed fifteen thousand dollars be considered and passed upon by the Washington offices of the CPA.

The letter to Administrator Snyder read, in part:

"According to War and Navy Department surveys, several thousand veterans have expressed a preference for employment in radio and television broadcasting. How are these job opportunities to be provided? Veteran employment in broadcasting stations is already at a high level. This is due, in part, to the fact that approximately 25 per cent of the personnel of America's broadcast stations entered the armed services. These employees are now returning to their old jobs. While it is the policy of the broadcasting industry generally to give job preference to Veterans in added employment and replacements, substantial additional employment of Veterans can come only through the establishment of new radio stations.

"The Federal Communications Commission, whose responsibility it is to determine the necessity for each proposal for a new broadcast station, and can issue a construction permit only after a finding that the granting of the application will serve the public interest, convenience, and necessity, estimates that by the end of 1946 it will have granted about eleven hundred permits for new stations. A number of these grants will be for FM stations to licensees of existing AM stations, whose existing facilities are adequate, so little, if any, new construction materials would be involved in those cases. New stations, the ones which will provide the bulk of new job opportunities, will, of course, require new transmitter houses and studios. A "dollar" measure of limitation on new construction works a particular hardship on radio stations. The proportion of the cost for engineering and architectural services is substantially greater for radio facilities than for the usual run of little building, due to the special use to which these facilities are put and to the necessity for special design, arrangement, and acoustical considerations. Complete exemption of construction of radio stations granted construction permits by the Federal Communications Commission would involve only a negligible amount of materials.

"A review and spot check of applications on file with the Commission discloses that of 206 FM applications studied, the expenditure for construction or acquisition of buildings fell into the following categories:

132 below \$10,000; 33 - \$10,000-\$15,000; 19 - \$15,000-\$20,000; 13 - \$20,000-\$30,000; 5 - \$30,000-\$50,000; 2 - \$70,000; 1 - \$131,875; 1 - \$150,000.

"FM was on the threshold of a phenomenal growth at the outbreak of the War. The interest shown in this new method of broadcasting by broadcasters and others was so great in fact that it became necessary for the Federal Communications Commission to review its allocation of the radio spectrum and as a consequence the Commission increased the number of channels for FM from forty to one hundred channels. This expansion required the relocation of the band into another portion of the spectrum. This realignment naturally occasioned some delay so that it is only recently that the Commission has commenced to make final grants for construction. This all adds up to the fact that at the time of the VHP Order #1

the way was cleared for the greatest expansion program in the history of broadcasting. Twenty thousand new job opportunities may thus be provided in station employment as soon as these stations can be established. In addition to the benefits to be afforded listeners in a higher quality of reception and wider selection of programs, there will be created a tremendous market for new FM receivers. The active demand for FM receivers, of course, will be substantially retarded if construction of FM broadcast stations is stopped. Obviously, the result of eliminating such a market will vitally affect the employment of a large number of Veterans engaged in the manufacture, distribution, installation, and servicing of equipment and receivers.

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WESTINGHOUSE SIGNS ARMSTRONG FM LICENSES

Execution of a licensing agreement under which all frequency modulation patents held by Major Edwin H. Armstrong become available to the Westinghouse Home Radio Division for use in FM receivers, was made known last week.

Under the agreement, effective at once, Armstrong patents will be incorporated in the full Westinghouse FM line spearheaded by the Symphonic 14, a 14-tube AM-FM-shortwave phonograph combination just price-approved by OPA at \$299.95.

Other sets affected by the agreement are: The Musicale, another 14-tube AM-FM-shortwave phonograph combination selling for \$249.95; and The Century, a straight FM receiver priced at \$159.95.

Additional agreements covering Armstrong licensing for all receivers, railroad and special services transmitters and studio equipment manufactured by Westinghouse also were announced by Walter Evans, Vice President in Charge of all Westinghouse radio activities. Commercial transmitters are not covered, since such licenses are issued only to station operators, not to manufacturers.

Included, however, are agreements for six FM stations operated by Westinghouse in Pittsburgh, Philadelphia, Boston, Springfield, Mass., Fort Wayne, Ind., and Portland, Ore.

