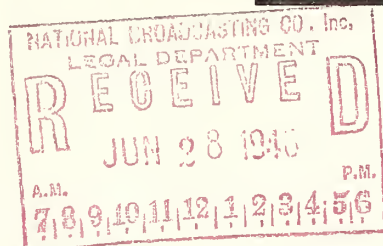


HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.



INDEX TO ISSUE OF JUNE 26, 1946.

"TV Gave You All Of The Fight But The Smell" - Rep. O'Toole.....	1
Sour On The Fight Itself, Press Is Easier On Television.....	4
Republicans Appoint NBC Man Radio Director.....	5
Louis-Conn Bout On ABC Gets Highest Hooper Rating Over One Net...	6
Women Broadcast Directors Pledge Food Support To Hoover.....	6
FCC To Do Away With Needless Station License Hearings.....	7
Delay Seen In Action On Complaint Against FM Set Makers.....	7
Arch McDonald, WTOP, Wins Maryland Congressional Nomination.....	8
Improved Methods Of Predicting Usable Radio Frequencies.....	9
Sarnoff Heads Army Signal Corps Reserve Organization.....	9
Parran Calls Upon Radio To Clean Up Drug Advertising.....	10
Ellery Stone Spoken Of For Ambassador To Italy.....	10
Philadelphia Now Has 752 Television Receivers.....	11
McDonald Establishes Chicago-Mackinac Boat Speed Record.....	11
BBC And Musicians' Union Reach Recording Agreement.....	12
Chicago First To Dispatch Truck By 2-Way Radio System.....	12
Scissors And Paste.....	13
Trade Notes.....	15

No. 1730

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June 26, 1946

"TV GAVE YOU ALL OF THE FIGHT BUT THE SMELL" - REP. O'TOOLE

When this writer asked Representative Donald L. O'Toole, Democrat of New York, caustic critic of the Louis-Conn fistic farce, if it was true, as Chairman Eddie Eagen of the New York Boxing Commission had charged, that if O'Toole had been at the ringside instead of seeing it by television in Washington "he would have seen everything there was to see about the fight", the scrappy Brooklyn Congressman retorted:

"I saw more of that fight by television than 95% of the people who were at the ringside. And, furthermore, I was spared from the aroma."

Representative O'Toole had just returned to his office in the Capitol after reiterating on the floor of the House the charge that promoter Mike Jacobs had defrauded the American people of nearly \$2,000,000 and ought to be punished for it. Mr. O'Toole also told his colleagues that he didn't mean "maybe" when he said he was going to sue the promoter for \$100,000 for accusing him of criticising the fight because Jacobs had turned him down for free tickets. O'Toole was apparently almost as mad at Chairman Eagan's saying that he did not know what he was talking about because he was not even present at the Yankee Stadium. The Brooklyn Congressman was sour on the fight but evidently was completely sold on television as a conveyor of that form of entertainment.

One got the same idea from what Arch McDonald, nationally known Columbia Broadcasting System sports commentator, said in his broadcast over WTOP in Washington Thursday.

"Seeing it by television was a million times better than being at the fight itself", Arch declared.

Still another observer, who should know whether or not he missed anything, was none other than Gene Tunney, former heavyweight champion. Gene, who labelled the bout "malodorous", likewise saw it by television and said that "was close enough for me".

Official Washington also held its nose on the fight itself but television part of it evidently went over big. Very much pleased was Charles R. Denny, Jr., Acting Chairman of the Federal Communications Commission.

"It was really a fine job", Mr. Denny declared. "I was very much pleased in every way. I went from room to room looking at the various receivers. The advantages of the projection receivers was clearly shown as compared with the direct viewing."

Equally pleased was FCC Commissioner Ewell K. Jett, engineer member and television expert of the Commission, who said:

"I thought it was an excellent demonstration and left little to be desired. NBC, RCA and all who participated in bringing the fight telecast to Washington are to be congratulated in putting on a very fine performance. It was also excellent technically."

As the people almost fell over each other getting into the Statler to see the fight pictures, Senator Wallace White (R), of Maine, Senate Minority Leader, looked on in amazement and ejaculated: "A lot of people in this town have suddenly become interested in television."

