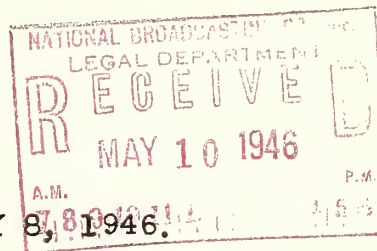


HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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No. 1726

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May 8, 1946

SEES BLACK AND WHITE TV PREVAILING EVEN WHEN COLOR IS HERE

Brig. Gen. David Sarnoff, President of the Radio Corporation of America, who has repeatedly contended that television in color is at least five years away, has gone a step farther in the controversy by venturing the opinion that even when it does arrive, most of the pictures will continue in black-and-white. In his annual report to stockholders yesterday (Tuesday, May 7), General Sarnoff said:

"We firmly believe that color ultimately will provide an added interest in certain television programs for the home as it does in certain motion pictures for the theater. However, the majority of television programs will, we believe, continue to be in black-and-white, as they are in the movies, even when color is available. Although color processes have been available to the movies for many years, only 6 percent of the feature motion pictures shown in the theater today are in color.

"Adding color to television involves new techniques and new devices which still are in the laboratory stage. That part of the radio spectrum in which a color television system is likely to be operated must be thoroughly explored. Moreover, standards for apparatus that can function in this portion of the spectrum, first must be agreed upon by the radio industry and next approved by the Federal Communications Commission. The equipment must be field tested, made commercially practical and manufactured at prices within reach of the consumer. All this already has been achieved by the present system of black-and-white television. It still remains to be done by any system of color television before it can be said to be ready for use in the home.

"Although color pictures can be produced by a mechanical system", he continued, "we do not believe it is the most desirable system for home use. We believe that an all-electronic system of color television is the better method, and that when it is perfected it will make obsolete quickly any method of mechanical color that may be adopted in the interim. Our scientists, therefore, are hard at work in developing an electronic system of color that will have many advantages over any conceivable mechanical system. When a modern and practical color television system for the home is here, RCA will have it."

Mr. Sarnoff had previously said:

"The black-and-white pictures produced by the RCA all-electronic system provide greater detail, brilliance and contrast than ever before achieved in television. The demonstrations have proved that the RCA television system is ready for greater service to the public."

5/8/46

Recalling that in June the Louis-Conn championship fight in New York will be televised by NBC, General Sarnoff went on to describe the progress of television and to evaluate the possibilities of color television, declaring:

"This championship bout promises to be as historic in television as the Dempsey-Carpentier fight was in sound broadcasting. Twenty-five years have passed since that memorable broadcast by RCA revealed radio's great popular appeal. Now television opens a new era in sports for the public to see as well as hear by radio."

General Sarnoff pointed out that the research and engineering which made radar and airborne television possible for war-time purposes, now provide a greatly improved television system including radio relay stations, more sensitive cameras and clearer pictures for the home. It is expected, he said, that RCA television receivers will begin to reach the market in the Autumn.

Mr. Sarnoff said that NBC will put television stations on the air in Washington, D. C., and Chicago, for which the Federal Communications Commission recently granted commercial licenses. In addition, NBC has applied for television station licenses in Cleveland and Hollywood.

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FCC MULLS ABC KING-TRENDLE \$3,650,000 PURCHASE

Although no hearing date has yet been set, the Federal Communications Commission is informally considering the purchase by the American Broadcasting Company of all the outstanding stock of the King-Trendle Broadcasting Corporation of Detroit for \$3,650,000 cash.

The King-Trendle Broadcasting Corporation, whose 1945 gross revenue was \$2,357,000, owns Station WXYZ, Detroit, Mich., an ABC outlet; Station WOOD, Grand Rapids, Mich., affiliated with NBC, and the Michigan Network which supplies program service to a group of Michigan radio stations.

The Broadcasting Corporation, as a wholly-owned subsidiary of the American Broadcasting Company, will retain Station WXYZ, Detroit, and the Michigan Network, but because of regulations of the Federal Communications Commission, limiting, in certain cases, the right of a network to own stations, in the light of local conditions, Station WOOD, Grand Rapids, will be sold.

The purchase does not include the Lone Ranger, Inc., the Green Hornet, Inc., and the Challenge of the Yukon, Inc.

