



HEINL NEWS SERVICE

Radio — Television — FM — Communications

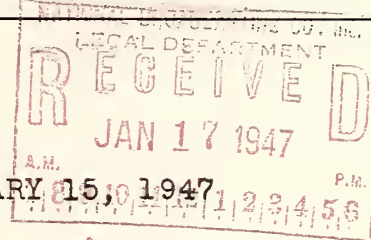
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January 15, 1947

TOBEY TO PUT STEAM BEHIND BILL TO PROBE FCC; FM CHANGE

Senator Charles W. Tobey (R), of New Hampshire, will soon reintroduce his resolution calling for a "full and complete" investigation of the Federal Communications Commission with regard to control and censorship, if any, of programs and the allocations of frequencies to broadcasting stations. In connection with the latter it has been learned that teeth will be added to a clause demanding there be further inquiry into the reasons why the FCC moved FM upstairs from the 50 megacycle band to 100 megacycle in the face of bitter opposition on the part of Major Edwin Armstrong, inventor of FM, and against the engineering advice of practically the entire radio manufacturing industry. Senator Tobey's interest in this dates back to last year when he personally attended the reallocation hearings and expressed himself in no uncertain terms regarding the change. The Democrats were in power, however, and there wasn't much he could do about it at that time.

Senator Tobey's renewal of the fight against the FM re-allocation follows closely the reintroduction last week by Representative William Lemke (R), of North Dakota, of his resolution to restore FM to the 50 mc. band.

Another indication of an FCC going-over was the introduction last week by Representative Clarence J. Brown (R), of Ohio, of a bill to establish a Commission on the Organization of the Executive Branch of the Government to conduct a thorough investigation of all departments, commissions and independent offices. This, of course, would include the FCC.

At the same time reports from Capitol Hill are that several members of the House are continuing to draft a bill which would abolish the FCC as now constituted and put in a five-man Board in its stead.

According to present information, Senator Tobey's newest resolution will read somewhat as follows:

"Resolved, That the Committee on Interstate Commerce, or any duly authorized subcommittee thereof, is authorized and directed to make a full and complete investigation with respect to (1) the exercise of control by the Federal Communications Commission over radio broadcasting programs and the extent to which said Commission claims to have the right, and exercises the right, to censor or control the operating and program policies of radio broadcasting stations, and the extent to which such censorship or control has restricted or may restrict freedom of speech in radio broadcasting as guaranteed by the Constitution of the United States; (2) the effect upon the public interest of such censorship and control or attempted censorship or control; (3) the manner in which the Commission has administered the matter of allocation of frequencies to broadcasting stations; (4) the effect which the Commission's

order transferring frequency modulation from its former position in the 50 megacycle band of the radio spectrum to the 100 megacycle band and reducing and limiting power of F.M. broadcasting stations will have on the rural population of our States and whether said order has resulted in or caused discrimination against the farmers of America by reducing the efficiency of frequency modulation radio reception; (5) the effect of such order generally on frequency modulation broadcasting and whether such order makes possible an adequate allocation of frequencies to such type of broadcasting; (6) the reasons for the issuing of such order together with the effect thereof on the public generally and the radio manufacturing and broadcasting industries and also the effect of such order on the measure or extent of control of radio broadcasting by said Federal Communications Commission and (7) the administration generally by the Federal Communications Commission of those provisions of the Commission's Act of 1934, as amended, which relate in any manner to radio communication. The committee shall report to the Senate, at the earliest practicable date, the results of its investigation, together with its recommendations, if any, for necessary legislation."

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FM CALLED \$100,000,000 BIZ; 700 STATIONS SEEN IN 1947

One speaker seemed to outdo another in rosy predictions at a rousing organization meeting of the new FM Association, attended by 300 broadcasters in Washington last week, which would up by electing Roy M. Hofheinz, operator of KTHT-KOPY(FM), of Houston, Texas, President.

Major Edwin Armstrong, inventor of FM, and whose name oddly enough alphabetically headed the list of delegates, declared the FM set business alone has a potential value of \$100,000,000 a year; that the public will buy FM receivers as fast as the manufacturers can turn them out.

Hardly less optimistic, apparently, was no less a potentate than Charles R. Denny, Jr., Chairman of the Federal Communications Commission, who predicted by the end of 1947 there would be more than 700 FM stations on the air.

