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INDEX TO ISSUE OF FEBRUARY 19, 1947

Washington Foreseen As Great Annual Broadcasters' Mecca.....	1
Suggestions Invited Re Educational Station Rules.....	2
Small Business Group Fears For "Little Man" Making Radios.....	3
WGY's First 25 Years Were The Hardest.....	4
Radio Proximity Fuze Peacetime Uses Revealed.....	5
Wayne Coy, WINX Washington, Talked Of As Philippine Ambassador....	5
Seek To Ward Off Proposed Apartment House TV Antenna Ban.....	6
Westinghouse To Get Plenty Of Radio Cabinets.....	7
WOR Put Bamberger's On The Map; Also Others In 25 Years.....	8
Would Further Adapt Radiotelephone To Harbor And R.R. Uses.....	8
WFAA, Fort Worth, Licensed To Use KGKO Facilities.....	9
NAB Sends Out Second Installment Of Joske Report.....	9
FTC Rules Against Including Rectifier In Tube Count.....	10
Turkey's 150 KW Station To Be Most Powerful Next To USSR.....	11
RMA School Committee Plans Standards For School Recordings.....	12
"Walkie-Talkies" Tryout For Farmers, Sportsmen, Surveyors.....	12
Ballantyne, Philco Pres., Awarded War Department Certificate....	12
Scissors And Paste.....	13
Trade Notes.....	15

February 19, 1947

WASHINGTON FORESEEN AS GREAT ANNUAL BROADCASTERS' MECCA

A thing which has been shaping itself for a long time - delayed only by the war - but which the outstanding success of the recent Radio Correspondents' Dinner to President Truman made crystal clear was that Washington is destined at the time this dinner is held to become the annual gathering place for the high command of the broadcasting industry. They attended in unprecedented numbers this year, more than 400, but the time is not far away when the demand for tickets for this affair may be as great as for the famous Gridiron Dinner.

The way high government officials in the Capital accepted invitations to the radio dinner is already comparable to the Gridiron. According to Charter Heslep, Washington representative of Mutual, more than 80 per cent of the dignitaries invited, came. This included such people as Chief Justice Vinson, Dwight D. Eisenhower, and Admiral William D. Leahy. In fact, there was such a turnout of brass that the head table was not big enough to hold them all and no less a personage than former Governor Stassen of Minnesota, found himself seated down with the others at an ordinary table - a thing which probably doesn't happen often to the country's first avowed presidential candidate.

It is believed the day will soon come when the President will set aside the Saturday morning of the Radio Correspondents' dinner to receiving important broadcasters, just as he does to greet prominent publishers from various parts of the country the morning of the Gridiron. In fact, a precedent has already been set for this in Mr. Truman receiving the Board of Directors of the Mutual Broadcasting System at the White House the day before the Correspondents' Dinner. Realizing that most of the Directors would want to attend the dinner, Alfred J. McCosker, Chairman of the Board, had called a meeting in Washington at that time. Included in the party who subsequently went to see the President were:

Alfred J. McCosker, of New York; Edgar Kobak, President; Lewis Allen Weiss, Don Lee Net, Hollywood; Chesser Campbell, WGN, Chicago; Willet H. Brown, Don Lee Net, Hollywood; John Shepard, 3rd Yankee Network, Boston; E. M. Antrim, WGN, Chicago; J. E. Campeau, CKLW, Detroit; Benedict Gimbel, Jr., WIP, Philadelphia; J. E. Wallen, MBS Treasurer; Robert D. Swezey, MBS Vice-President and General Manager, and Mr. Heslep.

Thus Mutual, having started the ball rolling, others are bound to see the wisdom of the move and follow suit. Conceivably the National Association of Broadcasters might call a meeting for that time. Likewise the Frequency Modulation (FM) Association, which was formed in Washington only a few days before the dinner. As it was, Judge Roy Hofheinz, President of the FM group and numerous others, stayed over for it. Washington would take on a radio complexion the same as when the Associated Press and other press organizations gather in New York for a newspaper week every Spring.

There is, however, a much more definite reason for broadcast station owners to meet in Washington and that is because they are virtually under the thumb of Congress and its creature the Federal Communications Commission. It is distinctly to their advantage to take every opportunity to become better acquainted with these high Government officials. And the Radio Correspondents' Association, it would seem, has given them a fine opportunity to do so.