Asked at the conclusion of the fight what he thought of television's performance, Senator White, who is ranking Republican member of the Senate Interstate and Foreign Commerce (Radio) Committee, and the outstanding radio authority in Congress, co-author of the Dill-White Radio Act, replied:

"The telecasting of the fight to Washington demonstrated to many people what a tremendous advance has been made in research in this field. Television promises great things for the future."

So absorbed were many of the Washington spectators in the fight itself that they seemed to take the television part of it for granted pretty much as they would seeing the fight in the movies. An instance of this was when Senator Arthur Capper (R), of Kansas, who himself owns a broadcasting station, WIBW at Topeka, was asked for his impressions.

"Very disappointing", the 81-year old Senator replied with some spirit, "very disappointing."

"I'm surprised you feel that way about television especially since you have applied for a license for your Topeka station", the questioner countered.

"Oh, you mean the television part of it. I thought you were talking about the fight", Senator Capper responded brightening up. "The television was a marvelous success. It is one of the greatest things to come to us in this age - one of the outstanding accomplishments of our time."

Senator Raymond E. Willis (R), of Indiana, was more inclined to be critical.

"I think television in its present state of development is more to satisfy curiosity and interest", Mr. Willis said. "The pictures at present are too small to give a satisfactory view of what happened."

"I was really surprised, however, at their clearness. No vibration or flickering. The pictures were far in advance of the first showings of motion pictures or of the first radio broadcasts. I think television development will be very rapid and that it will not be many years before we will be receiving pictures the same size as we now see them in the present sound movies."

Brig. Gen. David Sarnoff, who came to Washington for the demonstration, was kept busy receiving congratulations from the distinguished guests, as was Frank Mullen, Vice-President and General Manager of the National Broadcasting Company.

A final count showed that upwards of 800 persons, Government officials, broadcast advertisers and prospective advertisers, attended the NBC party, which was the largest and best managed affair of its kind ever given in the Capital. For this credit goes to Frank M. Russell, Washington Vice-President, and Carleton D. Smith, WRC General Manager. They took over the entire mezzanine floor of the Statler. Twenty or more sets showing 8 by 11 inches direct black and white views and 11 by 22 inches projection type were placed in the South American and other rooms. The Presidential banquet room, where the Gridiron, White House Correspondents, and other dinners are held, on this occasion was used as a sort of an annex for cocktails before the fight and a buffet supper afterwards. It was a stag affair except for the galaxy of efficient NBC hostesses headed by Mrs. Gladys Murphy Borrás and Miss Prasse.

If tickets had been put on sale for the television pictures at, say, \$2 to \$10 or even higher, it wouldn't have been possible to have found a hall big enough in Washington to hold the crowd. In the case of Joe Louis, this could have been almost duplicated by the population of "U" Street, Washington's Harlem.

In addition to the American Telephone and Telegraph Company long lines supplying the New York fight to NBC at the Statler by coaxial cable, the A. T. & T. also relayed it to W3XWT, the DuMont television station in Washington.

To Niles Trammell, President of the National Broadcasting Company, Dr. Allen B. Du Mont sent the following telegram immediately after the bout:

"Congratulations to you and the entire NBC television staff for the masterly handling of the Louis-Conn broadcast. We provided receiving sets at the Du Mont factories for more than a thousand of our people and they were unanimous in their praise of the quality of the image and the skill with which the job was done. Television tonight received a great impetus."

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SOUR ON THE FIGHT ITSELF, PRESS IS EASIER ON TELEVISION

The Louis-Conn fight telecast fared better with the press than the fight itself. Some of the comments were:

New York Times, June 23 (T. R. Kennedy, Jr., Associate Radio Editor):

Hundreds of owners of television sets in New York, Schenectady, Philadelphia and Washington, D. C., both heard and saw and missed little as the preliminary fight card and main event quickly passed into history. * * * *

Reports from enthused on-lookers flooded the NBC switchboards and telegraph circuits soon after Joe Louis had triumphed over Billy Conn in the eighth round. One from the Capital City said more than 500 lawmakers and their friends had seen the bouts and reported reception "remarkably clear". * * * *

The event could hardly have been a success, however, had there not been good taste, tact and solid ringside humor by the commentator, Bob Stanton. Over a television receiver one views a boxing match quite as clearly as the announcer himself, hence there is no need of a rapid-fire commentary.