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Radio audience measurements of C. E. Hooper, Inc., and the Cooperative Analysis of Broadcasting underrate the true size of the listening audience, (Hooper by 10 percent, CAB by more than 20%) according to a year-long study of present sampling systems made by McCann-Erickson, Inc., of New York.

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NEW YORK AND WASHINGTON IN FIRST PERMANENT TV LINK

Washington, was linked with New York and Philadelphia Monday in the Nation's first permanent commercial television network by coaxial cable.

The network went into operation with the opening of new studios of television station WABD in New York, operated by the Allen B. Du Mont Laboratories, Inc., with studios at the Harrington Hotel in the Capital, sending-receiving station for the Washington end of the line.

Senator McMahon (D), of Connecticut, speaking from Washington, revealed that television would be used at the atomic bomb tests at Bikini Atoll to record actual effects of the blasts for remote observers. The television transmitters and pickup apparatus will fly with planes in the bomb-dropping fleet, he said.

Other speakers were Senators Albert W. Hawkes, of New Jersey and James M. Mead of New York.

Du Mont officials said stations in Pittsburgh, Cleveland and Cincinnati will be added to the network with a potential audience of 20,000,000 persons, which eventually is expected to be expanded into a coast-to-coast hookup.

Dr. Quo Tai-chi, Chinese Ambassador and Chairman of the United Nations Security Council; Gov. Walter E. Edge of New Jersey and Mayor William O'Dwyer of New York were among guests at the New York studio in John Wanamaker's Department Store.

Dr. Quo predicted in a broadcast speech that worldwide television networks would be inaugurated soon, which "will no doubt further contribute greatly to our knowledge of the ways of line in other countries, which is an important factor in bringing good neighborliness among nations."

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DE W. MILLHAUSER, RCA FINANCE COMMITTEE CHAIRMAN, DIES

DeWitt Millhauser, 60 years old, Chairman of the Finance Committee of the Radio Corporation of America, and a Director of the National Broadcasting Company and R.C.A. Communications, Inc., died in New York Monday. In 1899 he joined the international banking firm of Speyer & Co., becoming a partner in 1920. He retired from the firm in 1937.

On March 15, 1929, Mr. Millhauser was elected a Director of the Radio Corporation of America. A former member of the New York Stock Exchange and the Investment Bankers Association of America, he was a Director of Hart, Schaffner & Marx and a former Director of the American Bemberg Corporation and the North American Rayon Corporation.

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TRUMAN SIGNING PETRILLO BILL WARNING TO OTHER DICTATORS

Even if the Supreme Court should rule the anti-Petrillo bill which President Truman signed Tuesday, unconstitutional, the unprecedented action of Congress in enacting such legislation is believed to mark the peak of labor dictatorship and to be a sharp warning to other labor dictators as to what might happen to them if they follow in Petrillo's footsteps.

As to Petrillo himself, the bill making a Federal offense to use coercion against radio broadcasters is one of the worst personal rebukes Congress has accorded any individual labor leader or otherwise in the history of the United States.

Notwithstanding the fact that Petrillo will no doubt move heaven and earth to overturn the bill in the highest court (in New York following President Truman's signing the bill Petrillo was quoted as saying he had no comment), it remains to be seen what the effect of the squelching given him will be. In some quarters the opinion was expressed that the attendant publicity might "make" him bigger, another John L. Lewis, as it were. Others well informed were inclined to doubt this and pointed to the fact that during his fight - the worst in his long career - not a single labor leader came to his rescue and only one Congressman, Marcantonio, left winger from New York, stood up for him - that Petrillo's star might be on the wane. In fact, there was a rumor that even his own union might try to rid itself of him if indeed the American Federation of Labor with which Petrillo is affiliated did not beat them to it. This led to a report that Petrillo might join the CIO.

At any rate the overwhelming action of Congress in passing the anti-Petrillo bill in which President Truman lost no time signing has unquestionably put the shoe on the other foot. Heretofore the broadcasters were apparently at his mercy, now Petrillo is one who has to do the worrying.