Among the brass attending the dinner who, in one way or another, control radio insofar as the Government is concerned, were:

Senator Wallace White (R), of Maine, Majority Leader and Chairman of the Senate Interstate Commerce Committee; Senator Robert A. Taft (R), of Ohio, Chairman of the Senate Labor Committee; Representative Charles A. Wolverton (D), of New Jersey, Chairman of the House Interstate and Foreign Commerce Committee, and Representative Clarence Lea (D), of California, author of the Lea anti-Petrillo Act. Also Charles R. Denny, Jr., Chairman, and all the members of the Federal Communications Commission.

The Radio Correspondents' Association has proved to be a remarkable organization in many ways and now comprises more than 100 members. The same as the press, they have their own galleries in the House and Senate, the Superintendent of the former being Robert M. Menough, and the latter, D. Harold McGrath, both always efficient and accommodating. The Executive Committee of the Correspondents' Association is composed of the following:

Chairman, Rex Goed, Transradio Press Service; Vice-Chairman, Eric Sevareid, Columbia Broadcasting System; Secretary, Albert Warner, Mutual Broadcasting System; Treasurer, Ray Henle, Mutual Broadcasting System; Member ex-Officio: Richard Harkness, National Broadcasting Company; and Member at Large, Francis W. Tully, Jr., Washington Reporters, Inc.

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SUGGESTIONS INVITED RE EDUCATIONAL STATION RULES

Anyone who is interested in submitting comments and suggestions regarding a change of the Federal Communications Commission Rules governing non-commercial educational broadcast stations, may file such comments and suggestions within the next 20 days, and may request oral argument with respect thereto. If comments and suggestions are submitted which warrant the Commission in holding an oral argument, notice of the time and place of such oral argument will be given.

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SMALL BUSINESS GROUP FEARS FOR "LITTLE MAN" MAKING RADIOS

Speaking in behalf of his bill to make credit available to small enterprise and to continue the Reconstruction Finance Corporation as an agency whose prime function it would be to foster small business, Senator Glen Taylor (D), of Idaho, himself a former radio commentator, spoke last week of a possible business recession and expressed fear for the "little man" in the radio manufacturing business.

Senator Taylor, who is a member of the rejuvenated Senate Small Business Committee, of which Senator George A. Wherry (R), of Nebraska, is Chairman, said:

"Many leading business economists advise us that we are approaching a period of recession. The trade journals and economic tipsters usually refer to it as the shake-out of 1947, and predict that it will occur this Spring. They foresee declining prices in soft goods accompanied by falling production and unemployment in certain lines. They do not predict a lengthy depression, because it is generally agreed that there will be a continuing demand at high prices for hard goods.

"But what is significant about all these predictions is that everyone seems agreed that the people who will suffer most will be the small businessmen. Even in the case of some consumer durable goods, such as radios, it is predicted that so-called 'off brands' will no longer be in demand, and that their manufacturers will be forced out of business.

"Now, what is an 'off brand' radio, or any other article, for that matter? Briefly, an off-brand radio, we will say, is a radio which is not made by one of the largest corporations. It is a radio made by a small businessman. It is a radio which is not advertised in the national magazines. It is not necessarily a worse radio nor is it a better radio. I have no doubt that some 'off-brand' radios are far superior to the famous name radios which will be at their peak of sales. On the other hand, some may be shoddy and second rate. * * *

"In other words, then, small business will suffer merely because it is small business. It will suffer because it cannot afford the large-scale promotion which big business can afford. It will suffer because of a lack of long-term credit."

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The Iraq Government has placed an order with the Marconi Company of England for equipment which will be used to erect a broadcasting station at Abu Graib near Baghdad. The order calls for one 20-kilowatt medium-wave transmitter; one 15-kilowatt short-wave transmitter; and one 25-kilowatt short-wave wireless set for telegraphy.

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WGY'S FIRST 25 YEARS WERE THE HARDEST

WGY, one of the ten oldest broadcasting stations in the country, will be 25 years old tomorrow (Thursday, February 20).

Open House is being observed all week. All studios are open from 10 A.M. until 10 P.M. for inspection tours. The walls of the main corridor of WGY carry a display of old broadcasting pictures, many of scenes taken during the first five years of the station's operation.