Washington Daily News, June 20 (William L. Terrell):

I saw the Louis-Conn exercises last night from all the best angles, in distinguished company and utmost comfort, as a guest of NBC-WRC and RCA at their demonstration of network television at the Statler Hotel in Washington.

And what's more, as Conn strove to shake off the stunning effects of that top occupational hazard, Joe Louis, and New York fans were shoving one another through the Yankee Stadium exits, I was enjoying an excellent supper and conversation with mine hosts in the luxurious Presidential Room.

In fact, any of you who have been withholding decision on television as an entertainment investment, pending word of this demonstration, may get in line at your nearest dealers, behind me or one of the 800-odd assorted Congressmen, Cabinet members and other top Government officials. Everyone there was sold. * * *

The so-called "blow-by-blow" description wasn't. In fact it was a pleasant relief from the usual tense, excited mouthful of verbal action necessary to bring the fight to radio listeners.

NBC sports announcer Bob Stanton might have been an informed friend in the next seat. He never described the action, but interpreted it with wit and perspicacity seldom found in his calling. * * *

I heard no criticism of the show. The pictures would have been excellent, even had they been hours-old film. The effect on some was profound.

New York Times (June 20):

When the cameras were focussed for a close-up, the fight action was clear but facial expression was lost in a white blur.

Long-range shots reduced the fighters to tiny spots, barely distinguishable, and the crowds were mere dark blobs* * *

The sound pick-up was poor. Crowd roars were reduced to surf-like murmurs that had no human quality. The impact of strong punches went unheard and all the colorful comment that makes fight atmosphere was completely lost.

Washington Star (Editorial - June 20)

* * * Why, the people were saying, you could see it just as plain as if you had a genuine ringside seat. Almost as plain. The small figures sometimes flickered, and the focus was not quite sharp enough to bring out facial expressions. There was a ghostly absence of sound, too, reminiscent of the early movies.

But there it was - a foretaste of things to come and one that carried far more understanding of how quickly things will come than that first broadcast, twenty-five years ago, from Boyle's Thirty Acres.

Washington Star, June 21 (Francis E. Stann):

The Louis-Conn affair probably marked the last fight for which \$100 will be asked for ringside seats. For some time, at least. The public showed the other night that it regarded a \$100 top as too high, even in these days of cheap money. The people stayed away in droves and congratulated themselves after hearing descriptions or, in the case of television clients, watching from afar.

Washington Post, June 23 (Shirley Povich):

Congressman O'Toole, of Brooklyn, who wants the fight investigated, saw it on a television set at no cost and still feels swindled, which should give you an idea how the ringsiders who paid \$100 per head must feel.

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REPUBLICANS APPOINT NBC MAN RADIO DIRECTOR

Edward T. Ingle, formerly with the National Broadcasting Company, has been appointed to direct the radio activities in the Publicity Division of the Republican National Committee.

Mr. Ingle served on the U. S. Treasury's War Bond promotion staff in 1942. After working with the Overseas Branch of the American Red Cross in Britain, France and Germany, he became Director of Information for the War Manpower Commission in 1944 and directed manpower mobilization campaigns for 17 months.

A native of Ohio, graduate of the University of Michigan and formerly on the faculties of the University of Wisconsin, Ohio Wesleyan University and the University of Florida, he was in newspaper work on the Cleveland Plain Dealer, Toledo Blade, Indianapolis Star and Washington Evening Star.

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LOUIS-CONN ON ABC GET HIGHEST HOOPER RATING OVER ONE NET

The exclusive broadcast of the world's heavy-weight championship fight between Joe Louis and Billy Conn over the American Broadcasting Company's 205 stations, sponsored by the Gillette Safety Razor Company, received 67.2, the highest Hooper rating ever given any broadcast over one network.

This rating of 67.2 has been exceeded only by three war-time broadcasts of President Franklin D. Roosevelt, broadcast over all networks", says an ABC release. "These were the FDR broadcast of December 9, 1941, which received a 79.0 rating; his broadcast of May 27, 1941, which received a rating of 69.8; and a third, made on February 23, 1943, received a rating of 78.1. The ABC fight broadcast rated higher than any radio commercial program ever carried by a network.

It is estimated that approximately 45,000,000 persons listened to the ABC broadcast of the contest between Louis and Conn."