"I base this prediction on these figures: You have 136 stations on the air now", Chairman Denny said. "The Commission has granted permits for the construction of 400 additional stations. They are required under our rules to get on the air within the year. That will make 536. In addition we have 199 conditional grants which soon will be converted into construction permits. Also we have 118 applications in hearing and decisions on many of these can be expected in the near future. Finally, 174 applications are pending and these are being processed at the rate of 50 a month. That's a backlog of 491 applications in various stages of processing. I

estimate that at least 200 of those can be given final grants in time to go on the air in the next 12 months. That would make 736 FM stations by next Christmas. * * * *

"Only 48 FM stations were on the air when war came. All honor to them. They gave Americans their first taste of just how good radio can be when it comes through the ether with all the glory of unlimited tonal range and unmarred by atmospheric and man-made static. These pioneer stations were the proving ground for FM and I trust that their names will always be given their due prominence in FM's hall of fame.* * *

"A question which has been bothering a number of FM applicants and prospective applicants is whether it will be possible for one individual or concern to have two FM stations so located that their service areas overlap. If so, how much overlap will be tolerated. Up to now we have made a number of grants which involved some overlap of the 50 uv/m contours. Now we are being asked in several pending cases to make grants which would result in an overlap of a small percent of the 1000 uv/m - which of course means a very substantial overlap of the 50 uv/m contours. We don't know whether it would be wise to permit such an overlap. Maybe there are some cases where on the facts it should be allowed and maybe there are other cases where it should not be authorized. We desire to fashion an intelligent and consistent policy. Therefore we are today requesting oral argument in some nine groups of cases which involve overlaps which are troubling us. By getting the story on all of these situations in one series of arguments we hope to be able to formulate a clear and satisfactory policy. * * *

"One industry leader has predicted that the percentage of sets produced in 1947 which will contain FM will be between 15 and 20 percent with the production curve getting up to 30 percent toward the end of the year. Let us hope that his prediction proves too conservative. I am sure that this association will do everything in its power to break this critical FM bottleneck.* * *

"To date the Commission has received almost one thousand applications. I think that is a most encouraging demonstration of the interest of broadcasters in FM, especially when we realize that that figure almost equals the number of AM stations on the air.

"Seventy percent of these applications have been from AM stations. Eleven percent were from non-AM newspaper interests. The remaining 19 percent were from applicants without either AM or newspaper interests. I was interested to learn that in this group the most numerous applicants were engineers, lawyers and doctors. I don't know why."

The Radio Manufacturers' Association will place special emphasis on the advantages of FM reception throughout its \$50,000 campaign to promote "A Radio for Every Room - A Radio for Every Purpose", Edward R. Taylor, Chairman of the RMA sub-committee in charge of the drive, told the FM Association.

FM broadcasting opens an entire new field of radio entertainment, Mr. Taylor pointed out, and offers a compelling reason for every family to increase the number of radios in its home. The increased number of radio stations which FM is bringing on the air, he added, makes it more imperative to have additional radio receivers in the home so that every member of the family may tune in his favorite program, if necessary, at the same time.

Other officials elected by the FM Associated besides Judge Hofheinz, President, are: Everett L. Dillard, Station WASH-FM, in Washington and KOZY in Kansas City, Vice-President; Frank Gunther, Radio Engineering Laboratories, of Long Island City, N.Y., Secretary, and Arthur Freed, Freed Radio Corporation, of New York, Treasurer.

J. N. Bailey ("Bill" Bailey), of Washington was named Executive Director of the organization and will resign as Associate Editor of Broadcasting magazine to assume his new duties February 1.

Directors are: Wayne Coy of WINX (FM), Washington Post station; C. M. Jansky, Jr., of Jansky & Bailey, Washington consulting engineers; W. R. David, General Electric, Schenectady, N.Y.; Stanley W. Ray, Jr., WRCM, New Orleans, La.; Leonard L. Asch, WEZA, of Schenectady; R. F. Kohn, WFMZ, Allentown, Pa.; Gordon Gray, WMIT, WSJS, of Winston-Salem, N.C.; Ira Hirschmann, WABF, of New York; E. J. Hodel, WCFC, Beckley, W. Va.; Judge Hofheinz, Messrs. Dillard, and Gunther.