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CBS LICENSES FEDERAL LABS TO MAKE TV COLOR TRANSMITTERS

The Columbia Broadcasting System has licensed the Federal Telecommunication Laboratories, Inc., affiliate of the International Telephone & Telegraph Corporation, to manufacture television transmitter equipment based on CBS' ultra-high frequency color television inventions.

Provisions of the agreement between the two companies parallel the contract signed two months ago with the Westinghouse Electric Corporation. Both arrangements are on a patent royalty basis and cover a five-year period with options for extension.

H. H. Buttner, President of Federal Laboratories, said that his company "has completed plans for the manufacture and delivery, as a complete unit, of high definition, ultra-high frequency color and black-and-white television transmitting stations."

In its news release, Federal Laboratories points out that it "designed, manufactured and installed the ultra-high frequency television transmitter including the antenna and high frequency lines now being used by CBS for color television transmission and the patent agreement enlarges the scope of Federal's television activities to the point of complete unit production and service in this highly important field of ultra-high frequency transmission. The license agreement covers a five-year period and embraces an option of extension. CBS has been broadcasting color television programs with marked success since the installation of the Federal transmitter in the Chrysler tower early this year.

"Patent royalty arrangements call for the payment of one percent to CBS by Federal on such television components as color television cameras and film scanners, combination cameras and scanners for color and black-and-white and all associated apparatus and circuits for picking up an image in color transmitting it into video signals for delivery to the transmitter and visually monitoring such signals during transmission. * * * *

"The greater clarity of the television image and resulting 'fine screen' reception is made possible by transmission on a broad band of frequencies, a technique which required the creation of special vacuum tubes. Federal's long experience in the development and production of high power transmitting tubes places it in a unique position for extending the limits of broadband transmission.

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Radio and motion pictures are not used for entertainment in Alcatraz Prison but may be employed by the warden for education and improvement of the inmates when he deems it advisable in the interest of good discipline.

No newspapers are permitted. No original letters are delivered. Such letters as are permitted are typed and copy given prisoners.

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RADIO TRANSFORMER PRICE FACTOR INCREASED TO 19 PER CENT

The price increase factor for manufacturers of radio transformers used on power circuits and vibrators has been increased from 16.1 per cent to 19 per cent, the Office of Price Administration has announced.

The 19 per cent increase factor is the same as that granted for specialty transformers other than fluorescent transformers. In many cases the radio transformers are similar to the specialty transformers and in some cases, they are identical, OPA said.

As explained in announcing the proposed increases, they are necessary to bring the ceiling prices of these products into line with the new wage-price policy and to rectify earlier cost calculations based on incomplete base period data, the agency said.

At the same time, OPA granted manufacturers of audio transformers with fixed iron cores and choke coils with fixed iron cores a 25 percent increase factor to replace an increase factor of 16.1 percent previously authorized.

The agency explained that when the original price increase factor was determined, separate data covering the higher labor costs involved in the manufacture of these products were not available so that separate consideration could not be given them. The re-survey revealed that the proportion of labor costs to sales prices is considerably higher for these higher type transformers that are built to closer tolerances than for other types.

Resellers are permitted to pass along the increases. However, the cost of living will not be significantly increased because only a small part of the total output is sold directly to householders, OPA said.

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DON MITCHELL IS NEW SYLVANIA PRESIDENT

Don G. Mitchell, former Executive Vice-President of Sylvania Electric Products, Inc., has been elected President, succeeding Walter E. Poor, who was elevated to Chairman of the Board.

At the age of 41, Mr. Mitchell becomes one of the country's youngest president of a major corporation. Before joining Sylvania in 1942 he had been affiliated with McGraw-Hill Publishing Company, American Can Company, Marshall Field & Co. and the Pepsi-Cola Company. Mr. Poor, President of Sylvania since 1943, joined the company in 1911. He is a brother of Frank A. Poor, its founder.

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BELIEVED STATIONS WILL BE TAKEN CARE OF IN COAL CRISIS

"As far as I know, broadcasting stations in Washington will be supplied with power until the last gasp", Kenneth H. Berkeley, General Manager of Station WMAL Evening Star-ABC outlet, declared in discussing the coal crisis. The impression seemed to prevail that other power companies throughout the country would likewise be very slow to cut off the broadcasting stations. It was said the average radio station requires about 50 to 60 KW power an hour. Many stations have auxiliary generators which, while they might not be able to furnish enough power to provide the usual signal, would supply enough to keep the station on the air.