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WOMEN BROADCAST DIRECTORS PLEDGE FOOD SUPPORT TO HOOVER

In a ceremony at the White House Monday afternoon the Association of Women Directors of the National Association of Broadcasters presented to former President Herbert Hoover, Honorary Chairman of the Famine Emergency Committee, a group of telegrams and letters from women broadcasters throughout the country pledging their full and continuing support in the food conservation program.

In presenting the messages to Mr. Hoover, AWD President Alma Kittchell, of WJZ, New York, expressed the appreciation of her association to the former President for "the giant task you have undertaken in behalf of those who are too destitute and hungry to help themselves." She added: "Words are the tools we use, and I assure you that every broadcaster, director, writer or whatever is choosing those words carefully and prayerfully.

"Radio gives us the privilege of speaking directly to women in their homes. We know that once the American homemaker truly understands a situation, she is second to none in her generosity. Therefore, sir, the Famine Emergency Campaign is a challenge to the broadcasters' ingenuity and sincerity.

"We shall continue to use our facilities and talents to arouse our listeners to their opportunities to share their plenty with the starving of the world."

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FCC TO DO AWAY WITH NEEDLESS STATION LICENSE HEARINGS

In an effort to get rid of an accumulation of applications and to rid itself of an immense amount of unnecessary work, the Federal Communications Commission has adopted a temporary procedure which is expected to simplify things greatly.

Under this procedure, the parties applying for a new radio station may request the Commission to waive a hearing and grant or deny the applications on the basis of the information submitted by the applicants.

The Commission then will decide whether the case properly can be decided without a hearing. It emphasizes that this procedure will not rule out the filing of protests, saying:

"Any party or any member of the public may still file with the Commission any information concerning an applicant which bears upon his qualifications to operate a station in the public interest. Where such protest raises the question of substance which might affect the granting of the application a hearing will generally be required. If the protest is not of any substance the Commission may proceed to act upon the application without hearing."

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DELAY SEEN IN ACTION ON COMPLAINT AGAINST FM SET MAKERS

In the rush of other things, it is believed it may be sometime before Attorney General Tom Clark will be able to get around to investigating the complaint of Senator Glen H. Taylor(D) of Idaho, that certain radio manufacturers have conspired to withhold FM receivers from the public so as to sell "outdated" sets.

Senator Taylor wrote the Attorney General that while frequency modulation was patented fourteen years ago, it was served by less than 10 percent of the new receiver output.

"This decision of the radio manufacturers to withhold FM from 90 percent of the 1946 radio sets may raise serious questions under the anti-trust laws", Senator Taylor wrote.

The requested investigation, he said, should take up the question "whether the delay in FM production is due to the desire of manufacturers to sell 20,000,000 out-dated sets this year in order to sell these same consumers modern FM sets in a year or two."

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ARCH McDONALD, WTOP, WINS MARYLAND CONGRESSIONAL NOMINATION

Arch McDonald, CBS-WTOP, Washington, nationally known sports commentator, swamped his opponent and won the Democratic nomination to the House of Representatives in the 6th Maryland District just across the State line from Washington, D. C.

Mr. McDonald, one of the most popular and best baseball announcers in the country, has made his fame through talking as little as possible on his broadcasts. He seldom shows any excitement but calls the plays clearly and accurately giving the listener a chance to think it out for himself. At times the listener wouldn't know McDonald was on the air if it weren't for the telegraph ticker constantly heard. At that, anyone listening to McDonald's calm broadcasts never misses a thing.

Confident after his victory, Mr. McDonald, who lives at Burnt Mills Hills, Silver Spring, plans an immediate campaign against his Republican opponent, Representative Beall of Frostburg, in the November general election.

Although he has no announced platform, Mr. McDonald, whose baseball broadcasts long have been familiar to local fans, has at least one well-defined purpose in seeking election.

"I think more fair play is needed in Congress", Mr. McDonald said. "My work for the last 20 years has brought me into contact with one of the most typical of American institutions - the world of sports - in which fair play and teamwork, the bases of democracy, are fundamentals.

"I hope to be given the opportunity to apply these principles to the problems which face this Nation."

Mr. McDonald also is "very interested" in veterans' housing and wants to investigate reports of race track construction "while veterans can't even get a shack to live in."

"If I was in Congress now", he asserted, "I would like to know how and why such a situation exists."

A native of Hot Springs, Ark., Mr. McDonald came to Montgomery County in 1934. He is 44, married and has three children.