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HAROLD RYAN'S EXPLANATION WINS CONFIDENCE VOTE FOR BMB

The Board of Directors of the National Association of Broadcasters at San Francisco passed a resolution expressing confidence in the work being done by the Broadcast Measurement Bureau.

After J. Harold Ryan, Chairman of Board of BMB, reported to NAB policy making group in answer to questions directed to BMB by NAB Board at its October meeting, the following resolution was adopted:

"Be it resolved by the NAB Board of Directors that we express sincere thanks to the BMB for the complete, constructive and frank answers to the questions asked by this Board in its resolution of October 25, 1946, and we further express complete and full confidence in, and commendation of the work and progress which BMB has made in fulfilling the original objectives, and we believe that continued consideration should be given to the use of these data and improvement in techniques in preparation for the next nationwide study."

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SEN. BURTON WHEELER TO GO TO BAT FOR ZENITH IN RCA SUIT

Although no publicity has been given out on it by either side, it is believed that the patent suit filed by the Zenith Radio Corporation against the Radio Corporation of America at Wilmington last month, if it comes to trial, may prove to be one of the most important patent litigations in the history of the radio industry.

The latest development in the case is Zenith retaining former Senator Burton K. Wheeler, of Montana, as its Washington counsel. As far as known, Zenith is the No. 1 client of Senator Wheeler since the latter's recent retirement from the Senate. The supposition is, therefore, that he will put up a real fight to win his first case. Also, it is believed that because of his well-known views on the subject, he will welcome the opportunity of an alleged anti-trust suit to try out his talents as a private practitioner.

Shortly after the new Congress convened, Senator Wheeler announced that he and his son Edward K. Wheeler had opened a law office in Washington in the Southern Building at 15th and H Streets, N.W., a block north of the Treasury. The firm is using the name Wheeler & Wheeler.

The younger Wheeler, who is 33, has been a member of the law firm of Vesey, Wheeler & Prince in Washington since 1942. He said that firm was dissolved as of December 31, 1946. He said he and his father, who is 64, will conduct a general practice.

Defeated for renomination in the recent Montana primary, the elder Wheeler served in the Senate for four terms, during which time he became Chairman of the Interstate Commerce Committee which handles all radio and communication matters in the upper legislative body. In 1924 he was a candidate for Vice President on the Progressive Party ticket headed by the late Robert M. LaFollette.

The rumor still persists that if Attorney General Tom Clark is to retire, as has been reported many times, that President Truman has selected Senator Wheeler to succeed him. Wheeler served as U. S. District Attorney of Montana from 1913-18.

The complaint filed at Wilmington last month stated that Zenith Radio Corporation had a license from the Radio Corporation expiring December 31, 1946, and has manufactured radios for sale in the United States and foreign countries and that it intends to continue such manufacture and sale after the expiration of this license. It stated that the Radio Corporation has indicated that the patents it owns or controls, or under which it has the right to grant licenses, number in the thousands and had threatened Zenith with suit for infringement if Zenith continued to manufacture radio apparatus after December 31, 1946, without renewing its license. However, Zenith pointed out in its complaint that none of the patents under which rights are available from R.C.A. have been adjudicated.

Zenith lists something over one hundred patents which RCA has asked it to mark on its sets, and states that only fifteen radio and television patents have even colorable relevancy to the sets it makes. The U. S. District Court of Delaware, in which State RCA is incorporated, is asked to declare these fifteen television and radio patents invalid, and not infringed, as well as any other patents that RCA may assert against Zenith.

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HOUSE G.O.P. NAMES INTERSTATE COMMERCE COMMITTEE MEMBERS

The following is the assignment of the Republicans in the House Interstate and Foreign Commerce Committee, which group considers radio and communications legislation in the lower branch of Congress:

Charles A. Wolverton, N.J. (Chairman); Carl Hinshaw, Calif.; Evan Howell, Ill.; Leonard W. Hall, N.Y.; Joseph P. O'Hare, Minn.; Wilson D. Gillette, Pa.; Robert Hale, Me.; Harris Ellsworth, Oreg.; Marion T. Bennett, Mo.; John W. Heselton, Mass.; James I. Dolliver, Iowa; Edward J. Elsaesser, N.Y.; William J. Miller, Conn.; Hugh D. Scott, Jr., Pa.; John B. Bennett, Mich.; Henderson H. Carson, Ohio.