The Public Utilities Commission of the District of Columbia (Washington, D. C.) has issued an order for the conservation of fuel which exempts, first, fire, police and other emergency services; second, hospitals and doctors; third, transportation and fourth, communications, which includes radio. However, the opinion prevailed that regardless of the letter of the law, broadcasting stations would be the most likely to be closed down.

It would probably be a different thing, however, with studio audiences such as in Radio City or in Chicago where ABC programs are broadcast from the 19th floor studios of the Merchandise Mart. Many programs face the question of going on the air without studio audiences because the operation of elevators has been drastically reduced.

Each ABC program which previously used audiences as part of the show is preparing two program formats. One format will use the regular audience participation script, and the second will be built around no audience participation.

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CHARGES FM SET MANUFACTURERS WITH CREATING DOUBLE MARKET

Addressing the Radio and Business Conference of the College of the City of New York last week, Leonard L. Asch, owner of an FM station in Schenectady accused some set manufacturers of a "plot" to create a double market by first flooding stores with AM receivers, then saying to the public a year later, "It's too bad, suckers, but now you'll have to buy an FM set."

"AM broadcasting is obsolete and the manufacturers know it", Mr. Asch asserted. He was in the General Electric Co. Sales Department before he established WBCA, a 1-kilowatt FM competitor of GE's 50-KW station WGY.

With lower investments and much lower operating costs than AM stations, Mr. Asch said the time is coming when FM broadcasters can present very attractive rate cards.

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WCAU, PHILADELPHIA, SOLD FOR DAZZLING FIGURE OF \$6,000,000

Many thought when they read that Station WCAU in Philadelphia had been sold to the Philadelphia Record for \$6,000,000 that it was a typographical error. The Federal Communications Commission, which has not yet passed upon the transaction, however, confirmed the figure which, with the possible exception of WLW at Cincinnati, is probably the highest price that has ever been paid for a broadcasting station.

When the Aviation Corporation bought control of the Crosley Corporation, which included WLW, though the actual price paid for the station was never made public, experts appraised it as somewhere around \$8,000,000, which is the same amount as Edward J. Noble paid the American Broadcasting Company to the RCA-NBC for the entire Blue Network.

Some of the top prices paid for individual stations but none of them even compare with the Philadelphia deal were WINS, New York, \$1,700,000 plus \$400,000 advertising time on the station for Hearst the previous owner; WBT, Charlotte, N.C., \$1,505,000; KHQ, Spokane, \$1,300,000; WMCA, New York, \$1,255,000; KNX, Los Angeles, \$1,200,000, and WQXR, New York Times, New York, \$1,100,000.

WCAU, CBS outlet in Philadelphia, is a 50 KW clear channel station broadcasting on 1210 kc. Leon Levy, brother-in-law of William S. Paley, Chairman of the Columbia Broadcasting Station, is President, and along with his brother Isaac Levy, principal owner of the station.

J. David Stern, President of the Philadelphia Record Company and the Courier Post company at Camden, said the \$6,000,000 price includes the purchase price of \$3,500,000 of securities and real estate.

Plans previously made by WCAU for a new building will be expanded into a combination newspaper, radio, FM and television plant with a 612 foot tower, on the block bounded by Broad, Spring Garden, 15th and Buttonwood Streets.

Mr. Stern said:

"As soon as building priorities permit, a combined newspaper, radio and television plant will be erected at a cost of more than three million dollars on the city block bounded by Broad, Spring Garden, 15th and Buttonwood Streets, now owned by WCAU.

"I am pleased to announce that the present executives and organization of WCAU will continue with the station. Dr. Leon Levy, President of WCAU, and Isaac D. Levy, Chairman of the Board, will become Directors in the Philadelphia Record Company."

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NEW WASHINGTON FM STATION OUTLINES SNOOTY ADVERTISING POLICY

Almost everything will be required of a prospective advertiser over the new Potomac Broadcasting Cooperative (FM) station in Washington, D. C., except that said advertiser carry a cane and wear spats and a silk hat. Likewise some of the things Herbert Woods, Cooperative President, says and proposes to do casts aspersions on many existing policies, and advertisers.