In view of the tense labor situation, it was expected that President Truman in acting upon the Anti-Petrillo bill might have something to say but he signed the bill without comment.

The measure, which is expected to sound the death knell of "featherbedding", provides penalties up to a year's imprisonment and a \$1,000 fine for compelling or trying to force broadcasters to do the following things:

- Hire more employees than they need
- Pay for services not performed
- Pay unions for using phonograph records
- Pay again for broadcasting transcript of a previous program

Halt programs originating in foreign lands or any type of non-commercial, cultural or educational program.

The last-named hits at Petrillo for banning the broadcasts of the amateur student music festival at Interlochen, Mich. In fact, it was Senator Vandenberg's bill aimed at this which first aroused Congress. This was followed by a more general bill introduced by Representative Lea of California, and the bill Congress agreed upon combined the two.

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GRIDIRON CLUB ROASTS PETRILLO; PRESIDENT TRUMAN BEAMS

It was an unlucky break for James C. Petrillo, musicians czar, last Saturday night that almost at the time the bill Congress so overwhelmingly passed shearing him of dictatorial power arrived at the White House for the President's signature, the Gridiron Club composed of the foremost newspaper correspondents in the Capital at its Spring dinner put on one of its famous skits in which Mr. Petrillo was given a terrific roasting. It proved to be one of the biggest hits of the evening bringing forth thunderous applause. President Truman, who was the guest of honor at the dinner, heartily joined in the laughter that greeted the conclusion of the skit. If Mr. Truman, the pianist, had any sympathy for his fellow musician, Mr. Petrillo, the violinist, it was not apparent at this time.

Usually at the Gridiron dinners the famous personages are present and are introduced to the audience before the skits are put on but if Mr. Petrillo was invited to attend, he was conspicuous by his absence as was Representative Vito Marcantonio, of New York, the other character in the act.

The scene was laid in the Roman forum, with Vito Marcantonio, left-wing Congressman from New York City, broadcasting a funer oration over station R-O-M-E.

"Marcantonio: Friends, Romans, countrymen, lend me your ears. I came to praise Caesar, not to bury him. The Congress, it took him for a ride, and ran its dagger through his gizzard, but oh, how noble was this man!

"They say our Caesar was ambitious
Because he levied on the juke-box,
Because he stopped the kid musicians,
Because he stung the radio networks,
But the evil that men do lives after them,
The good is often buried in their trombones."

After more encomia, six trumpeters marched in, and Marcantonio commanded them to "blow the dirge." At the first notes, Petrillo leaped from the bier, threw off his shroud.

"What the devil do youse guys mean?" he cried. "You guys know you gotta have an extra crew. Where are your six standby musicians? I call a strike."

This uproarious climax was particularly enjoyed by those present identified with the radio industry, who included:

Walter Brown, WSPA, Spartanburg, S.C.; Gene Buck, past President, American Society of Composers; Wayne Coy, WINX, Washington; Charles R. Denny, Acting Chairman, Federal Communications Commission; Leif Eid, NBC, Washington; Mark F. Ethridge, Louisville Courier-Journal; Bond P. Geddes, Vice-President and General Manager, Radio Manufacturers' Association; Ray Henle, commentator, WOL, Washington; Rosel H. Hyde, Federal Communications Commission; Merle Jones, General Manager, WOL, Washington; H. V. Kaltenborn, commentator, New York City; Edgar Kobak, President, Mutual Broadcasting System, New York City; Horace L. Lohnes, radio counsellor, Washington; Eugene Meyer, President WINX, Washington; Edgar Morris, Zenith Washington representative;

Also, James J. Nance, Vice-President, Zenith Radio Corporation, Chicago; Edward J. Noble, Chairman, American Broadcasting Company; Paul A. Porter, Director, Office of Price Administration; Frank M. Russell, Washington Vice-President, National Broadcasting Company; David Sarnoff, President, Radio Corporation of America, New York City; A. A. Schechter, Mutual Broadcasting System, New York City; Carleton D. Smith, General Manager WRC, Washington; Senator Charles W. Tobey, New Hampshire, Senate Interstate Commerce Committee; and Albert L. Warner, commentator, WOL, Washington.