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FRANCIS WHITE ELECTED DIRECTOR OF I. T. & T.

Francis White, Vice President of the International Telephone and Telegraph Corporation, has been elected a Director of the Company. Mr. White, who has been in charge of I. T. & T.'s properties in Spain for the past year, is also a Vice-President of the International Standard Electric Corporation, the affiliate of I. T. & T. engaged in manufacturing operations in many foreign countries.

Prior to his association with the International Telephone and Telegraph Corporation, Mr. White was active in Government service. He entered the Diplomatic service of the United States Government in 1915 and was assigned to the U. S. Embassy at Peking, China. In March, 1922, he was placed in charge of the Latin American Division of the U. S. Department of State. From 1926 to 1927 he was Counsellor of Embassy and Charge d'Affaires in Madrid, and from 1927 to 1933 served as Assistant Secretary of State after which he was American Minister to Czechoslovakia. Following this, Mr. White served as President of the Foreign Bondholders' Protective Council, Inc.

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TV ENTERS INDUSTRY; UTILISCOPE TO INCREASE EFFICIENCY

One of the first successful uses of television in industry has been disclosed by the Farnsworth Television & Radio Corporation of Fort Wayne, Ind., and the Diamond Power Specialty Corporation of Detroit, Mich., who collaborated in developing for commercial use a sight-transmitting system known as the Utiliscope.

The Utiliscope, which is expected to play an important part in increasing efficiency and safety in industry; has been in practical operation the past nine months at Consolidated Edison's giant Hell Gate Station Power Plant in New York.

The Utiliscope shows, on a screen similar to that of a home television receiver, an exact picture of something currently taking place at a remote or inaccessible point. This televised picture is produced by 60 individual image fields a second, as compared with 48 in sound motion pictures. Moving and changing simultaneously with the operation it reproduces, the picture is continuous, and there is no measurable time lag between its transmission and reception.

At Hell Gate Station, the Utiliscope is being used to show the water level in a boiler remotely located from the main control room. A photo-electric camera focused on the water-level gauge continuously transmits the picture to the associated control panel where the 200-line image is reproduced on a screen.

This permits observers in the control room to keep a constant check on the boiler 325 feet away. Not only are the boiler and main control room separated by a distance greater than an average city block, but also by eight floors, a building wall and various other obstructions.

Gauges on large boilers such as the one at Hell Gate must be under direct visual surveillance at all times, because expensive damage can be caused if water in the boilers rises too high or drops too low. Lofty heights of the boiler drums and line-of-sight obstructions such as galleries and piping often make direct surveillance of gauges difficult for workers, but the Utiliscope has solved this problem.

Use of the Utiliscope in large power plants such as the Hell Gate Station is one of numerous important applications for which it is suitable in increasing industrial operating efficiency and safety. It is expected to be valuable in the conduct of dangerous research experiments visually from a safe distance, and in the observation of dangerous processes involving radioactive substance in atomic power plants.

Industrial technicians say the Utiliscope also is ideal for use in observing such operations as the coal feed to pulverizers or stokers; the presence of smoke in stacks; conditions within the

steel industry's big furnaces; the inside of oil wells; the condition of pipelines and their pressure pumps; temperature gauges in large warehouses, especially those involving refrigeration, and readings on electric meters at remote points.

The Utiliscope has fewer tubes than a good radio set, and except for the camera pickup tube, all its tubes are standard types easily available.

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PRESIDENT ASKS \$7,300,000 FOR FCC - FOR WHAT?

You can almost hear the Republicans sharpening their axes as they ask that question.

It hasn't been so long ago, talking to one of the great radio authorities of the country, now retired, and recalling the old days when Secretary of Commerce Hoover, with his assistants, the late Judge S. B. Davis and William Terrell handled all the radio licenses, that the writer asked if he believed these three men could do the same thing today. The expert replied, "Sure. The FCC is now one of the most swollen political Christmas trees in Washington."

Which is food for thought in view of President Truman's asking for \$7,300,000 to run the Commission for the next year - a new peacetime high.

