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KICKS COMING IN APLENTY ABOUT U.S. BROADCASTS TO RUSSIA

Reports coming in to Washington are that very few seem to be enthusiastic thus far about the U. S. Broadcasts to the Soviet Union - the Russians the least of all. The population of Russia, according to the latest figures furnished by the National Geographic Society, is 170,467,572. The British Broadcasting Corporation estimates there are 500,000 sets capable of hearing its daily Russian language programs. Charles W. Thayer, U. S. Foreign Service officer in New York, however, said the estimate of the number of receivers capable of picking up the transmissions from the United States varied from 10,000 to 2,000,000.

A dispatch to the New York Times from Moscow read:

"The United States Embassy's recent press release announcing the new program, has not been printed in the Moscow press. Most of the Russians who listened did so as a result of word-of-mouth information passed on by employees of the United States Embassy. It is impossible to say how many heard the broadcast. The Soviet-made Pioneer radio set can pick up the broadcast, but it has been estimated that about one in 1,000 Russians has this type of set. It is cheaper and easier in Moscow to plug in on an apartment house line and get the Moscow radio twenty-four hours a day.

An estimate credited to the State Department is that there are anywhere from 100,000 to several hundred thousand short-wave receivers in Russia today. These include sets which were impounded by the Soviet Government during the war and since have been returned, and receivers liberated by Red Army troops in Eastern Europe. In addition, the Moscow radio announced last Fall that 325,000 new sets would be distributed in the Soviet Union by the end of 1946, and the current Five-Year Plan calls for the production of 925,000 sets a year.

Probably the biggest black-eye the program has had was from Eddy Gilmore, head of the Moscow Bureau of the Associated Press. Received here Tuesday (February 25) and thus the latest work on the subject, Mr. Gilmore cabled:

"The 'Voice of America', the radio broadcast beamed to Russia by the United States State Department via Munich, appeared today (Feb. 24) to be yelling itself hoarse across the windy steppes with little effect.

"A number of Russians, interviewed after the first week of operation expressed these opinions:

1. Reception is very poor.
2. The programs are too highbrow.
3. There is considerable amateurishness.
4. The broadcasts are dull and uninteresting at times.
5. They do not sound American.

"Such Russians as have heard the program must be very few, because the broadcasts are so difficult to pick up. There is a great amount of interference and the program fades badly.

"This correspondent has found about 25 Russians who have heard the program. All said the broadcasts were not of general interest to the Russian public."

A previous dispatch from Moscow indicated the American program had gotten off to a poor start:

"It was a bad night for radio, atmospherically. All short-wave reception was poor. In addition, other stations - particularly French transmitter and a Russian one - blanked out the American broadcast occasionally.

"It is impossible to say definitely how many Russians listened to the broadcast, but from the quality of the reception and the lack of announcement in advance, this correspondent would guess that only the smallest percentage of Moscow residents heard it.* * *

"Such Soviet citizens as heard the initial program were those who had foreign friends to tell them of it, or those who happened to tune in by chance. A number of these pronounced the program generally interesting. Others criticized it either as too highbrow or too amateurish."

Signing himself "A Maine Republican", a reader wrote the Washington Post:

"The Associated Press Monday announced that the first broadcast beamed to the Soviet Union by the State Department 'presented a 2000-word dissertation on 'States' rights' and a summary of world news interspersed with such folk tunes as 'Turkey in the Straw' and 'Git Along Little Dogie'.' How many Russians stopped to listen to 2000 words on 'States' rights' we do not know - but we can guess. We also can guess that they were impressed by 'Git Along Little Dogie' - and how.

"Is it not high time to put an end to this childish propaganda? Aside from the fact that no form of public appeal is so unconvincing as official propaganda, what earthly difference can it make to our relations with the Russians to inform them at the cost of some millions that the American States 'are healthy organisms created by historical forces'? Or that we have found 'a new cure for hay fever'?"

"

"In his budget recommendations the President gives the actual expenditures of the State Department in 1946 as 81 millions, he estimates them for 1947 at 140 millions, and for 1948 at 173 millions. The figures seem fantastic, but they could be cut down a little by suppressing entirely the cultural and propaganda nonsense."

An article getting after the British Broadcasting Corporation appeared in the Russian magazine Culture and Life at the close of the first American broadcasts to Russia but didn't mention the latter. It was written by Eugenie Tarle, Soviet historian, and said the British propagandists could save themselves a lot of effort by sticking to informative items and dropping "their free course in education when broadcasting to Russia.