There will be three special programs during the week, in addition to the anniversary dinner broadcast on Friday night although practically all local broadcasts will point up the anniversary. The first took place last night when the WGY Players presented an original skit, "The World Without Radio". The second will be a special Science Forum broadcast on Wednesday evening (tonight) at 7:30 o'clock, during which Everett S. Lee, Engineer of the General Engineering and Consulting Laboratory of General Electric will have a two-way radio conversation with Sir Noel Ashbridge, Deputy Director General of the British Broadcasting Company and a pioneer in wireless in that country. Sir Noel was associated in 1920 with a small group of engineers at Marconi's experimental station at Shelmford, England. The third feature broadcast will be on Friday at 7:30 o'clock marking the fifth anniversary of one of the station's most popular programs, "The FBI in Action". The guest speaker will be Louis B. Nichols, Assistant Director of the Federal Bureau of Investigation.

A dinner program on Friday originating from Schenectady will be on the air from 9:00 until 10:00 P.M. EST. The speakers will include Niles Trammell, President of the National Broadcasting Company with which WGY is affiliated.

WGY today operates 50,000 watts maximum power allotted to broadcast stations in this country. Its transmitter and radiation system, located at South Schenectady, are one of the most modern design, assuring a strong signal coverage to the great Northeast.

During 25 years of operation in the public interest WGY has been on the air a total of 132,883 hours. On its natal year, 1922, the station operated 733 hours. This operating time increased steadily until it reached its present schedule of 6:00 A.M. to 1:00 A.M. daily for a yearly total in 1946 of 6,853 hours. Top operating year was 1942, directly following Pearl Harbor, when the station was on the 24 hours a day, Jan. 1 through Dec. 1, for a total of 8,611 hours. WGY is affiliated with the National Broadcasting Company.

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RADIO PROXIMITY FUZE PEACETIME USES REVEALED

Stating that many industrial organizations are conferring with it concerning peacetime possibilities of wartime developments the National Bureau of Standards makes known that the technics embodied in the radio proximity fuze may be applied to such equipment as smaller hearing aids, pocket-size radios, walkie-talkies, and a variety of other miniature commercial electronic devices.

The radio proximity fuze is a tiny radio sending and receiving station, so small that some models may be covered by a man's hand. It operates by continuously sending out radio waves. When an object of reasonable size is approached, the radio waves reaching that object are reflected back to the projectile. The fuze receiver picks up these reflected waves, analyzes them, and when they have the desired properties (that is, when the projectile is close enough to the object), an electronic switch is closed, detonating the fuze and the projectile.

More than 1,000 fuzes were built in the Standard Bureau's model shops. Production was started in the latter part of 1942 and continued through most of 1943. About 400,000 each of the radio and photoelectric proximity fuzes were manufactured.

Examples of the peacetime equipment to which proximity fuze technics might be directly applied include the manufacture of I-F strips for radar equipment, control circuits in pilotless aircraft, portable radio transmitters and receivers concealed on the persons of intelligence personnel, subminiature electronic controls, a greatly expedited telephone dialing system, special research equipment, and a host of other commercial applications.

A detailed discussion of the proximity fuze and its development appears in the January issue of the National Standards Bureau Technical News just off the press.

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WAYNE COY, WINX WASHINGTON, TALKED OF AS PHILIPPINE AMBASSADOR

Press dispatches from Manila have mentioned Wayne Coy, Assistant to the Publisher of the Washington Post, and in charge of Station WINX as a possible successor to Paul V. McNutt as U. S. Ambassador to the Philippines. Mr. Coy at present is in Manila with a party of American editors who are making an inspection tour of Japan and the South Pacific.

Mr. Coy is a relatively newcomer into radio. He has been active in FM development - the Post having the leading FM station in the Capital, and was recently elected Vice-President of the newly formed FM Association.

A Hoosier by birth, Coy, 42 years old, was formerly administrative assistant for two years in High Commissioner McNutt's office in the Philippines. He began as a newspaper reporter serving on the Indianapolis Star and other papers. An early New Dealer, he was Assistant Administrator to the Federal Security Agency in Washington, Assistant to the President in the Office of Emergency Management, and finally Assistant Director of the Budget Bureau in the Executive Office of the President.

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SEEK TO WARD OFF PROPOSED APARTMENT HOUSE TV ANTENNA BAN

A bombshell was dropped into the television situation in New York City by a discovery by Jack Gould of the New York Times that the apartment house owners were planning a ban on the erection of television antennas. J. R. Poppele, President of the Television Broadcasters' Association lost no time coming out with the following statement:

"The Television Broadcasters' Association has been aware for some time of the problems involved in serving a large number of televiewers in any one dwelling. At the Association's annual meeting last month, machinery was set into motion to coordinate industry representatives into sub-committees for collective action on several pressing problems. One of them was the matter of television antenna installations in multiple dwellings. This afternoon (February 14) steps were taken to tackle the problem and to seek an immediate solution. * * * *

"Until suitable multiple antenna systems capable of serving large numbers of receivers are fully developed and field tested, it would appear unfair to tenants of apartments and other multiple dwellings to be deprived of a television service, if they desire one.