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NEW SERVICES FOR RADIO "HAMS" PLANNED BY RMA

Plans for providing new services to radio amateurs, especially the former service men who are taking up amateur radio as a hobby, were considered by the newly formed Amateur Activities Section of the Radio Manufacturers' Association at a meeting in New York City last week.

The section discussed present problems confronting "ham" operators, including the crowded conditions on certain amateur bands. Members of the section agreed that they did not want to do anything to interfere with the activities of the present radio amateurs, and admitted the difficulties in obtaining additional bands for amateur operations at this time.

It was suggested that newcomers in the amateur field, especially youths of school age, be encouraged to operate in the very high frequency bands if they take up amateur radio operations as a hobby.

Members of the section, many of them radio "hams" for a quarter of a century or more, estimated that the number of radio amateurs in this country may well grow from more than 60,000 to 240,000 or more within the next few years. Chairman Halligan, President of Hallicrafters Co., estimated that the job of providing amateurs with radio equipment may develop into a \$60 million a year business as compared with a pre-war high of \$20 million.

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SYLVANIA 1945 SALES AT NEW RECORD HIGH OF \$126,792,723

Sylvania Electric Products, Inc., in its annual report yesterday (Tuesday) reveals that total sales in 1945 reached a new record high of \$126,792,723. This compared with \$100,398,043 in 1944. The report points out that 1945 was the first year during which sales and net income for the entire twelve months were included for the wholly owned subsidiary, Colonial Radio.

Consolidated net income for 1945, after provision for re-negotiation of 1945 war business, all charges for State and Federal taxes and after provision for postwar adjustments and other contingencies, totaled \$2,136,279, equivalent to \$2.05 per share on 1,005,000 shares of common stock outstanding, after preferred dividends. This compared with \$2,053,235 or \$2.04 in 1944 per share when there was no preferred stock outstanding. The 1944 figures include only the last seven months of operation of Colonial Radio in that year.

"The generally confused conditions in industry made satisfactory production impossible", Walter E. Poor, Sylvania President, said. "The greatest hardship was shortage of materials and parts, caused largely by the confused pricing situation. Labor shortage, threatening strikes and continued pricing difficulties made the short-term outlook discouraging as the new year began. The inability of our suppliers to take care of our needs presented the greatest problem."

The report discloses that recent engineering achievements have led to a wide variety of new products to offer the market. The small V-T fuze tube gives promise of real vest pocket radios, improved hearing aids and small, light two-way portable radio sets. Also that "Sylvania research engineers designed and built a substantial part of the radar transmitter and receiver recently used by the Signal Corps in its experiments in beaming radar impulses to the moon".

Approximately 95 per cent of all V-T fuze tubes used were manufactured by Sylvania. After 1944, all of the tubes used by the Navy were manufactured by Sylvania. By August, 1945, the company was producing proximity fuze tubes at the rate of 412,000 per day. In 1941, the entire vacuum tube production of the country averaged 550,000 to 600,000 a day. The company also was a major assembler of the V-T fuze itself, producing some 28 per cent of the total.

Another major contribution was the development and manufacture by Sylvania's subsidiary, Colonial Radio, of airborne radio command sets. The company was the largest manufacturer of gas switching tubes and crystal rectifiers used in radar sets as well as a major producer of cathode ray tubes for radar. The Electronics Division was the largest manufacturer of ultra violet lamps for lighting airplanes and submarines.

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WMCA CONGRESSIONAL PROGRAM UNIQUE (SAYS CONGRESSMAN)

The Congressional program put on by Station WMCA, of which Nathan Straus, former U. S. Housing Administrator if President, has at least one satisfied listener on Capitol Hill. Representative Henry M. Jackson (D), of Washington State, arising from his seat said:

"I would like to point out to my colleagues an interesting and unique education program called Halls of Congress.