For instance: "We will avoid the things about radio stations that have annoyed us as listeners. We will have no advertising that involves cajoling, bamboozling, seduction, sentimentalism or exaggerated untruths. We will not allow untruthful or misleading advertising."

"It is possible but highly improbable that Potomac Cooperative will ever find sufficient advertising copy so simple in nature as not to violate one of its rules and at the same time glowing enough to capture listeners and, consequently, the businessman as a sponsor", comments Sonia Stein, Radio Editor of the Washington Post.

Money to establish the station is expected to come from shareholders in other types of cooperatives in the vicinity. The station will plan programs which it considers suitable and sell them to sponsors intact. The man who pays for the broadcast will not be allowed to dictate what the content of the program will be. This is a system of programming, with listener considered before sponsor, already in use by some commercial stations.

The Cooperative also is anxious to serve minority groups in the listener potential. If a reasonable number of the cooperators clamor for a specific type program, the station hopes to give it to them.

Finally, there is to be an information service on sources, quality and prices of "best buys" with no attention paid to whether the merchant advertises on the station or not.

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N.Y. WALKIE-TALKIE HOLD-UP GANG MAY RUN AFOUL OF FCC

In addition to other charges filed against them, the youthful gang of New York thieves who used a walkie-talkie radio set in carrying out their robberies, may also have to face a charge filed against them for operating a radio set without a license.

Allan Coulter, 20 years old, a Navy veteran who had served as a radio technician on the USS LEXINGTON, and alleged to be the head of the gang, was said to have constructed the walkie-talkie and instructed the others in its use.

The gang was accused of 75 burglaries and 42 safe robberies for a total of \$10,000 since Christmas.

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HOUSE CONSIDERS LEGISLATION TO COMBAT "RADIO PROPAGANDA"

Aimed at Government officials who are charged with going on the air to influence legislation or to defend charges made against them by Congress - and thus try to go over the heads of Congress direct to the people, House Republicans are said to be contemplating a curb on what they call "radio propaganda by bureaucrats and commentators with a cause".

In addition to providing for regulation of what may be said over the radio, the proposed legislation would curb the powers of the Federal Communications Commission.

One Republican said the movement started after Chester Bowles, stabilization director, took to the air the night the House passed a battered price control bill and sharply criticized the action.

"There have been many other instances, also", he told a reporter, "where heads of Federal agencies have gone to the radio to lobby in behalf of legislation and to criticize the Congress.

"While these bureaucrats apparently have the authority to commandeer radio time anytime they want it, a member of Congress desiring to give his side of the case frequently has difficulty arranging for time."

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GE HAS ORDERS FOR 150,000 PORTABLES, NEW STORAGE BATTERIES

That GE has orders on hand for 150,000 new self-charging radio sets, which operate for 20 hours on one cent's worth of electricity, was made known in New York last week. Power for the new portable is supplied by a two-volt leak-proof storage battery which operates the radio for twenty hours on a single charge. The battery can then be recharged rapidly by plugging it into ordinary AC house current, and is designed to play full volume while the battery is being charged.

In its design, the portable incorporates electronic and mechanical features which General Electric built into military and communications equipment for tanks, Paul L. Chamberlain, Manager of Sales for the GE Receiver Division, said. The portable is being made in two models. Model 250 is designed for standard broadcast reception, while model 260 has the standard and five short-wave bands. Both have die-cast aluminum construction throughout. The sets weigh about twenty pounds. Mr. Chamberlain stated the tooling cost of anew receiver exceeded \$150,000.

Model 250 has an OPA approved price of \$86.60, while model 260 has a price of \$118.50. The portables, which are being made at the Bridgeport plant, are being allocated to dealers on an equitable basis, with the hope expressed that shipments on current orders will be completed by Dec. 1.

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CAPT. HARRY C. BUTCHER WEDS

Capt. Harry C. Butcher, USNR, author of "My Three Years With Eisenhower", aide to General Eisenhower in Europe, and former Washington Vice-President of the Columbia Broadcasting System, was married to Miss Mary Margaret Ford, of New York City, daughter of Mrs. Thomas John Ford, in Bryn Mawr, Pa., Tuesday.