Professor Tarle said that Russian broadcasts from Britain deliberately juggled facts and transmitted "agitative, poisonous and slanderous items" in an effort to mislead the Soviet people.

"The British Broadcasting Corporation lends assistance to war incendiaries and reflects a spirit that is unfriendly toward the Soviet Union", the historian wrote.

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HOUSE BAN ON DAYLIGHT TIME IS ACCEPTED BY SENATE GROUP

Daylight saving time for Washington this year was killed by a vote of 210-124 in the House.

Senate District Chairman C. Douglass Buck (R., Del.) said the vote had thrown the daylight saving plan "out the window". He said his Committee will probably drop the measure, too and individual Senators gave the impression that daylight saving time this year was dead. The Senate District Committee, after a poll of members, decided to postpone decision for an indefinite period.

House District Chairman Everett Dirksen (R., Ill.), who led the House fight for approval of daylight saving time here, interpreted the vote this way.

"Folks in the District are not sufficient to overwhelm the farmers, even though the farmers are not affected by daylight saving time here."

His interpretation referred to these two facts:

1. A majority of Washington residents wanted daylight saving time, according to a poll by the Washington Post cited by Dirksen during debate.

2. Representative Howard W. Smith (D., Va.) and other House members from New York, California, Arkansas, and Minnesota protested that daylight saving time hurts the farmers.

On the final roll call, 85 Republicans and 39 Democrats voted for daylight saving time in Washington. Voting against the plan were 110 Republicans and 100 Democrats.

The vote came not on a plan to establish daylight saving time for the District every Summer, but on a proposal to try it this Summer only. The one-year trial was proposed by Representative Dirksen after Representative Smith had announced he would seek this limitation.

WCCO-CBS OFFERS NEWS SERVICE TO MINNESOTA CONGRESSMEN

Station management of WCCO-CBS, Minneapolis-St. Paul, hosted members of the Minnesota delegation in Congress in Washington last week, to offer CBS and station facilities to the legislators for radio reports to the voters of the State.

Addressing the delegation at the dinner, WCCO General Manager A. E. Joscelyn declared:

"WCCO is the only radio station which covers the entire State of Minnesota. This coverage gives the station a terrific responsibility to its listeners. We at WCCO are convinced that this responsibility obliges us to ask our Representatives in Congress for suggestions and improvements on our service to provide the citizens of Minnesota with the most complete and direct information possible on the activities of our Minnesota representatives in Congress. We therefore wish to offer the CBS newsroom and facilities in Washington as a liaison between the Minnesota delegation and their constituents."

The first Northwest radio station to offer such a service, WCCO and CBS executives at the meeting reported the Congressmen gave unqualified approval to the proposal.

Plans were made at the meeting for a weekly round table of opinion by the legislators to be transcribed at the Capitol for broadcast over WCCO. Teletype facilities from the CBS Washington News Bureau to WCCO will be utilized as part of the news service for expression of legislative opinion on WCCO news shows, Mr. Joscelyn said.

Among those present at the dinner besides Mr. Joscelyn were Senator Edward J. Thye; Representatives A. A. Andresen, G. MacKinnon, W. H. Judd, H. Knutson and J. A. Blatnik; Earl H. Gammons, CBS Vice-President and Eric Sevareid, Chief of the CBS Washington News Bureau.

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RADIO SET PRICE CUT CALLED "MERCHANDISING STUNT"

If a long-established radio manufacturer is able to maintain its recently announced 20 per cent reduction on a table model set "for any length of time" other well-known manufacturers will have to follow suit, a wholesale spokesman said to the New York Times Tuesday. He indicated, however, that such suppliers feel that the move may be a "merchandising stunt" by the organization in question and will not be permanent. Wholesalers state that this explains failure of other quality producers to notify them of possible reductions.

(Editor's Note: This evidently refers to the reduction from \$49.95 to \$39.95 in its portable radio model announced last week by the Emerson Radio and Phonograph Corporation.)

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ASKS FCC APPROVAL FOR "WORLD'S TALLEST STRUCTURE"

The building of the highest structure in the world at Des Moines, Iowa, to carry frequency modulation radio programs to a great Midwest audience is incorporated in plans revealed in Washington yesterday (Tuesday, February 25) by T.A.M. Craven, Vice-President of the Cowles Broadcasting Company.

Commander Craven disclosed that an application had been filed with the Federal Communications Commission for approval to construct an FM tower 1530 feet high for Station KRNT-FM.