"This radio program, originating with radio station WMCA, in New York, reenacts Congressional debate from the records of the Congressional Journal as an alternative to a direct pick-up.

"High lights of the week's discussions in the House of Representatives and the Senate are brought to radio listeners throughout the country. The main issues before the legislature are dramatized for the American people

"Just last month the program was cited by the Writers War Board. The commendation reads: "Interesting lesson in the practical workings of government."

"The program demonstrates the use of radio in promoting greater understanding of the democratic processes in action."

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COMMANDER STORER AND BRIDE SOJOURNING IN BAHAMAS

Commander George B. Storer, President of the Fort Industry Company, and Mrs. Storer, who was the former Mrs. Jean Van Orsdel of Miami, who were married there April 6th, are still cruising in the Bahamas, according to latest reports, but are due to return to Washington within a month or so. They are aboard the yacht Verlaine and are apparently making up the schedule as they go along.

J. Harold Ryan, former NAB President and Vice-President of Fort Industry, Mr. Storer's brother-in-law, was best man.

Out-of-town guests included Mr. Storer's sons, Peter and Robert, of Detroit; James Lawrence Fly, former FCC Chairman; Mr. and Mrs. Horace Lohnes, Washington; Ralph Elvin, Manager of WLOK, Lima Ohio, one of the Storer stations; and Mrs. Elvin; Charles Smithgall, Manager of WAGA, Atlanta, Ga., also a Storer station, and Mrs. Smithgall; Robert Perry of Waterbury, Vermont; and Mr. and Mrs. Ryan.

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ACR 1945 RADIOTELEGRAPH REVENUES INCREASE; CABLES DECREASE

The 1945 annual report of the American Cable & Radio Corporation and subsidiaries, shows a consolidated net income of \$1,615,894, which compares with a consolidated net income of \$2,197,476 in 1944. Gross operating revenues for the year aggregated \$19,342,461, against \$20,098,680 in the preceding year. Operating expenses increased to \$17,080,777 from \$15,666,195, as a result of higher wage rates and the operation of new radio circuits.

Total cable transmission revenues for 1945 were \$13,469,311, compared with \$15,131,749, in 1944. Radiotelegraph revenues for the year increased to \$4,177,894 from \$3,334,082 the year before.

In Latin America, Warren Lee Pierson, President, said, the System is rapidly expanding its radio activities to accommodate new circuits and increases in radiotelegraph and telephone traffic. Facilities for picture transmission and reception are being augmented and the corporation has embarked on an intensive program of expansion in the use of teleprinters on its circuits.

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MARINE RECORDED BATTLES NOW TO RECORD PEACETIME PURSUITS

Capt. Ward Hubbard, 2500 Q Street, N.W., formerly Chief of the Radio Recording Section, National Broadcasting Company, Washington, will set up his own business as a production and radio consultant.

A veteran of both World Wars, Captain Hubbard served as a Marine Corps public relations officer during World War II in which he introduced the use of the wire recorder to broadcast battle action.

Mr. Hubbard, whose resignation from NBC is effective May 1st, plans to specialize in transcription work for the Government and for trade associations.

Before his NBC affiliation, Captain Hubbard was with the Federal Housing Administration where he was instrumental in forming the Government's radio transcription policy.

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The slogan of the Don Lee Broadcasting System is: "More than 9 out of every 10 radio homes on the Pacific Coast are within 25 miles of a Don Lee station."

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DEMAND FOR SETS ESTIMATED AT AS HIGH AS 27,000,000

Writing in the April issue of "Consumer Credit", an organ of the Consumer Banking Institute, of Washington, D. C., E. A. Nicholas, of Fort Wayne, Ind., President of the Farnsworth Television and Radio Corporation and Chairman of the Set Division of the Radio Manufacturers' Association, said that the radio industry now faces "a pent-up consumer demand for radios and radio-phonographs ... estimated variously as high as 27 million sets.

"The radio manufacturer, from manufacturer to dealer, is coming to realize more fully than ever the vital importance of sound consumer credit to the progress and prosperity of the industry as well as the nation as a whole", Mr. Nicholas stated.