"The situation is analagous to the early days of radio when landlords were equally moved to protest the erection of radio antennas on rooftops and to prohibit their installations in many cases. Reasons cited were the danger of lightning striking the antennas; of individuals defacing rooftops by erecting poles and other trivialities.

Newspapers helped to ease the situation by conducting educational campaigns for readers on how to install antennas and, in many cases, developed and depicted antenna designs which either occupied little or no room on rooftops or could be incorporated within the receivers.

"Surely the television industry will meet this problem and meet it squarely. If the need is shown, the solution is invariably found. Every new service reaching the public has had its

skeptics as well as its enthusiastic adherents. Those who came to see Robert Fulton's first steamboat sink on its initial run remained to cheer.

"The very groups who today are anxious over so-called 'dangers', (unwarranted in most instances) were equally anxious about radio's 'dangers' from 1920 to 1925.

"I am firmly of the belief that the activity in the matter of antenna installations, initiated by TBA, will bring about a rapid solution. Meanwhile, I would urge landlords to reconsider their actions on antenna installations, and where adequate space for several antennas is available, to relax the ban and permit dipoles to be erected."

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WESTINGHOUSE TO GET PLENTY OF RADIO CABINETS

A long-term contract to purchase the entire output of radio cabinets manufactured at the woodworking shops of the Mifflinburg Body Works, Mifflinburg, Pa., has been signed by the Home Radio Division of Westinghouse Electric Corporation. The Mifflinburg Works, with a manufacturing area of 300,000 square feet, expects to deliver 40,000 console and table cabinets in the next four months.

"Since the small supply of radio cabinets has been one of the component shortages plaguing the radio industry in the past year, this contract will have the primary advantage of providing another source of cabinets", John E. Flood of Westinghouse said.

"In addition, the engineering design and development of new cabinets and the quality control of cabinets now being manufactured will be facilitated because of the proximity of the two plants", Mr. Flood continued. "Since Mifflinburg is only 20 miles from our Sunbury plant and the engineers of both companies will be able to get together as often as necessary to eliminate any manufacturing or design problems which may come up."

With the cabinet manufacturer located nearby, Mr. Flood pointed out that shipping and handling costs of the cabinets - generally high because of the bulky nature of the product and the long distance between the cabinet maker and the radio manufacturer - will be reduced, and delivery will not be hampered by transportation delays resulting from heavy volume of traffic or other causes.

The Mifflinburg Works has been supplying cabinets in a limited quantity to the Home Radio Division for the past year, with manufacturing furniture as a main line.

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WOR PUT BAMBERGER'S ON THE MAP; ALSO OTHERS IN 25 YEARS

A quarter of a century ago, somebody in Bamberger's Newark, N. J. Department Store got the bright idea that maybe starting a new fangled contraption known as a wireless transmitter might help the sale of wireless receivers and possibly give the store a little publicity. That's how WOR was started on 250 watts in a small room adjoining the sporting goods department. Not long thereafter a live young publicity man named McCosker - Alfred J. - breezed into the place and the listening public knows the rest. Mr. McCosker, a New Yorker by birth, had already made quite a name for himself in the newspaper and theatrical field. He took to radio like a duck takes to water.

Result - WOR, a 50,000 watter - this week celebrating its 25th anniversary is today one of the country's outstanding stations. Mr. McCosker is not only Chairman of WOR's Board of Directors, but also Chairman of the Board of the Mutual Broadcasting System of which WOR is a leading affiliate.

Another man who deserves credit in the early development of WOR is J. R. Poppele, oldest employee in point of service, who opened WOR as Assistant Engineer and now is Engineering Vice-President of the company.

Throughout this week WOR listeners will hear announcements of the WOR special 25th anniversary broadcasts to be held on Saturday, Feb. 22 (MBS 9-10 P.M., EST). On Friday night, members of the WOR "Ten Year Club", composed of employees of 10 or more years' service, will be host to all the WOR staff and their families at a dinner-dance in the Waldorf Astoria Hotel.

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WOULD FURTHER ADAPT RADIOTELEPHONE TO HARBOR AND R.R. USES

Permits have been granted the New Telephone Company to test radiotelephone service in New York harbor and adjacent waters in connection with the development of coastal harbor radiocommunication systems and equipment. A coastal station will link 100 ship mobile units.