Representative Taber (R), of New York, House Appropriations High Executioner, commenting on the fact that the President's budget only proposes a reduction from our present 2,300,000 to 2,089,000 of civilian employees, said:

"Just so we may have a picture of some of the civilian activities of the Government and what has been presented to us, I call your attention to the estimate for the Federal Communications Commission, an increase in personnel from 892 in Washington to 1,068 - 25 percent and enormous quantities of money."

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WIND TO BREEZE IN THIS SUMMER WITH NEW \$150,000 STUDIOS

Station WIND in Chicago will take possession of its new studios in the Wrigley Building, 400 North Michigan Avenue, May 1, according to Ralph L. Atlass, General Manager. WIND will occupy 9,000 sq. ft. on the second floor with four large RCA-equipped studios.

Remodeling new location cost is estimated at \$150,000, Mr. Atlass said, with WIND to begin operation from new studios sometime in August.

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GE TURNS OUT 100 FM TRANSMITTERS; MOST GO TO NEWSPAPERS

General Electric will ship its 100th FM radio broadcast transmitter from its Syracuse, N.Y. plant this week, becoming, it was said, the first company to reach the century production mark in this expanding new radio field.

Meanwhile G. E. Transmitter Division employees are working to fill more than 100 additional orders for these FM units, James D. McLean, Manager of this Division's sales, said.

Rated to three kilowatts, the 100th transmitter will be shipped to the Philadelphia Evening Bulletin's station WPEN-FM.

A phasitron tube development has simplified circuits and enables the new FM transmitters to operate on fewer tubers, Mr. McLean added. Newspapers and broadcasters have received most of the 100 units made in Schenectady, although some have gone to colleges and universities, he said.

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WHAT IF A BROADCASTER RAN HIS BUSINESS LIKE THIS?

What a squawk there would be if it were announced that no patents would be granted for the next three months until the Patent Office got caught up with its work or that the Supreme Court would suddenly stop taking new cases for the same reason.

Yet the Federal Communications Commission calmly announces that there will be a three-month freeze of standard broadcast station licenses for new or changed facilities to permit Commission engineers to clear away a log-jam of applications already on hand.

Since the new Congress seems to be in an investigating mood and since it is no doubt an authority on log-jamming, as well as log-rolling, the bogging down of the FCC in its handling of broadcast applications might well be something for the Republicans to look into.

Sol Taishoff observes in Broadcasting that if the FCC had paid less attention to program matters which they have no power to censor, they might not be so far behind with station applications.

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WASHINGTON FIREMEN WATCH N.Y. HARBOR BLAZE BY TELEVISION

Officials of the Washington, D.C. Fire Department witnessed a telecast of the six million dollar fire which swept the piers of the New York Harbor area at Weehawken, New Jersey last week.

Pictures of the spectacular blaze, transmitted from NBC's television station WNBT in New York were shown on television receivers in the studios of Station WRC in the Capital. Fireboats were seen ramming blazing piers to get closer to the fire, pouring on tons of water as gray and black smoke billowed up over the New York skyline. During New York's worst harbor fire in many years, Manhattan to Weehawken ferry boats were seen plying back and forth picking up and unloading commuting passengers close to the burning dock area.

The potential use of television for reporting fires was discovered accidentally last Summer when a twin engined RCA television plane took off from Anacostia to observe a staged "invasion" by Marines on the Lower Potomac. En route, the television camera in the nose of the plane focused on a minor brush fire in the woods near Quantico. The fire and the landing operations were seen clearly on television screens at the Anacostia Naval air station during the Navy-RCA airborne television demonstration.

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POPPELE RE-ELECTED HEAD OF TELEVISION BROADCASTERS' ASSN.

J. R. Poppele, Vice-President, Secretary and Chief Engineer of the Bamberger Broadcasting Service, was re-elected President of the Television Broadcasters' Association, Inc. for a third term. Two new Directors were elected to the Board. They are John F. Royal, Vice-President in Charge of Television for the National Broadcasting Company, who replaces O. B. Hanson of NBC, and Frank P. Schreiber, General Manager of WGN, Inc., of Chicago. Paul Raibourn, Vice-President of Paramount Pictures, Inc., and head of Television Products, Inc., whose term as a Director had expired, was reelected.

Other officers of the Association include G. Emerson Marknam, General Manager of WRGB, Schenectady, Vice-President; Will Baltin, Secretary-Treasurer; Paul Raibourn, Paramount Pictures, Assistant Secretary-Treasurer.