"In the months ahead, American economic health will depend upon the mass production of more and more goods and services for the purchase and useful enjoyment of more and more people. In this program, consumer credit will be as essential as the very raw materials from which the goods are made. ...

"Properly employed, and with liberalized government regulations, consumer credit can enable twenty-five million new buying customers, who have heretofore not had the ready cash for purchasing durable goods, to fulfill their needs on a sound financial basis. ...

"Obviously, a good dealer should appreciate the difference between wise consumer spending and 'going into debt'. And he should be able to explain this difference honestly and clearly. Home radios are durable goods. Once bought, on a sound credit basis, a radio receiver enhances the owner's individual assets and capital value. The physical product of the purchaser far outlasts the repayment period. At the same time the owner is making out-of-income payments for durable goods, he is buying a number of other goods and services which are entirely consumed only shortly after he buys them. The credit type purchase, provided it is on a firm financial basis, is no more 'going into debt' than the latter."

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THOMAS D. BLAKE LEAVES STATE DEPT. POST TO JOIN I. T. & T.

The State Department has announced the resignation of Thomas D. Blake, Assistant to Michael J. McDermott, Special Assistant to Secretary of State Byrnes in charge of press relations. Mr. Blake resigned to take a position with the International Telephone and Telegraph Corporation in its Washington office.

Before going to the State Department, Mr. Blake served during a part of the war as an assistant White House secretary.

The Department made public a letter from Secretary Byrnes to Mr. Blake telling him that "your experience in the White House and the State Department should be of value to you in your new undertaking and I want you to know you have my very best wishes for success."

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"RADIOTYPE" POURS OUT UN PRESS COPY AT 7,200 WORDS PER HOUR

The news-covering fraternity at UN caught its first glimpse of postwar high speed copy handling when Radiotype, of Globe Wireless, Ltd. went into action at the opening session of the Security Council, clicking off 120 words a minute of completely typewritten dispatches, between the International News Service room at Hunter College and midtown headquarters, twice as fast as other news machines transmitting from the UN center.

The new service, smashing all previous world records for the sending and receiving of fully typed press, was arranged by General Manager Seymour Berkson, of INS, and vice-president-inventor Walter S. Lemmon, of Globe, as Radiotype's formal bow to newspaperdom.

It is the first active application in the press field of the automatic electronic equipment developed by Mr. Lemmon and his engineering associates in the research laboratories of International Business Machines Corporation and recently acquired by Globe for its international radio communications network.

Radiotype is working over a telephone line at UN but, its engineers explained, also performs equally as well over any radio frequency, at all distances which wireless communication can reach. The importance of the UN application is apparent, since newsmen look to both radio and the standard wire services for much of this new system's future usefulness to the publishing world.

The method looks simple enough, and actually it is. All of the terminal equipment is contained in a single grouping on one specially designed table, about the size of an office desk. Each position consists of two electronic typewriters, one a sender, the other a receiver. Operators tap the feather-light keys of the transmitting machines, producing both original typewritten copy and ribbons of perforated tape, in the same process, at the sending positions.

Since the typewriters are equipped with standard office keyboards familiar to all typists, no special training is needed to perform this operation. The tape ribbons are "read" into automatic robots, which convey the news into electronic circuits connected, in this case, by wire with the distant receiving machines.

The news copy emerges from the receiving typewriters fully typed and in as many carbon copies as are required. It is the use of the automatic tape reading robot which enables the sustained speed of 7,200 words each hour.