The ceremony was performed at the home of the bride's brother-in-law and sister, Arthur E. Pew, Vice-President of the Sun Oil Company, and Mrs. Pew, on the first anniversary of the German surrender at Reims, which Mrs. Butcher attended as a Red Cross worker. Mr. Butcher, a former captain, met his bride in Europe after the Battle of the Bulge. Miss Ford's only attendant was her sister and she was given in marriage by her brother-in-law. The bride is a graduate of Ursuline Convent, The Pines, Chatham, Ontario, and attended Brescia Hall, London, Ontario.

President Judge Edward Leroy Van Roden of the Delaware County Orphans Court performed the ceremony. Among the guests was Stephen T. Early, former secretary to President Roosevelt.

It was the bride's first marriage and the second for Mr. Butcher.

Captain and Mrs. Butcher will spend their honeymoon in a newly acquired trailer driving across the country to Santa Barbara, California, where they will make their future home. Captain Butcher will open a new broadcasting station in Santa Barbara, a license for which was recently granted by the Federal Communications Commission.

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CONFERENCE TO ADOPT RADAR TO NAVIGATION IN LONDON

Commodore E. M. Webster of the Coast Guard is heading the U. S. delegation at the International Conference on the application of radar and other radio devices for surface navigation now being held in London.

It is regarded by participants from twenty-two countries as the first real opportunity to evaluate many radical navigational aids developed during the war, opened in London. Though this conference will not be called on to produce any formal international conventions, it is hoped that a foundation can be laid for the type of accords that the British and American delegates regard as essential before radar can be successfully used on a large scale to improve commercial navigation and safety standards.

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DON LEE CALLS FOR PRESS COPY CLEAN-UP

Quite an improvement has been noted in the press releases of the Don Lee Broadcasting System of Hollywood since Mark Finley, its public relations man, returned from the Army. Perhaps the following shot in the arm, which Mark issued recently to all departments, may be the reason:

"Clean up your copy. Eliminate the cliches. There are two books available to all departments and they should be consulted often. They are called:

1. "Dictionary" - spelling of unfamiliar words
2. "Thesaurus" - synonyms and antonyms

"Do not use poetic similes when you can use short verbs and nouns. Keep your stories short as editors are busy people... and their space is limited. There is an overuse of redundant phrases such as "color and pageantry" and unconscious humor in the pun "Noted Operatic Star".

"For your own use, you may be able to add to this partial list of trite words and phrases:

Keen Analyst	Postwar Tomorrow
Chatty, Down to Earth	Hectic Career
Top Newscaster	Amazing
Fast-moving	Distinctive Style
Distinguished News Analyst	Suspense-Packed
Vital....Vital Issues of the Day	Thrill-Packed
Pertinent	Outstanding
Gala Ceremonies	
From Truck Driving to Piano Playing may seem a far cry	
Mammoth hour and a half show.....	

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ATTORNEY WELL KNOWN TO BROADCASTERS TO DEFEND TOJO

John W. Guider of Washington, who has acted as counsel for numerous broadcasting companies, has been designated as defense counsel for former Japanese Premier Tojo.

Mr. Guider was a senior partner of the firm of Hogan & Hartson, with offices in the Colorado Building, Washington, D.C. A native of Syracuse, N.Y., he was graduated from the Naval Academy in 1922 and from Georgetown University Law School in 1926. He married the former Mary Hogan, daughter of the late Frank Hogan, noted attorney. His appointment as senior counsel was announced by the Judge Advocate General, War Department.

Mr. Guider, who served as a captain in Navy supply during the war, saw service in the Solomons and the Southern Pacific areas in 1944. He will leave Washington by plane for Tokyo.

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RCA BY-PASSES SUNSPOTS ON NEW N.Y.-MOSCOW RADIO ROUTE

Establishment of a powerful automatic radio relay station in the International Zone at Tangier, by-passing one of the world's worst magnetic storm areas and providing a new high-speed communications route between New York and Moscow, was revealed by Thompson H. Mitchell, Executive Vice President of R.C.A. Communications, Inc., in New York City. He said that successful tests of the circuit have been completed and service will be initiated shortly.