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San Francisco will purchase a mobile loudspeaker system for its Fire Department as a safeguard against fire-borne panic. It will be used in warning people against jumping from windows, or instructions how to jump into nets held by firemen.

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IMPROVED METHODS OF PREDICTING USABLE RADIO FREQUENCIES

The prediction of maximum usable frequencies for radio transmission has always been based essentially on a correlation between critical frequencies at any time during a month and a 12-month running average of sunspot numbers. The usual practice has been to obtain these correlations for each ionosphere observing station for which sufficient data were available.

The Bureau's Central Radio Propagation Laboratory, newly created by the National Bureau of Standards in Washington, D. C. has evolved a new type of nomogram that improves the methods of making these predictions. Its principles were described in report IRPL-R11, "A nomographic method for both prediction and observation correlation". Recently, nomograms of this type were completed for all the months of the year, for all the main ionosphere stations, with the result that world prediction charts of ionospheric data, such as appear in the IRPL-D reports - "Basic radio propagation predictions", can now be made in half the time formerly required. The new type nomograms are presented in a report of the CRPL entitled "Nomogram relating gyrofrequency, ordinary-ray critical frequency, and extraordinary-ray critical frequency."

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SARNOFF HEADS ARMY SIGNAL CORPS RESERVE ORGANIZATION

Brig. Gen. David Sarnoff, President of the Radio Corporation of America, has taken over as interim President of the Army Signal Association, an organization formed to continue the wartime bond between the Army Signal branches, former military and civilian personnel and manufacturers, and to further industrial preparedness.

Maj. Gen. Harry C. Ingles, Chief Signal Officer of the Army, is Honorary President. Headquarters are in Washington and chapters are being established in other principal cities.

General Sarnoff said that by "close continuing cooperation with the research and development staffs of the armed forces" the American public would get the benefit of every possible industrial adaptation of new techniques.

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At the last broadcast of "Information Please" for the present sponsors last Monday over NBC, Clifton Fadiman, Master of Ceremonies, said:

"Despite what you may have heard, 'Information Please' will definitely be back on the air next Fall although arrangements have not been completed. Watch your local newspaper for an announcement of the date on which 'Information Please' returns to the air."

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PARRAN CALLS UPON RADIO TO CLEAN UP DRUG ADVERTISING

Dr. Thomas Parran, U. S. Surgeon General, according to a report from New York yesterday (June 25), advised the radio industry to follow the lead of the newspapers "in cleaning up drug advertising.

He spoke at a meeting commemorating the fortieth anniversary of the enactment of the Food and Drug Act which was signed by President Theodore Roosevelt on June 30, 1906.

President Truman led a list of Government officials, attorneys, industry leaders, and consumer group representatives in acclaiming the public benefits of the pure food and drug legislation.

Dr. Parran, who emphasized that continued vigilance is necessary to protect the public, said he felt a "deep concern" over some of the advertising techniques now being used. He continued:

"I am referring particularly to the widespread use of extravagant claims and promises held out or implied in drug advertising on the radio."

Dr. Parran said that advertising is vital in selling any product widely, and added:

"In setting improved standards for drug advertising, radio can look to an excellent example. Some years ago the newspaper industry took aggressive action in cleaning up drug advertising in their columns.

"A few representative and socially conscious newspapers of the country led the way and most of the others since have followed. Today many papers go so far as to conduct surveys to be sure that advertised products conform to established standards."

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ELLERY STONE SPOKEN OF FOR AMBASSADOR TO ITALY

Rear Admiral Ellery W. Stone, U.S.N.R., well known in the communications world, was mentioned last Sunday by Drew Pearson as among those being considered by President Truman as U. S. Ambassador to Italy.

Admiral Stone was formerly Vice-President of Mackay Radio and Telegraph Company and All America Cables and Radio. Later he was President of the Postal Telegraph Company.

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PHILADELPHIA NOW HAS 752 TELEVISION RECEIVERS

The fact that there are now approximately 752 television receivers was made known last week by E. B. Loveman, who is in charge of Philco television broadcasting in connection with an illustration he gave as proof of the advertising pulling power of television as a sales medium.

According to Mr. Loveman, a visual demonstration of the latest hair-do in a program sponsored by Gimbel's over Station WPTZ in Philadelphia enrolled 10 new customers within 12 hours after the telecast.