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::: SCISSORS AND PASTE :::
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WNYC Wins Praise Covering UN but Fate Still In Doubt
(Jack Gould in "New York Times")

Ever since the O'Dwyer administration took office in City Hall there have been continuing rumors that the future of the municipal radio station, WNYC, was by no means assured. Though Mayor O'Dwyer himself has insisted that he did not plan to entertain suggestions for the sale of the station, he has not as yet appointed a permanent director of the city's communication activities.* * *

For the first time the listener is being afforded the privilege of sitting in on the councils of the world's statesmen (due to WNYC broadcasting the full proceedings of the United Nations meetings).* * * Nationally, however, the networks have done only an indifferent job. If the chains can throw off hours of commercial programs for national political conventions, surely they should do no less for the first crucial days of an international parley dedicated to maintaining the security of the world.* * *

In all fairness, however, it cannot be expected that any commercial station could fully equal the record of WNYC, which does not have to worry about the color of the inks on its books.* * *

By eliminating the "analysis" and "experts" who often come between the U.S. speakers and the listener on other stations, WNYC is immeasurably enhancing the individual's sense of personal participation in the proceedings, which would seem radio's highest objective in behalf of the U.N. That some listeners at least welcome this chance to do their thinking without outside assistance also would appear evident on the basis of the 1,200 letters of appreciation received by WNYC during the first two U.N. meetings.

Clearly, circumstances have endowed WNYC with an unrivaled opportunity for public service and it is to be hoped that Mayor O'Dwyer and the City Council will afford it every encouragement.

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No Government Broadcasting Stations for Senator White
("Washington Post")

Senator Wallace White, Maine Republican, refused to sign the recent report on reorganization of Congress if it contained data on broadcasting Congressional debates. Other Congressmen on the Committee proposed two short-wave stations, one in the East and one in the West, to let the people hear what their Representatives say on the floor of Congress . . . Bills to broadcast Congressional proceedings have been introduced by Senator Claude Pepper of Florida and Representative John Coffee of Washington.

Firestone Again Stirs Up Newspaper Listing Question ("Editor and Publisher")

Back in the early days of chain radio, national manufacturers sponsoring programs, got away with murder in the daily newspaper listings of radio entertainment. It wasn't long before both they and the newspapers discovered the valuable publicity space being given away every day on that page by listing the manufacturer's name, or product, with the program name. The evil was corrected. Some papers even threw out the radio listing.

Now the problem is back again. The advertising manager of Firestone Tire & Rubber Company is requesting that newspapers list his radio program as the "Voice of Firestone". That's the name of the show, he says.

We don't think he will get very far with his campaign. Most editors, and advertising managers, will agree with the retort of Harry Saylor, editor of the Philadelphia Record:

"If advertisers feel that their trade names should be emphasized in connection with radio programs, there is a very simple way for them to do it: To buy advertising space on the radio page."

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Found FDR Alone With Great Problems (Drew Pearson - Bell Syndicate)

One evening Ed McGrady (former Assistant Secretary of Labor, now RCA vice-president) came over to the residence part of the White House to confer with President Roosevelt on a troublesome strike problem. It was after 11 P.M. He walked along the thick carpeted corridor outside the Lincoln study.

The room was dark except for one lamp on Roosevelt's desk which illuminated his face as if in a stage setting. The President sat there, gazing off into space. He was not reading, he was not smoking, he was thinking. And on his face was a look of almost tragic loneliness. A man surrounded by people, problems and war - and completely alone.

That is the biggest change that has taken place in the White House since April 12, 1945.

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Raps Satevepost TV Articles (Karl Sands in "Radio-Television News")

Thanks to the editors of the Saturday Evening Post for their role in helping to further confuse the public on Television, by allowing that Alva Johnston farce titled "Television: Boom or Bubble", which began in their March 9th issue. The piece is neither educational, informative nor humorous. Actually, Johnston spent days and days talking to video press agents looking for color for his yarn. Too few magazines pay close attention to Who writes what. Many of the mags know that any article on television will sell copies and that, apparently, is all they are interested in. If you haven't read the yarn, don't waste your time and energy trying to find a copy.

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TRADE NOTES

President Truman's putting the Navy over the barrel last week in the Army-Navy unification brought a revival of the rumor that he had his eye on Paul Porter for Assistant Secretary of the Navy (the spot Ed. Pauley found too hot). According to the gossip, Mr. Truman felt Porter could be depended upon to back him up to the hilt on combining the two services - Admirals or no Admirals.

The American Society of Composers, Authors and Publishers (ASCAP) confirmed that it now has received from its writer and publisher members assignment of their public performance rights in the television field for a three-year period.