By means of the Tangier relay station, Mr. Mitchell said, RCA engineers have taken a major step in solving the problem of providing uninterrupted service between the United States and the Soviet Union. He pointed out that the direct New York-to-Moscow route passes so close to the North Auroral Zone, or magnetic storm area, that shortwave radio signals fail to get through when sun spot-generated storms occur.

The new alternate path is 1,300 miles greater than the direct route, but this means an increase of only 1/143 of a second in travelling time for the radiotelegraph signal which has the speed of light, Mr. Mitchell said.

The magnetic storms resulting from the occurrence of sun spots can now be predicted in advance of the actual disturbances, and the circuit New York-to-Tangier-to-Moscow provides a route which circumvents the most highly disturbed region of the auroral zone through which signals over a direct route from New York to Moscow must pass.

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HOUSE SAVES STATE DEPT. SHORT-WAVE; NEW RADIO SETUP SOON

Democrats in the House last week defeated the efforts of the Republicans to cut \$10,000,000 off the State Department appropriation which would have killed the plan to set up an international information service. They also voted down a proposal of Representative John M. Vorys (R), of Ohio, which would have banned international news broadcasts after September 1 without Congressional authorization. This amendment also would have prohibited spot news broadcasts which do not identify the source of the news.

In his plea to save the \$10,000,000 State Department propaganda and international broadcasting item, Representative Louis C. Rabaut (D), of Michigan, said:

"Unless this Congress passes new legislation and new appropriations for short-wave broadcasting before September 1 of this year, the radio voice of America will be silenced.

"The gentleman from Ohio is trying to set a deadline for this Congress to act on a very delicate issue in our international relations.

"I know this issue is complicated because the Secretary of State came before our committee and discussed it. So did Assistant Secretary Benton. They both told us that the State Department and the Federal Communications Commission are working on new legislation to cover short-wave broadcasting. These agencies have been studying the problem for 6 months. They expect to have a message for Congress on this subject in the near future.

"The Secretary of State told our Committee that the State Department was given the job by the President. The State Department considers this a temporary arrangement until a thorough study can be made by the FCC and the Congress. The funds contained in this bill would only enable the State Department to carry on the broadcasting until the Congress can decide on a permanent plan for short-wave. * * *

"The net effect of the amendment of the gentleman from Ohio is to silence the radio voice of America after September 1 and to leave to other governments, some of them hostile governments, the interpretation of American policies on the radio.

"The gentleman may argue that private licensees in the United States can do this job. They admit themselves that they cannot finance an adequate broadcasting schedule to all major language areas of the world. Obviously no private licensee in the United States can operate the relay transmitters in foreign countries, without which most of the world cannot hear our broadcasts. * * *

To this Representative John Taber (R), of New York, replied:

"I think it is about time that this Committee of the House understands what this amendment does. I was sorry to note from the statement of the gentleman from Michigan that apparently he had not understood the amendment.

"This amendment would not prevent the operation of radio stations by the State Department, but it would prevent them from giving out news, the source of which was not identified, and it would prevent them from purchasing private short-wave stations which would otherwise be devoted to broadcasting international information or cultural programs, and prevent them from maintaining a monopoly of the whole short-wave broadcasting.

"There are seven short-wave stations at the present time operating out of this country. The Government has them all. This amendment would prevent only the use of those when private programs are available. There is no such thing as its preventing the operation by the Government of broadcasting stations."

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Lady Nancy Astor, former Nancy Langhorne of Virginia, when visiting Richmond recently, was quoted as saying:

"Though the British Broadcasting System is dull, it is at least decent and we don't sell everything. If I were the women of America, I'd do something about the broadcasts."

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SCISSORS AND PASTE

Employers Petrillo Holds Up Are No Match For Him
("Washington Post")

As we have said before, Mr. Petrillo is not an isolated example of a labor leader who believes his highest duty to his union is to create jobs for its members. He is, however, unexcelled in the effrontery with which he proclaims his belief in the doctrine, regardless of the damage done by his obstructive tactics. Once again he makes it clear that any invention, however beneficent, that threatens to deprive a single one of his musicians of a job will be suppressed if he can compass its destruction. "As television grows", he says, "the musician is going to grow with it, or we are not going to assist its development."