Four new customers telephoned for hairdressing appointments just after the commercial, which demonstrated coiffeuring techniques before the television cameras in the Philco studio. These sales were made while the first Gimbel's telecast was still on the air. Six additional new customers phoned in their orders the next morning.

Explaining that there are only 752 television receivers in the Philadelphia area, Mr. Loveman pointed out that this experience by Gimbels represents a 1.3% sales return. At this rate, when there are 100,000 television receivers in the same area - a figure he said was well within conservative estimates for the future - the same percentage return would bring in 1300 new customers for the department store from a single telecast.

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McDONALD ESTABLISHES CHICAGO-MACKINAC BOAT SPEED RECORD

Racing his 32-foot offshore cruiser "Mizpah" up Lake Michigan with nearly wide open throttles until blanketed by fog at Big Sable, Commander E. F. McDonald, Jr., President of the Zenith Radio Corporation, has shattered all records for the run from Chicago to Mackinac by covering the 345 mile distance in 12 hours, 55 minutes. It was the first time any boat has made the run in continuous daylight.

Several private yachts have made the run in approximately 19 hours. The passenger ship "North American", following an almost bee-line course of about 330 miles, has a 22 hour schedule from Chicago to Mackinac.

Commander McDonald left Chicago at 4:45 A.M., and arrived in Mackinac at 5:40 P.M., just twelve minutes later than the "North American", which had sailed from Chicago more than ten hours before his departure.

The "Mizpah" was designed by Commander McDonald for deep sea fishing off the Florida coast. When the 185-foot sea-going yacht, his original "Mizpah", went to the Navy, Mr. McDonald brought the "little 'Mizpah'" to Chicago. Her top speed is 40.1 mph.

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BBC AND MUSICIANS UNION REACH RECORDING AGREEMENT

The British Broadcasting Corporation and the Musicians' Union have come to a new agreement it is announced by the BBC for the broadcasting of recorded performances of orchestral musicians. It will operate as from July 1, 1946.

Under the Agreement, recorded repeats of programs for Home listeners will be limited to those in which the music is subsidiary to the character of the program and is performed by the BBC orchestras.

The Musicians' Union has agreed that programs may be recorded in advance where the services of essential artists cannot otherwise be obtained, on the understanding that the BBC will endeavor to reduce the number of recordings made in this way.

It is recognized that a considerable use of recordings in Overseas programs is unavoidable if these services are to be maintained on their present level, and the Musicians' Union has therefore agreed to the necessary facilities for this purpose.

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CHICAGO FIRST TO DISPATCH TRUCK BY 2-WAY RADIO SYSTEM

The Willett Company of Chicago and Raytheon Manufacturing Company have announced completion of the first two-way radio system for trucks. Howard L. Willett, Jr., Vice-President of The Willett Company, now utilizing over 1000 vehicles, cooperated with Raytheon's Belmont Radio Corp. of Chicago in perfecting the mobile truck system.

In discussing the Willett-Raytheon mobile radiophone installation, Mr. Willett pointed out the economic advantages of such service to the entire trucking industry. A report on the Willett Company's findings on all initial tests will be distributed as a service to the whole industry.

The Raytheon two-way radiophone permits the dispatcher to communicate with any truck at any time and at any place in the normal operating area of the company. To describe other than a few of the more outstanding uses is difficult because of the many and varied applications. Radio telephone permits the dispatcher to reach a truck immediately and advise him of cancellation of a delivery or a new order for a pick-up that has come in on or near his route. The existing method, which will be completely obsolete, is to give the driver four or five stops after which time he calls in for additional advice. In the interim, between his original dispatch and the time he phones in by landline, it often happens that another stop perhaps directly on his route has come in. By radio telephone the driver can be instantly advised.

(Continued on bottom of page 16)

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 ::: SCISSORS AND PASTE :::
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The New Taxicab Radiotelephone Rates
 ("Washington Post")

It is now possible in St. Louis - and, of course, the same service will soon be made available in Washington and elsewhere - to pick up a telephone in one's car speeding along any highway and put through a call to another car or to any land station outlet on the continent, or even, for that matter, to a point overseas. It follows conversely that anyone anywhere can telephone with equal ease to the driver or passenger in the car. It is said that the telephone company will install the requisite apparatus in any vehicle for a mere \$25 and provide service for \$15 monthly. Everybody who is anybody will simply have to have one.