An entirely new group of microwave tubes, resolved through a new set of design principles and applicable to a wide range of new uses in the industrial electronic, communication and navigation fields were announced today by M. A. Acheson, of Sylvania Electric Products, Inc. The new tubes which are physically smaller than standard radio tubes, include receiving and low-power transmitting types for use at frequencies between 1000 and 5000 megacycles.

The kind of product that may be explored is almost without limit, Mr. Acheson. Crankcase oil might be quickly tested to determine whether or not it needs to be replaced. The microwave system could indicate worms in fruits and vegetables; the amount of solvent in paint; the depth of surface hardness of ball bearings; the moisture in lumber; and structural flaws in pipe, molded plastics and other composition articles.

G.E. has a new line of small, light-weight capacitors designed to meet the requirements in size and weight imposed by the compact design of modern television receivers.

There will be a demonstration of the newly designed FAXIMILE system of transmitting and recording printed pictures and text by radio today (Wednesday, April 17th) at the Laboratory of Radio Inventions, Inc., at 155 Perry Street in New York.

Included in equipment shown will be complete transmitting unit necessary to put Faximile on the air, and recorders suitable for home reception. John V. L. Hogan, President of Radio Inventions Inc., and inventor of the Hogan Faximile System will explain operation in detail.

Faximile, it was said, now offers a practical and workable method of printing type, line drawings and photographs in the home by radio - with definition and speed never before demonstrated.

Harold A. Renholm, who has been merchandising RCA and Victor products for almost 30 years, has been appointed President of the RCA Victor Distributing Corporation, Chicago. Prior to his appointment, Mr. Renholm was Executive Vice President and General Manager of the RCA Victor Distributing Corporation. He has been associated with the RCA Victor organization since 1918.

Crosley Motors, Inc. - First annual report covering the five months ended on Dec. 31 showed total current assets of \$2,313,772 and current liabilities of \$398,389. No operating statement was included in the report, since the company had not begun manufacturing operations. Notice was given to stockholders of the annual meeting to be held in Cincinnati, Ohio, on April 24.

Powel Crosley, Jr. on Monday told stockholders in his automobile company that he hoped to have the new light cars ready for shipment by May. The public will get its first look at the automobile today in Crosley Field before the opening-day game between the Cincinnati Reds and Chicago Cubs.

John S. Knight, prominent Chicago newspaper publisher who recently added to his radio holdings by buying an interest in Station WIND from Ralph Atlass in Chicago, got after William Benton, Assistant Secretary of State. Addressing the American Society of Newspaper Editors, of which he is President, Mr. Knight said:

"It seems to me that Benton is taking in entirely too much ground when he attempts to tell The Associated Press and The United Press how those agencies should be conducted."

"Just why are we so interested in converting other nations to our point of view? Is it that we fear the spread of the Russian philosophy or do we honestly believe that sixty or seventy thousand receiving sets distributed among 198,000,000 Russians will enable the huge Russian populace to better understand and appreciate America?"

Quoting Cornelius Vanderbilt's article on A. Atwater Kent, in your issue of March 27th, Mr. Vanderbilt states that nobody knows Kent's age. According to "Who's Who", he was born December 3, 1873, which makes him 73 years old, which I think would be about right.

The person sending in this information also said: "It also let's us in on the secret that his first name is Arthur, which I never knew before."

Paul J. Reed has been promoted to the position of Assistant to the General Sales Manager of the Radio Division of the Bendix Aviation Corporation. Mr. Reed has served as Assistant Advertising and Sales Promotion Manager for the past year and has been with Bendix since the inception of the extensive postwar program of the Radio Division.

Simultaneously Joseph L. J. O'Connor was selected as Sales Promotion Manager. Mr. O'Connor comes from the Zenith Radio Corporation, Chicago.

The second annual radio and business conference sponsored by the City College School of Business has been scheduled for April 30 and May 1 at the Hotel McAlpin. A nation radio awards dinner will be held April 30th. One of the topics to be discussed the following day is the Federal Communications Commission report and whether it will lead to greater Government control of radio.

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