Authorization has also been given to the Union Bag & Paper Company of Savannah, Ga. to test radiotelephone service for switching locomotives on the firm's property in connection with development of Industrial radiocommunications system and equipment. Not being a common carrier, the applicant was ineligible for authorization in the new Railroad Radio Service. A like authorization was granted previously to the Pullman-Standard Car Manufacturing Co.

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WFAA, FORT WORTH, LICENSED TO USE KGKO FACILITIES

The Federal Communications Commission has granted applications for renewal of licenses and for assignment of license, to the following:

KGKO Broadcasting Co. (KGKO), Fort Worth, Texas, and Assignment of License; Carter Publications, Inc. WBAP), Fort Worth and A. H. Belo Corp. (WFAA), Dallas, Texas.

The application for assignment of license of KGKO will have the effect of eliminating the call letters "KGKO", and dissolving the KGKO Broadcasting Co., and each of the assignees, Carter Publications, Inc., licensee of WBAP, and A. H. Belo Corp., licensee of WFAA, will be licensed to use the present facilities of KGKO operating one-half the total broadcast time on 820 kc. and one-half time on 570 kc., subject to the condition that Carter Publications, Inc., and A. H. Belo Corp. file with the Commission, within 60 days, a schedule of their hours of operation on both 820 kc. and 570 kc., in accordance with the provisions of the rules with respect to share-time stations; and to the further condition that they submit to the Commission within 90 days, satisfactory evidence that KGKO Broadcasting Co. has been dissolved that their commitments with respect to the separation of their respective operations have been effectively implemented.

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NAB SENDS OUT SECOND INSTALLMENT OF JOSKE REPORT

The Second Installment of "Radio for Retailers", the report published by the National Association of Broadcasters on the extensive experiments in radio advertising carried on by Joske's of Texas, has just been published.

The initial release, in a loose-leaf binder with the title "Radio for Retailers" stamped on the cover, was issued last October.

The latest installment contains two new chapters - one on "Copy", and the other on "Programs".

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Starting March 1st, WGNB, WGN's (Chicago Tribune) FM station, will be on the air 12 hours daily - from 11 A.M. to 11 P.M.

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FTC RULES AGAINST INCLUDING RECTIFIER IN TUBE COUNT

The Federal Trade Commission today (Wednesday, February 19) issued the following statement interpreting Rule 3(k) of the Trade Practice Rules for the Radio Receiving Set Manufacturing Industry, as promulgated July 22, 1939:

"Under Rule 3(k) of the Trade Practice Rules for the Radio Receiving Set Manufacturing Industry, and in the light of the decision of the court in Zenith Radio Corporation v. Federal Trade Commission, the Commission considers it improper to include rectifiers in the tube count in representations that a set contains a designated number of tubes or is of a designated tube capacity.

"The Commission does not regard it as improper, where the advertisement prominently and conspicuously states the actual tube capacity of a radio set (computed without inclusion of rectifiers or other devices which do not perform the recognized and customary function of radio receiving set tubes in the detection, amplification and reception of radio signals) for such advertisement also to contain a further statement to the effect that the set in addition contains a rectifier, provided such is true and the advertisement as a whole or in part involves no misrepresentation or deception. Illustration of such expression as descriptive of a set containing eight tubes computed in accordance with the above and a rectifier is as follows:

'An Eight Tube Set

This set in addition contains a rectifier.'"

The provisions of such Rule 3(k) of the Trade Practice Rules for the Radio Receiving Set Manufacturing Industry are as follows:

"Rule 3 - Specific Types of Advertisements or Representations Among Those Prohibited:

"It is an unfair trade practice for any member of the industry to use, or cause to be used, any of the following-described types of advertisements or representations: * * * * *

"(k) Advertisements or representations stating, purporting or implying that any radio receiving set so advertised or represented contains a certain number of tubes or is of a certain tube capacity when one or more of such tubes in the set are dummy or fake tubes, or are tubes which perform no useful function, or are tubes which do not perform or were not placed in the set to perform the recognized and customary function of a radio receiving set tube in the detection, amplification and reception of radio signals.

"NOTE: In order to avoid and prevent deceptive or misleading tendencies or results, so-called 'ballast tubes', dial or other lamps used for illumination, so-called plug-in resistors, and other accessories or devices not serving the recognized and customary function of a radio receiving set tube, are not to be included as tubes in advertisements or representations of a radio receiving set which describe or refer to the set as having a certain number of tubes or

as being of a specified tube capacity. References to rectifier tubes, and to tubes, devices or accessories which do not serve as signal amplifying or detecting tubes or heterodyne oscillator tubes, should be such as to clearly avoid misunderstanding or deception of purchasers.)"