In his address to the annual meeting, Mr. Poppele emphasized the need for expert programming in the television field, calling it the most "undeveloped" feature of television today. "The social responsibility that goes with television programming is far greater than in any visual medium", Mr. Poppele said, explaining that video reaches into every home and affects every individual there.

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VICE-PRESIDENT KIGGINS OF ABC RESIGNS

Keith Kiggins last Friday announced his resignation as Vice-President of the American Broadcasting Company. He will announce his future plans at an early date.

Mr. Kiggins has been identified with the development of ABC and its predecessor, the Blue Network, since 1933. In submitting his resignation, Mr. Kiggins said, "I want to express my deep appreciation for the warm friendship and helpful cooperation that I have always received from the other officers, the staff, and ABC affiliated station owners and operators. I extend to Ed Noble, Mark Woods and their associates every good wish. Under their guidance, ABC has become a great network, growing greater every day. Its future is in expert hands."

Mr. Kiggins is retaining his financial interest in the company.

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TROPICAL RADIO GETS INDUSTRY RADAR SALES RIGHTS

Westinghouse Electric Corporation and Tropical Radio Service Corporation, a subsidiary of United Fruit Company, announced from Baltimore an agreement whereby the latter company will sell, install and service Westinghouse marine radar equipment throughout the shipping industry.

The first equipment to be supplied Tropical will be a continuous-plan position indicator, which gives a ship's bridge a picture of traffic and shoreline conditions throughout a range of from 100 yards to thirty-two miles.

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"CHICAGO RADIO IN ENVIABLE ADVERTISING POSITION" - McLAUGHLIN

Chicago radio during 1947 will be in an unusually enviable position, according to Roy McLaughlin, Manager of ABC-owned and operated Station WENR and Manager of ABC Central Division spot sales. This is occasioned by the prevailing confidence of Chicago retail merchants in radio as an advertising medium, Mr. McLaughlin believes, both from an institution-building angle and the sale of price merchandise.

"While I do not anticipate a drop in national spot business", he said, "there will be more time available during the new year for commercial sales locally."

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SENATE CONSIDERS CONTINUANCE OF SMALL BUSINESS COMMITTEE

The Senate Small Business Committee issued a statement in Washington absolving newspaper organizations from the charge that they had opposed the inquiry into problems of small dailies including radio and had exerted pressure to cancel the hearing scheduled for January 7th.

Witnesses who had been scheduled to appear included Charles Denny, Chairman of the Federal Communications Commission, James L. Fly, former Chairman of the FCC, and W. G. H. Finch, President of the Finch Telecommunications Company.

The life of the Small Business Committee will expire at the end of this month and a resolution which would set up a new Committee of the same character to the end that it might continue the program in aid of small business is now under consideration by the Senate.

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OVERSEAS RADIO TELEPHONE CELEBRATES 20TH BIRTHDAY

The twentieth anniversary of the first overseas radio-phone circuit, which was opened January 7, 1927, with a single talking channel between New York and London, was celebrated in New York Tuesday, January 7th, by the American Telephone and Telegraph Company which staged a rapid-fire exchange of greetings and comments between New York and Europe, South America and Hawaii.

For more than an hour, telephone executives and guests assembled in the great Overseas Room central of the Long Lines Building, 32 Avenue of the Americas, discussed the day's topics, or just listened in, as many channels were shifted rapidly between New York, London, Frankfort on the Main, Buenos Aires and Honolulu.

The first "commercial" call in 1927 was between Adolph S. Ochs, late publisher of the New York Times, and Geoffrey Dawson, of The Times of London.

A New York to London call in those days cost \$75 for three minutes. It is now \$12 on weekdays and \$9 on Sundays and holidays.

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Two radio exhibitions are scheduled for London this year. One will be by the Radio Components Manufacturers' Association from March 7 to 14, and another October 1 to 11, 1947.

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 :::: SCISSORS AND PASTE ::::
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New Radio Set Tester Uses Proximity Fuse Tube
 ("Sylvania News")

Sylvania reports the use of its Polymeter for convenient and accurate measuring of a wide range of voltage, current and resistance values found in home radio receivers, FM and television sets, and many types of industrial electronic apparatus.