"Radio's Second Chance" Unfair to Accused
 ("Editor and Publisher")

"Radio's Second Chance", the book by Charles A. Siepmann and like many deeply felt arraignments, can't dwell long enough upon the virtues of the accused to be fair. Also Mr. Siepmann was in a position to clarify fully for the public the relationship of the FCC and radio. He doesn't do it.

But the book is not so much the hurling of a lance at radio as the deft stroke of a lancet into radio's ailing parts. Clensings and sutures may well result.

"The Hucksters", 750,000 Copies Starter, May Be Best Seller
 (John K. Hutchins in "New York Times" Book Review Section)

Around these parts, at least, the most-talked-about novel is still Frederic Wakeman's "The Hucksters", whose total printings (including Book-of-the-Month Club's) come to 750,000 copies. Among those who like and those who dislike Mr. Wakeman's book as a whole, it is generally agreed that it is at its best when it is kicking the radio and advertising business around, and considerably less impressive when it gets romantic. * * *

Thus, the business magazine Tide, conceding that Mr. Wakeman has a best seller on his hands, finds that "the first half is a fairly messy, somewhat over-cooked satire * * * in which advertising gets as thorough a burning as it ever has had. * * *

The reviewer in Advertising Age is interested chiefly in a comparison between Mr. Wakeman's tycoon, Evan Llewellyn Evans, and his reputed model, George Washington Hill, master of the American Tobacco Company. * * *

Spelvin Thinks Bobby Soxer Pretty Hep - Despite Westbrook
 (Stanley Anderson, Radio Editor, "Cleveland Press")

George Spelvin was so excited when he looked up from his evening paper that he dropped cigar ashes all over his lap. He looked at his 15-year-old daughter (whose name was Georgianna and who was the pride of his life), and his heart did a flip-flop when he saw that she was wearing bobby-sox.

"My goodness", said George, "Westbrook Pegler, that man who is always writing about me, says here that all bobby-soxers are 'hysterical little brats' and 'indecent'. He also uses such ungentlemanly expressions as 'distinctly nasty', 'ill-favored', 'ill-mannered' and 'unrestrained by modesty or pride'. What do you have to say about this, Daughter Georgie, pride of my life?"

"Well, Pops, it is like this", answered Georgie, who was playing some Perry Como records while she wondered whether she had passed first-year algebra. "This Pegler person is strictly square and it is very evident that he is a very sour fellow. It would seem to me that he has not been around very much.

"It is my opinion that this Mr. Pegler should not deal in generalities when he is sounding off about bobby-soxers. He practically is condemning all girls who do not wear hose about their ankles." * * * *

"It seems to me that Mr. Pegler has attacked us in order to give Frankie Sinatra a back-handed compliment. He says that Frankie's anti-intolerance campaign may help to rid the streets of 'distinctly nasty' bobby-soxers. But he also suggests that Frankie is 'exaggerating' when he fights against intolerance. Mr. Pegler could have done more good by saying nothing."

Pops Spelvin whisked the ashes off his trousers and adjusted his suspenders. He looked at the pride of his life with great favor, as though he were thinking that she would not end up in a prison cell.

"If you will come over here and give me a kiss", he said, "I will give you some money to buy some new bobby-sox and a couple of - I guess you call it - solid records. I think you are okay."

Radio Audience For News Grows As Strike Lasts
 ("Editor and Publisher")

Information to this effect was procured in Philadelphia in a survey conducted by Research, Inc. during a 15-day strike of newspaper deliverymen which cut off ordinary sales and urban distribution of the city's two morning papers, Inquirer and Record, and one of its evening papers, the Bulletin.***

For three days during the first week of the strike, and again for three days during waning hours of the walkout, enumerators made house-to-house canvasses and public inquiries. A total of 2,363 interviews were obtained.

"Is your radio completely fulfilling your need for news?" was the general inquiry. During the 4th, 5th and 6th days of the strike, the answers were: "Yes", 39.96% women and 43.31% men, an average of 42.03%. "No", 60.04% men and 56.69% women, an average of 57.97%. For the 11th, 12th and 13th days of the strike the average for men and women was 63.48 "Yes"; "No" average 36.52.

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:::: TRADE NOTES ::::
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The Senate passed and sent back to the House yesterday a \$452,842,000 bill restoring funds for State Department short-wave broadcasts to foreign countries.