The tower, reaching more than a quarter of a mile into the sky would be higher than the Eiffel Tower in Paris or the Empire State Building in New York City. It would be longer than the span of the Brooklyn Bridge or the length of the liners QUEEN MARY and QUEEN ELIZABETH - all under 1500 feet.

The FCC has already authorized KRNT-FM to broadcast with the power of 157,000 watts. The extra height of the proposed tower would increase the normal coverage and bring to a much larger rural and town audience the advantages of FM service. Cowles engineers have indicated that KRNT-FM, when put in operation, will carry noise-free, high fidelity FM programs to listeners within a radius of more than 100 miles from Des Moines. This would give the Dowles Broadcasting Company's Des Moines station much greater coverage than the average FM station in this country not located on a high mountain.

The Des Moines FM station will service Midwest FM set owners from Des Moines to the north boundary of Iowa and for some distance beyond the south boundary of the State.

The new KRNT-FM studios will be built in the KRNT Radio Theater, a Cowles property in Des Moines, housing America's largest legitimate theater. New studios for KRNT (AM) are also planned for this building. Present KRNT studios occupy two floors of the Register and Tribune Building.

This concentration of radio (AM and FM) studios and theater activities - with television a possible later development - is in line with plans of the Cowles Broadcasting Company to develop its Des Moines entertainment enterprises into "radio center" proportions for Iowans.

The proposed KRNT-FM tower is the highest radio tower construction since WNAX, the Cowles AM station in Yankton, South Dakota, erected a 927 foot antenna in 1943. The Yankton tower attracted national attention when it was dedicated as "the world's tallest" to the "Typical Midwest Farmer", whose efforts in raising food assisted materially in winning World War II.

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Release Date - Thursday, P.M., Feb. 27

RCA VICTOR TO INTRODUCE TELE SETS IN LOS ANGELES MARCH 10

The first television receivers to be introduced in the Los Angeles area in substantial quantities will be offered to the public Monday, March 10th, it was revealed at a two-day series of dealer meetings concluded today (February 27) in Los Angeles by executives of the RCA Victor Division of the Radio Corporation of America and the Leo J. Meyberg Company, RCA Victor distributor in that region.

Several carloads of RCA Victor television receivers will arrive there for "T" (Television)-Day, on which sale of the receivers in Los Angeles will be initiated Monday, March 10th.

To demonstrate the receivers, special broadcasts from the Paramount Pictures television station, KTLA, were presented for these meetings. The two models shown at the sessions, which will be the first placed on sale in Los Angeles, are table model RCA Victor receivers, both of which are capable of receiving programs on all 13 channels allocated to television by the Federal Communications Commission.

These sets feature the RCA Victor Eye Witness Picture Synchronizer - a new scientific development in television receiver design which locks the receiver in tune with the sending station and greatly increases the steadiness of the pictures. One of the table models to be offered March 10 has a picture area of 23 square inches. The other presents a picture 52 square inches in size.

The former is priced at \$250 in walnut and \$260 in blonde, the latter is \$375 in walnut finish. These prices are exclusive of the company's Television Owner's policy which covers cost of antenna and installation of receiver and antenna plus a year's service and maintenance of the sets. This policy is offered with the receiver for a flat nominal fee.

Two other television receivers to be introduced to this market later in 1947 were also shown to the dealers. One of these is a complete home entertainment unit which incorporates a 52 square inch television screen with standard broadcast, FM, and international short wave radio, and a Victrola phonograph. The latter features an automatic record changer capable of handling up to 12 records and a silent Sapphire tone arm with a permanent playing point. This console also has generous record storage space. The other, which also includes 3-band radio reception, presents a television picture 300 square inches in size - almost as large as a newspaper page.

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DENNY, FCC CHAIRMAN, TO ADDRESS INSTITUTE OF RADIO ENGINEERS

Charles E. Denny, Chairman of the Federal Communications Commission, will be the principal speaker at the annual banquet of the Institute of Radio Engineers 1947 National Convention, to be held in New York from next Monday until the following Thursday, March 3-6. The banquet will be Wednesday evening in the grand ballroom of the Hotel Commodore.

Frederick R. Lack, Vice-President of Western Electric Co. will act as toastmaster. The 1947 Institute Medal of Honor, the 1947 and the deferred 1947 Morris Liebman Memorial Prizes, the 1947 Browder J. Thompson Memorial Award, and Fellowships given by the Institute will be announced at the banquet.