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TURKEY'S 150 KW STATION TO BE MOST POWERFUL NEXT TO USSR

Authorization has been received for the construction of two radio stations in Anatolia, Turkey, in addition to two new stations that are now under construction.

Contracts were awarded in January 1946 for a 100-kilowatt short-wave station in Ankara and a 150-kilowatt medium-wave station in Istanbul.

The radio building under construction in Istanbul is to cost about \$1,260,000. Work on the transmitting tower is not expected to be entirely completed until the end of 1947. Operating on wave lengths of 395.78 meters and at a frequency of 758 kilocycles, this station is reported to be the most powerful medium-wave station on the European Continent outside of Russia.

All owners of wireless sets in Turkey are required to have a license. This covers all radio sets used for the transmission or reception, by means of electromagnetic waves, of pictures, signals, and sounds.

Radio subscribers in Turkey at the end of 1945 reached a total of 178,000, an increase from 25,510 at the end of 1937 and 46,244 at the end of 1938. Further expansion can be expected, upon the realization of plans for the expansion of electrification in Turkey.

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RAPID CHICAGO FM AUDIENCE INCREASE; ESTIMATED NOW 200,000

Over 40 requests a day are being received by WGNB, WGN's FM station, for its program booklet listing all the WGNB programs for the month, which is sent free to all who ask for it.

G. William Lang, Chief Engineer of WGNB, estimates from mail response and the number of FM receiving sets released, that there are now well over 200,000 FM listeners in the Chicago area.

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RMA SCHOOL COMMITTEE PLANS STANDARDS FOR SCHOOL RECORDINGS

The School Equipment Committee of the Radio Manufacturers' Association, in cooperation with officials of the U. S. Bureau of Education and other educators who with industry representatives comprise the Joint Committee on Standards for School Audio Equipment, are preparing a report on acceptable standards for school recordings and playback equipment.

The work will be under the direction of a subcommittee headed by C. F. Gill of General Electric Company, Syracuse, N.Y., comprising industry and school representatives. Dr. R. R. Lowdermilk, of the Radio Section, U. S. Office of Education, will assist the subcommittee. When completed, the report will be acted upon by the full RMA School Equipment Committee, of which Lee McCanne, Vice-President and General Manager of the Stromberg-Carlson Company, Rochester, N.Y., is Chairman.

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"WALKIE-TALKIES" TRYOUT FOR FARMERS, SPORTSMEN, SURVEYORS

The Federal Communications Commission has granted to John M. Mulligan, of Elmira, N.Y., the first construction permit of its kind in connection with the development of a Citizens Radio Communications service.

Mr. Mulligan, a radio engineer, proposes to study propagation effects and other service factors in the 460-470 megacycle band which is allocated for the development of this service. Power of 50 watts maximum input will be used. The proposed Citizens Radiocommunications Service contemplates personal use of "walkie-talkies" and other portable two-way communication mediums by farmers, surveyors, sportsmen and others.

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BALLANTYNE, PHILCO PRES., AWARDED WAR DEPARTMENT CERTIFICATE

John Ballantyne, President of Philco Corporation, leading manufacturer of air-borne radar equipment for the Army and Navy, was awarded a special Certificate of Appreciation last Monday for his wartime services in directing the development and production of radar for the armed forces.

Lt. Col. Arnold T. Gallagher, Commanding Officer, Philadelphia Storage and Issue Agency, Signal Corps, read the Certificate, signed by Secretary of War Robert P. Patterson and others, which included the following citation:

"The War Department expresses its appreciation for patriotic service in a position of trust and responsibility to John Ballantyne for outstanding contributions by directing the research, development, engineering and production of highly complicated radar and associated equipment for the Signal Corps."

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 ::: SCISSORS AND PASTE :::
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Powel Crosley's \$1,200 Bank Note And How It Grew
 (Gerard Piel in "Life" Feb. 17)

It was Powel III who was partly responsible for one of the major digressions in his father's career. At the age of 9 he reported that he had heard a radio and wanted one. Crosley shopped around the following day and discovered that the cheapest set was priced at \$119. He spent a quarter for a booklet called "The ABC of Radio". Within a few weeks Crosley had a team of hams building him a 20-watt transmitter and a couple of University of Cincinnati engineering students designing a receiver that could sell for \$20.