Secretary Byrnes had asked for restoration of the foreign broadcast funds, contending this was the only way American ideas could be disseminated in many European countries. The Senate raised the \$10,000,000 voted by the House for the department's Cultural and Information Division to \$19,000,000 to meet Mr. Byrnes' request.

Comment was occasioned by the fact that though the NBC-RCA televising of the Louis-Conn fight was one of the most talked of events last week, there was no mention of it in the current (June 24) issue of the National Association of Broadcasters' publication, "NAB Reports" which went to press two days after the fight. The fact that it was the first championship fight ever televised was carried by all the press associations. Newspapers everywhere mentioned it but "NAB Reports" by-passed the event completely.

Addressing the annual convention of the National Industrial Advertisers' Association at Atlantic City, Paul Ellison, Public Relations Director of Sylvania Electric Products, Inc. declared market research as "the assignment of finding out and making available for us, all the facts there are to know about your customer, your prospect, your competition, your product and your sales force."

Emerson Radio & Phonograph Corp. and General Instrument Corp. have abandoned plans for a merger.

Plans for bringing French musical programs to U.S. radio stations are temporarily blocked by James C. Petrillo's edict against foreign short-wave broadcasts.

Robert Lange, Director of the North American Service of the French network said that one hundred and forty-five stations in the country have expressed interest in the broadcasts, including all six stations in Washington and in New York City the NBC outlet WEAJ and WQXR. The French programs will be distributed here either through recordings or through transcriptions of short-wave broadcasts.

Washington newspapers carried the following quarter-page ad this week, with a picture of Mr. McCaffrey:

"Here's WTOP's Joe McCaffrey. He's on his way - wire recorder in hand - to get the news for his "City Desk" program (broadcast 5:35-5:45 Monday through Friday) on WTOP. Covering news events - on the spot - is McCaffrey's specialty. With his wire recorder he has interviewed everybody from Congressmen to club women, from cab drivers to a 3-months-old baby. For local news coverage with a Capital 'L' - be sure to hear McCaffrey's 'City Desk' tonight . . . on WTOP, Columbia's station for the Nation's Capital, 1500 on your dial."

Four years ago, Jorge Pasquel, Mexican League baseball magnate, according to "Life", had to pay to have his games broadcast. Last year radio paid him \$20,000 for the privilege.

Proponents of daylight saving time for th District of Columbia have just about given up hope for a time change this year but are laying the ground work to bring it into effect early next year.

After a visit to the Commissioners recently, Washington radio executives said they would call a meeting of station managers to see how far the stations want to go in pressing for daylight time. Local stations have experienced considerable confusion since all network shows run on daylight time. Carl Burkland, General Manager of WTOP, spokesman for the radio men, pointed out that Washington and Baltimore were the only two metropolitan areas between here and Canada not on daylight time.

Marshall Field & Co. and the Illinois Bell Telephone Co. became the first Chicago firms to use advertising in a facsimile newspaper transmitted by FM radio. The Chicago Tribune's four-page facsimile edition, which is being broadcast three times weekly by Station WGNE carried on May 25th a full-page advertisement for Field's and a half-page for the telephone company.

The advertisements were used in the early morning engineering and transmission tests and were received by the recorder installed at the home of Col. Robert R. McCormick, editor and publisher of the Tribune, near Wheaton, Ill. Field's ad was prepared especially for facsimile publication.

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(Continuation of story from page 12 entitled "Chicago First To Dispatch Truck By 2-Way Radio System")

Even before the war, The Willett Company found it advisable to remove all spare tires from trucks and tractors, keeping them in a pool at garages. Drivers cannot conveniently change these massive wheels since special tools are required, therefore a service truck makes all tire changes. By radio, a driver can report instantly of his tire trouble, or any other mechanical difficulties, and the dispatcher in turn can check with the tire and maintenance service truck to see that it has the correct equipment before dispatching it to the call.

Drivers of trucks equipped with radio are a valuable asset to public safety and welfare. They can immediately report fire, accident, or other emergencies encountered on their routes. The company dispatcher in turn can notify the appropriate agency. In addition, the dispatcher can direct other trucks proceeding along the same route to detour around the road obstacles. In congested areas this is vitally important since serious traffic jams are not uncommon.

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