Flushed with victory as he is after negotiating a highly advantageous contract with motion picture producers, it is not to be expected that Mr. Petrillo will be abashed by public criticism or intimidated by the restrictive and highly punitive legislation enacted by Congress to curb his activities. For the truth is that he is following a policy that pays if the policy-maker can get away with it. The union leader who succeeds in making jobs for his followers gains their allegiance; the only way to overcome him is to fight his proposals. The employers whom he has held up repeatedly, with rare success, are no match for him.

The particularistic law aimed at Mr. Petrillo, as we said at the time, is a bad one, and is, moreover, open to attack on constitutional grounds. Until public opinion is roused to resist antisocial labor union practices wherever found and express its determination to extirpate them legally and forcibly if necessary, we might as well resign ourselves to the dictatorial rule of labor leaders of Mr. Petrillo's kind.

Emily Post on Radio
("Life", May 6)

Mrs. Emily Post has ten radios in her apartment, including a red enameled one in the bathroom and a mirrored one on her dining-room table. She used to have a successful program of her own but has given it up because she refuses to be sponsored by anything pertaining to the boudoir or bathroom. Mrs. Post has radio in her blood, however. "After eight years of it I would rather broadcast than eat", she says wistfully.

In addition to listening to the radio, she follows newspaper columnists assiduously. She once wrote Westbrook Pegler, "Dear Mr. Pegler: I just love you", and received the reply, "Dear Mrs. Post: I love you, too", but has not carried the thing any further.

Farewell to Hutch

(An editorial which appeared in "Relay", R.C.A. Communications Magazine, following the death of Raymond D. Hutchens, its editor.)

This is "Hutch's" last issue of Relay

Here in the pages of our family magazine which he made so interesting for all of us, are the traits of his personality, the handiwork of his spirit and his mind. * * *

"Hutch" had a feeling for people. He established Relay, not as the conventional type house organ of a large corporation but as a medium of human interest to human beings. * * *

The scope of his articles ranged from an expert's technical explanation of the intricacies of the 7-unit printer to an avid and bubbling discourse on how to open oysters by radio, an article titled, "Ever Tune in on a Clam?" which was widely quoted by some of the nation's top humorists.

This issue of Relay was made up by Hutch. This is the way he wanted it to look. No changes have been made other than to attempt some expression of sadness with the same simplicity and dignity which he would have used.

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Color TV Is 5 Years Off, Survey Indicates

A survey on the prospects for color television has been taken by "Television" magazine, published by the Frederick Kugel Company. Results of the poll are released in the April, 1946 issue.

Mr. Kugel states that he went to consulting engineers for opinions because the group was "qualified to pass judgment" on the question.

Thirty-five questionnaires were distributed, he asserts, with 29 replies being received. Twelve of the respondents estimated that color television was five years away; seven thought color was still six to 10 years in the offing. Other individual opinions ranged from one year upwards; some were non-committal.

The following opinions were expressed: 10 Years - H. V. Anderson, Paul F. Godley, Garo Ray; 7 Years: Benson D. Gille; 6 Years: F. Dillard; 5 Years: Victor J. Andrew, John H. Barron, William E. Bennis, J. A. Chambers, John Creutz, A. James Ebel, Alfred N. Goldsmith, John J. Keel, Andrew D. Ring, Harold C. Singleton, Ernest J. Vogt, V. Watson; 2 Years: George C. Davis, Henry B. Riblett; 1 Year - Frank H. McIntosh.

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Minnesota Local Whiz Bang Pulls Down \$54,000 A Year
("Time")

Just for the asking, Cedric Malcolm Adams can get almost anything in Minnesota. As the Northwest's favorite radio and press gossip, he has found homes for 50,000 minnows, 76,000 other animal, vegetable and mineral objects including baby alligators. Once he asked his fans to help a widow who had lost her \$37 income-tax payment. More than 57,000 responded, each mailing a penny to Cedric.

On radio station WCCO, he is more popular than Bob Hope and Kate Smith; 65% of the men and 73% of the women who read the Minneapolis Star-Journal never miss his column, "In this Corner."

His commercial neighborliness earns him \$54,000 a year.

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::: TRADE NOTES :::

Even former Chief Justice Charles Evans Hughes has felt the shortage of radio service men. An Associated Press photo this week shows him with his portable radio in a Washington radio shop where he had taken the set to get it repaired.