On Tuesday, the President's luncheon will honor the incoming 1947 President of the Institute, Dr. W. R. G. Baker, Vice-President in Charge of Research of General Electric Co. Dr. Baker will be introduced by Dr. Frederick B. Llewellyn of Bell Telephone Laboratories, toastmaster and retiring 1946 President of the I.R.E. Vice-Admiral Charles A. Lockwood will be the guest speaker at the luncheon.

Also present at the President's luncheon will be the newly elected members of the Board of Directors of the Institute - J. E. Brown, Assistant Vice-President and Chief Engineer of Zenith Radio Corporation; F. R. Lack, Vice-President of Western Electric Co.; J. R. Poppele, Vice-President and Secretary of Bamberger Broadcasting Service and D. B. Smith, Director of Research of Philco Corp.

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STANTON RECEIVES AWARD TO CBS FROM CHRISTIANS-JEWS GROUP

"We have always recognized as a primary responsibility the dedication of radio to national unity, understanding, and harmony among all groups of American people", Frank Stanton, President of the Columbia Broadcasting System, declared last Saturday.

His talk was part of a special CBS broadcast on which the American Brotherhood Award of the National Conference of Christians and Jews, given annually for the best single network program on human relations, was awarded for 1946 to Columbia network's "Assignment Home" drama, "The Biggest Crime".

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BRITISH ISSUE NEW BOOK OF WORLD BROADCASTING STATIONS

The broadcasting stations of 74 countries as well as the long and medium wave stations of every country in Europe, are detailed in a new booklet "Broadcasting Stations of the World", published by Iliffe & Sons, Ltd. (Price 1s Od. net.) The booklet gives the frequencies, wavelengths, powers of over 1000 stations, classifying them both in order of frequency and geographically.

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MORRIS, ZENITH REP., UP FOR U. S. CHAMBER COMMERCE DIRECTOR

Judging from his past progress in civic affairs, a man liable to follow in the footsteps of Eric Johnston (who was also a Zenith distributor) as President of the Chamber of Commerce of the United States is Edgar Morris, Zenith radio distributor of Washington, D. C. He has just been nominated to represent the Third Regional District as a Director of the Chamber of Commerce of the United States. The presidency is several rungs up the ladder but if Mr. Morris, who is already serving as National Councillor of the National Chamber, is elected a Director, as seems very likely at this writing, it should not take him long to reach the top if he keeps up his present pace.

One of Washington's outstanding successful business men, he has held virtually every office in the Washington Board of Trade, up to and including the presidency in 1936. Since that time he has been Chairman of the Greater National Capital Committee - one of the largest and most successful convention and tourist bureaus in the United States.

Mr. Morris has also served as a Director of the Southern Gas Association, President of the Kiwanis Club of Washington, a Trustee of American University, Chairman of the United States Jury Commission, a member of the Tax Advisory Committee for the District of Columbia and the Citizens' Efficiency Committee for the District of Columbia. He is currently Chairman of the Board of Public Welfare of the District of Columbia. He is likewise Vice-President of the Security Finance Corporation, a Director of the Mutual Fire Insurance Company, and a member of the Advisory Board of the American Security and Trust Company.

Mr. Morris' petition for nomination has been endorsed by the following:

Admiral Emory S. Land, President Air Transport Association of America; Robert W. McChesney, President, National Electrical Contractors' Association; John A. Logan, President, National Association of Food Chains; Granville Gude, President, Society of American Florists and Horticulturists and numerous others.

Likewise his nomination has been approved by the head of every important commercial organization in Washington and by these officials from his native State of South Carolina:

James M. Hagood, President, Chamber of Commerce of Charleston; Henry F. Jumper, President, Chamber of Commerce of Columbia; William W. Pate, President, Chamber of Commerce of Greenville, and Ashley C. Tobias, President, Organized Business, Columbia.

Mr. Morris came into the world-wide spotlight in connection with the International Children's Christmas Broadcasts sponsored by the Greater National Capital Committee of which he is Chairman.

Participants of the broadcast are children from the Embassies and Legations in Washington who extend Christmas greetings to the children of the United States from the children of their homeland. In many instances, the representative of a country is the son or daughter of its Ambassador or Minister which always insures a large turnout of the Diplomatic Corps.

The United States is always represented by a child of a high ranking Government official. Jimmy, son of the Secretary of the Interior and Mrs. Julius A. Krug, extended greetings to the children of the world on behalf of the children of the United States during the 1946 program.