Designed particularly for accurate measurement of electrical conditions in circuit components operating with power, audio and radio frequencies up to 300 mc., the new instrument permits radio and electronic repairmen to quickly isolate condensers, coils and resistors when faults occur and check circuit operation after replacements are made. An unusually compact vacuum tube probe is provided for modern signal tracing technique. First to employ a tiny proximity fuse type tube, Sylvania has produced a midget, thumbsize probe utilizing the type 1247 proximity fuse type tube.

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Would Separate News From Commercials
 ("New York Times")

The sponsored program is a phenomenon of the radio industry for which no individual or set of individuals deserves credit or blame. Radio advertising just happened to develop in such a way that the sponsor's message customarily is related to and identified with a specific program content. This contrasts with the periodical and newspaper method, in which the advertiser is not related to or connected with or concerned about the news and editorial messages with which his copy appears in juxtaposition.

The relationship between a news or comment program and its sponsor may be something a great deal more serious. The advertiser, under these circumstances, has the power to take off the air part of the news and opinion a station furnishes. No newspaper would tolerate for a moment such control of its news and its opinions. The newspaper or magazine advertiser can take out his advertising, but he cannot take along with it the news, editorials or features alongside the advertising. As long as the radio advertiser has the power to do this, radio stations will face the sort of criticism they have had in the past few weeks as the result of the withdrawal of several commentators whose sponsors have quit.* * *

Advertisers are being permitted to say what news is to be put on the air and who is to put it on the air. The power and responsibility of such a choice is not properly put into their hands alone.

Radio might well consider the precedent of the press and separate completely its commercial and news content. Jack Gould, discussing the problem in this newspaper's columns, has suggested entirely separate commercials before or after news and comment periods but without any sponsorship connection. This is one logical alternative to a system that casts doubt on the impartiality of stations and newscasters.

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Memphis Disk Jockey Blows Up
("Variety")

A disk jockey who "blew his top" in the early hours of a Sunday morning WHHM, Memphis, had local radio people in a turmoil.

Cecil J. (Charlie) Fike, a Texan with a long record of overseas service, came to Memphis four months ago. Unable to find a home for his wife and two children here, he became dissatisfied (this is Fike's explanation) and on Sunday morning between records went into quite a harangue about politicians kicking around the veterans, directing particular abuse against E. H. Crump, political boss of Memphis and Shelby County.

Listeners flooded the station with calls complaining, many saying Fike had become profane in his running verbal attack. The Press-Scimitar detailed a portion of the Fike chatter at the mike thus:

"Here I am at the mike with nobody to hear me but the engineer...Crump, are you listening - you?... As for the political gang, oh, well, I won't go into that. They seem to be for just about the same thing we're for...OK, I'll try to keep it clean. I'll stay within the FCC...If I can save five lives it's worth it. You will never hear from me again. I am saying everything I want to say. There are four phones ringing right now. O.K., listeners, let's see who's listening...You're pitching for me, eh? You're a veteran? Well, this is a guy babbling his heart out. God bless you. We're getting away with something we will never get away with again."

McDonald, WHHM Manager, already ill with flu, fired Fike almost immediately after hearing the reports, then went back to bed with a rising temperature. Fike said, just before leaving town to return to Texas, "I wanted to get fired. I was fed up with the way the veterans are being pushed around, especially in the matter of housing. I didn't mean to use any profanity, but I don't regret one word I said."

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Hedda Tries To Outwit Radio Lawyers
(Collie Small in "Saturday Evening Post")

Hedda Hopper's radio scripts are carefully culled for libelous material by a lawyer representative of the network - a practice Miss Hopper considers very offensive. Last year she hired a second lawyer to keep an eye on the first one. For a while she tried planting outrageously phony items in the script to divert the network lawyer from the items she really intended to sneak into the broadcast. Encountering only moderate success in this plot, she switched to a plan involving the use of the Significant Pause and the Subtle Inflection to give innocent-appearing items their proper flavor. She hopes to improve on this system this season.

Miss Hopper has been in radio since 1936, and not long ago won an award for some special quality described as "caressingly rhythmic speech". She probably would have been unimpressed by the accolade if, at about the same time, rival Louella Parsons' voice had not come under the scrutiny of Speech Analyst Frank Colby who concluded that Miss Parsons suffered from "unmusical shrillness" and a tendency toward "low-octave swoops" - a decision in which Miss Hopper heartily concurred.