Commander E. F. McDonald, Jr., President of the Zenith Radio Corporation, of Chicago, was in Washington Tuesday, May 7th, to attend the funeral of former Representative Fred A. Britten of Illinois. Mr. Britten, 74, served in Congress from 1913-35 and was long Chairman of the House Naval Affairs Committee.

New members of the Overseas Writers of Washington are Elmer Davis and David Wills, both of the American Broadcasting Company.

The appointment of George Taylor as Sales Promotion Director for WTOP-CBS, Washington, was announced last week by Carl J. Burkland, General Manager.

Mr. Taylor, who hails from Iowa, steps into commercial radio after six years with the Armstrong Cork Co., as Assistant Advertising Manager for the Linoleum Division. While with Armstrong, he managed promotion for the firm's radio programs.

In a letter which Senator Alexander Wiley (R), of Wisconsin, wrote to Lieut. Gen. E. B. Gregory, head of the War Assets Administration, he stated that he understood that the Government had \$2,500,000,000 of surplus electronic and communications equipment, of which only one hundred and thirty million have been reported as surplus to date.

Nothing has been heard recently about a radio show "At Home with Elliott and Fay Roosevelt" in which the son of the former President and his wife were to participate.

The original announcement was that it was to be a series of 130 - 15 minute transcribed broadcasts, the first to be made at Hyde Park. The idea was that on each broadcast Elliott and his wife would have a noted visitor. The first was to be Hildegard and others were to include General Doolittle. The conclusion of the series was to have been made in South America where it was said the Roosevelts intended visiting.

Plans for the United Nations General Assembly Auditorium in the New York City Building at the old World's Fair site call for the seating of 700 radio and press correspondents.

Julius Haber, Director of Publicity for RCA Victor has been made Advertising and Sales Promotion Manager of the Tube Department of RCA Victor.

A new "Skyline" aircraft radio transmitter is announced by the Commercial Department of Maguire Industries, Inc., of Bridgeport, Conn., as the second of a line of aircraft communication equipment which will be marketed as the Maguire Skyline. The "Skyline" is primarily designed to meet low-cost, light weight, standard-service requirements of the private flyer, but is equally adaptable for stand-by service in larger commercial aircraft.

The Chevrolet Motor Division of the General Motors Corporation will sponsor a series of commercial television broadcasts in cooperation with the American Broadcasting Company - the first automobile company to employ live television on a network basis, and the largest single industrial organization ever to enter the television field.

Four consecutive weekly programs employing live talent and film will be presented as a Tuesday evening feature from the DuMont studios of Station WABD in New York City. The shows will be standard length ABC commercial productions.

Howard S. Frazier and Paul F. Peter have formed the firm of Frazier and Peter, Radio Management Consultants with temporary offices at 1730 Eye Street, N.W., in Washington.

Mr. Frazier has served in all phases of broadcast station operation, ranging from control room operator to President and General Manager of stations in all classifications in large and small market areas.

Mr. Peter was formerly Director of Research for the National Association of Broadcasters, the Joint Committee on Radio Research, the Radio Corporation of America and the National Broadcasting Company.

Powel Crosley promises the first 1947 Crosley miniature car this week. It will come from the Crosley plant at Marion, Indiana, and will be a two-door, four passenger sedan.

The new car weighs less than 1,150 pounds, measures 145 inches from engine to rear bumper, gets a maximum speed of sixty miles an hour from its twenty-six and one-half horsepower motor and travels fifty miles on a gallon of ordinary gasoline, Mr. Crosley said.

Stockholders of the Raytheon Mfg. Company will meet Friday, May 24th, to consider a proposed merger into the Submarine Signal Company through an exchange of 394,295 shares of \$5 par Raytheon common stock for 71,690 shares of \$25 par Submarine capital stock. The exchange will be at the rate of $5\frac{1}{2}$ Raytheon common for each share of Submarine stock. The 99,930 shares of \$50 par \$2.40 dividend preferred stock of Raytheon will remain unchanged, but whereas each share is now convertible into $2\frac{1}{3}$ common shares the conversion rate may be modified under certain conditions and the voting provisions altered. The 1,053,158 shares of 50 cents par value common stock of Raytheon will become 1,053,158 shares of \$5 par common stock.

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