This was the Crosley one-tube Harko, the first low-priced set to reach the market. A year later, in 1922, the Crosley Radio Corp. was the biggest manufacturer of radio sets in the world and Crosley himself was happily engaged, as one of the earliest disk jockeys, announcers and program producers, in broadcasting phonograph records under federal license over the call letters WLW. He was also having trouble with his customers, however. They kept sending back their Harkos because the single tube could not bring in what radio programs there were above the noise level of Summer static. * * *

Crosley's solution for this problem was "superpower", his major contribution to the broadcasting industry. As fast as technical advances permitted, he ran the power of WLWL, over the protest of competitors, up to 500,000 watts. The energy generated by WLW's huge transmitter bewitched the countryside for miles around. Barbed-wire fences emitted sparks, light bulbs glowed in farm-houses, rainspouts and bedsprings played hot jazz. WLW picked up regular listeners as far away as Aklavik on the Arctic Ocean. * * *

Although WLW made money despite Crosley's extravagant investment in power, he never regarded it as a strictly profit-making venture. Its chief function, in his mind, was to sell cheap radio sets.

* * * * *

When Victor Emanuel's Aviation Corporation turned up with an offer to buy everything Crosley owned except the Crosley car and the Cincinnati Reds, he knew the hour had arrived. For the business he had started on a \$1200 note, he got \$12,000,000 in cash.

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Abuse Of Power By AFRA
 ("Washington Post")

The noted Hollywood producer, Cecil D. DeMille, reminded the House Labor Committee that his refusal to pay an assessment of \$1 levied on him by the American Federation of Radio Artists for purely political purposes resulted in his suspension from the union. Under the provisions of the union shop agreement, Mr. De Mille was consequently barred from appearing on his radio program. * * * *

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Individual rights to enter into contracts for the sale of labor are necessarily curtailed by laws legalizing collective bargaining through representative unions. If employers are willing to accept bargaining agreements requiring all their employees to join the Union, the individual's freedom of action, is subject to some further curtailment. * * *

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The real evil in the particular instance was the AFRA's assessment of its members for purposes not related to the legitimate objectives of the union as a collective bargaining agency. If unions with closed-shop agreements are permitted to assess their members in order to finance political campaigns, on pain of expulsion and loss of their jobs for refusal to pay, the foundations of our political structure, based on a system of free voting by the people, will be seriously undermined.

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Publisher Enthuses Over Facsimile; To Test It In Miami
(Jerry Walker in "Editor and Publisher")

John S. Knight's announcement that the Miami (Fla.) Herald would begin facsimile service to the public within a few months prompted a refresher visit this week to the laboratories of Radio Inventions, Inc., New York City.

That's where Dr. John V. L. Hogan, facsimile pioneer, directs the research which a group of newspapers and others, banded together as Broadcasters Facsimile Analysis, has been financing for several years. Mr. Knight has become a subscriber to BFA and proposes to introduce the newspaper-of-the-air to Floridians on a regular basis.

"Facsimile", Mr. Knight declared, "is the most radical change in newspaper publishing methods since the invention of type-setting machines. Within a few years at most it promises you an entirely new concept of the daily newspaper.

"Facsimile means an exact copy or reproduction of the Miami Herald as a continuing process in your home - right before your eyes."

While Mr. Knight's enthusiasm is appreciated to a large degree, the laboratory experts are more restrained; they don't claim yet that their achievements, to date, would warrant scrapping of presses or other equipment needed to produce more than the original copy of a metropolitan newspaper. * * *

Since mass production of BFA sets, designed by Radio Inventions, has been delayed until late Summer at the General Electric Co. plant, the Miami experiments probably will be confined at first to the receivers which will be placed in the lobbies of the large leisure lamaseries.

This plan, incidentally, has suggested a new method for a newspaper to introduce facsimile by letting hotels or advertisers underwrite the costs of public view machines.

(BFA currently offers publishers a minimum set of facsimile equipment and a program service for "less than \$10,000.") * * *

(Continued at bottom of Page 16)

::: TRADE NOTES :::

The Western Union is offering broadcasting stations, newspapers, airlines and others in New York City a 24 hour city-wide Weather Bureau teletype service. The cost will be \$35 with the Weather Bureau making no charge for its part of the service because of the relief from the 900 or more telephone calls which the Bureau now has to handle.

In addition to this, the New York Telephone Company receives upwards of 40,000 requests for weather information every day.