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TRADE NOTES

President Harry S. Truman will be heard in an address from Washington, D.C., and a host of popular stage, screen and radio stars will appear at a special broadcast presented in cooperation with the National Foundation for Infantile Paralysis on Thursday, January 30.

Consolidated sales of International Detrola Corporation totaled \$11,112,728.10 for the two months of November and December, President C. Russell Feldmann announced last Friday. These figures for the first months of the current fiscal year compared with sales of \$4,199,067.10 in November and December, 1945.

Who can remember when it was difficult for a national organization to select a convention city without being besieged by a bunch of Atlantic City convention go-getters? Now we hear "that Atlantic City as the choice of the National Association of Broadcasters' 1947 convention September 15-19 is contingent only upon the acceptance of terms by hotels and catering services."

How times do change!

Charles R. Denny, Chairman of the Federal Communications and Mrs. Denny, were among the guests at the Judiciary Dinner at the White House Tuesday night, January 14th.

The American Broadcasting Company has discontinued all television studio programming in New York for an indefinite period, Paul Mowrey, the network's National Director of Television said Monday.

"We have had lots of experience in programming and have built up a backlog of tested shows. During 1947 ABC television will concentrate principally on the construction of new stations and studios and the training of a television engineering department. We shall also make our television experience available to affiliated stations which are preparing to enter the new medium", he said.

During 1946 ABC received construction permits for video stations in Los Angeles, Chicago, Detroit and San Francisco. An application for a station in New York is before the Federal Communications Commission.

KZPI, 1000 watts, of Manila, Philippines Islands, will join the Columbia network February 1 to become CBS' 165th affiliate. The station has a permit for 10,000 watts and already has constructed its new tower. The rest of the equipment needed for 10 KW operation is on its way from the States, and KZPI expects to be broadcasting as a 10 KW station within the next few months.

Supreme Court Justice Kenneth O'Brien last week granted the motion of Louis D. Frohlich, counsel for ASCAP, to dismiss the action of Perry Bradford against the Society. Bradford brought suit against Southern Music and ASCAP for six million dollars.

Contents of NBC Digest for January, 1947, include: Welcome United Nations, Harry S. Truman; Freedom of Radio, Thomas E. Dewey; The University in the Public Service, James V. Forrestal; The Paris Peace Conference, James F. Byrnes; The French Elections, Henry Cassidy; How Station WEAU Got Its Start, Fred Allen and The British Commonwealth Pattern, Jan Christian Smuts.

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Among those high up attending the first meeting of the "Americans for Democratic Action" in Washington, a new liberal organization to "revitalize the Democratic party" were Paul Porter, former head of the FCC, and Elmer Davis, radio commentator. Leon Henderson and Wilson Wyatt were chosen as heads of the group, the head patroness of which was Mrs. Eleanor Roosevelt.

The Federal Communications Commission has just issued an up-to-date list of FM stations now in operation.

Nearly all FM stations are employing interim equipment pending completion of full construction, and in some instances operation may be interrupted due to equipment changes and construction. Nearly fifty of the stations listed were licensed before the war, and some of these stations are continuing to operate equipment in the old FM band on a temporary basis. An FM program service is also being furnished by a developmental broadcast station in Cleveland, Ohio.

More than 1,000 telephone calls were received at WJZ, New York, following a nationwide appeal for type "AB" blood, made by Walter Winchell on a recent broadcast for a patient in Biscayne Hospital in Florida. Thirty trunk lines at ABC were jammed more than an hour and a half following the appeal, and calls still were coming in at the rate of one every three or four minutes at midnight, an hour after Winchell had returned to the air and advised listeners that a donor had been obtained.

In addition to New York, switchboards in Washington, Chicago, San Francisco and Detroit also were flooded with calls.

Eastern Airlines offered a plane to fly a donor from New York to Miami. In Augusta, Ga., an unidentified man chartered a plane to fly to Miami. Two persons had regular passengers "bumped off" a plane in Savannah, Ga., to enable them to rush to Miami.

Almost two million pieces of mail were received by WOR during 1946, establishing a record number of letters received in any one year since the station started in 1922.

The 1946 figure of 1,768,994 letters more than doubles those received in 1945 and is the greatest year since 1944 when 1,103,594 pieces of mail came to the station.

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