J. T. Dalton has been appointed Sales Manager for Radio and Television of the Bendix Radio Division of Bendix Aviation Corporation. Mr. Dalton, who was Manager of Bendix distribution for the past three years, succeeds L. C. Truesdell, resigned.

Station WTMV, Mississippi Valley Broadcasting Co. of East St. Louis, Ill., has been designated for a hearing on its sale to Evansville On The Air, Inc., for a consideration of \$320,000.

The vacuum-tube acceleration pick-up as developed at the National Bureau of Standards takes advantage of the effect of acceleration on the relative position of the electrodes in the tube. The tube contains a fixed, indirectly heated cathode with two plates, one on either side. The plates are elastically mounted to deflect in response to acceleration normal to the plane of the plates. Deflection of the plates causes a change in plate current proportional to the acceleration and such changes in current are recorded on a standard oscillograph.

Closely following the signing of a contract Tuesday by the Metropolitan Opera with the Columbia Recording Company for the recording of two complete operas a year from the stage of the Metropolitan, said to have the O.K. of Petrillo, RCA-Victor announced it would likewise record full length operas with Metropolitan singers.

A. T. & T. has been given the green light to use five micro-wave relay stations between New York and Philadelphia (two terminal stations and three intermediate) to further test the practicability of television program transmission, multi-channel telephone communications and other long distance services. The grants are for Experimental Class 2 operation; commercial service is not authorized. Similar authorizations are held by the same company for a microwave chain between Boston and New York.

Did you ever hear of Ambassador Radio? He is Pierre Radio, the new Argentine Ambassador to Spain.

Philco Corporation declared a quarterly dividend of 37½ cents, payable March 12 to holders of record February 28. This places the company on a \$1.50 annual basis, compared with \$1 in 1946.

The Federal Communications Commission has announced adoption of a Proposed Decision looking towards the denial of the following applications:

Harold Thomas, licensee of Station WATR, Waterbury, Conn. for construction permit to change transmitter site and studio location of station to Springfield, Mass., and increase power from 1 KW to 5 KW and install a new transmitter and directional antenna, operating unlimited time on 1320 kc.; and WMAS, Inc., licensee of Station WMAS, Springfield, Mass., for a construction permit to change frequency from 1450 to 1320 kc. and increase power from 250 watts to 5 KW and install a new transmitter and directional antenna.

The Commission also adopted an Order making final its Proposed Decision granting application of the '49er Broadcasting Company, for a new station at Grass Valley, Calif. to operate on 1400 kc., 250 watts, unlimited time, and denying the application of Town Talk Broadcasting Company seeking the same facilities.

Stimulated by the newly inaugurated Co-op Sales Awards Program, sales of cooperative programs by the American Broadcasting Company during January have shown a 46% increase over November 1946 bookings, according to Harold Day, Sales Manager of ABC's Co-Op Program Department.

The Chillum Heights Citizens Association in Washington opposed the installation of a 300-foot broadcast tower for a proposed new 1,000 watt daytime radio station on 1590 kc. in the suburbs of Washington, D.C. this week.

Richard Eaton, former WWDC news commentator and applicant for the operation of the station, assured the group his station would not "blanket" the area, as it had been felt it would.

"I wish to create a 'family' station", he said. "It is my wish to give the community a station mothers and fathers will not hesitate to let their children listen to - a station free of 'who-dunits' and other mystery story types."

Contents of Radio Age (RCA Quarterly) for January include: "Radio in 1946-47", Brig. General David Sarnoff; "Status of Color Television", Statements by Dr. C. B. Jolliffe, R. D. Kell and G. L. Beers; "Ship Radar Tested" by C. J. Pannill; "Modern Distribution", by Frank M. Folsom; "Making Tubes for Television"; "Advertising in the Public Interest", by Niles Trammell; "Radiotelegraph Traffic Doubled" by Thompson H. Mitchell, and "The Pocket Ear".

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(Continued from Page 14 "Publisher Enthuses Over Facsimile; To Test It In Miami".

Commercial standards have not as yet been set by the Federal Communications Commission, and no revenue can be obtained from advertising until they are. Numerous advertisers have expressed a desire to utilize the new medium as soon as there is a sizable audience, and some have a notion they would like to broadcast sponsored pages or sections.

Present machines will transmit and receive four fax pages every 15 minutes - that's the equivalent of one full-size newspaper page; four an hour, or 96 if the receiver is left turned on all day. The paper cost alone, for such a "Sunday edition" of a metropolitan paper, would run around \$1.

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