To add to the colorful setting for the broadcast, the participants are dressed in the costume of their country and the scene is always enlivened by the U. S. Marine Band under Capt. William Santelmann playing Christmas songs of all nations.

For the first time last year the International Christmas broadcast was televised in addition to being carried over an ABC coast-to-coast network and short-waved to foreign countries.

The Third Regional District for which Mr. Morris is nominated includes Virginia, West Virginia, North and South Carolina and the District of Columbia. The outcome of the election is being watched with particular interest in view of the fact that the Director representing the Third District has not come from the Washington area in more than ten years.

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WAA REVEALS SALE OF TWO RADIO RECEIVING TUBE PLANTS

The War Assets Administration announced last week the sale of two radio receiving-tube plants. One, located at Bowling Green, Ky., was sold to the Electra Voice Corporation for \$781,000. The other, located at Tell City, Ind., was sold to General Electric Corporation for \$851,000.

The Bowling Green plant cost the Government about \$1,061,481; the Tell City plant about \$1,032,585. Both were operated during the war by General Electric.

Both purchase prices were the highest offers received. In the Bowling Green transaction, consideration was given to the small business position of Electra Voice, while in the Tell City sale, the fact that 1,000 persons are employed at "feeder" plants wholly owned by General Electric was given prime consideration. The two properties were the only receiving-tube plants in which the fabricating machinery and equipment was also owned by the Government and both will continue to be used to produce this item.

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WAR COMMUNICATIONS BOARD ENDED BY PRESIDENT TRUMAN

The Board of War Communications, having concluded its task of coordinating the nation's civilian radio, telegraph, telephone and cable facilities for their most efficient use in the prosecution of the war and in the national security, was abolished this week by Executive Order of the President. Simultaneously, it cancelled its remaining orders and instructions and issued the following statement of appreciation for cooperation in its wartime task:

"American communications constituted a vital and mighty weapon of war.

"The mission of the Board of War Communications was to coordinate the nation's far-flung communications resources so that this weapon could be forged into its maximum effectiveness.

"In accomplishing this mission, the Board has had the all-out cooperation of industry, labor and the government agencies involved. While the Board had broad powers to commandeer communications facilities for the war effort and the public safety, we are glad to state that such action was necessary in only one relatively minor instance.

"The American genius for teamwork, initiative and fair play shone brighter in no other field of wartime endeavor.

"The Board hereby expresses its appreciation to all the industries, the labor unions, and the Government agencies who rendered such ready cooperation, and to the many individuals who gave unstintingly of their time and energies on the various committees."

The Board was originally created as the Defense Communications Board by Executive Order on September 24, 1940, to serve basically as a planning agency in connection with the nation's rapidly growing defense program. It was established to determine, coordinate and prepare plans for the national defense "for and during any national emergency". These plans were to cover the needs of the armed forces, of other governmental agencies, and of industry.

The Chairman of the Federal Communications Commission was named Chairman of the Board. Other members were the Chief Signal Officer of the Army, the Chief of Naval Communications, the Assistant Secretary of State in charge of the Division of International Communications, and the Assistant Secretary of the Treasury.

Three days after Pearl Harbor - on December 10, 1941 - the President delegated to the Board his wartime powers relating to radio communications. The new Executive Order recited that Section 606 of the Communications Act authorized the President in case of war to close any radio station, remove its apparatus and equipment, to order its use by any agency of the Government, to direct preference and priority for communications essential to the national defense. The Board subsequently became the Board of War Communications.

U.S. REVISES INTERNATIONAL FREQUENCY SERVICE PROPOSALS

Recently the preparatory committee for the forthcoming International Telecommunications Conference, under the sponsorship of the Department of State, reviewed the frequency service-allocation proposal of the United States for the entire spectrum, 10 kilocycles to 30,000 megacycles, and effected certain modifications in the proposal. These may be summarized as follows:

1. A band has been added for the navigational service, between 10 and 14 kc.
2. Coastal telegraph stations are permitted in the band 14-100 kc.
3. An appropriate remark has been inserted opposite the band 200-280 kc. to indicate that the U.S. intends this band ultimately for a long distance aid.
4. The loran allocation between 1800 and 2000 kc. has been ~~54-30540~~ ^{new proposal} to indicate the regional nature of loran in any given area, and to indicate the degree of sharing which may be possible on a non-interference basis to loran.
5. An appropriate note has been inserted following the frequency 4000 kc. to indicate the intention of the United States with respect to tropical broadcasting.
6. The aeronautical mobile route band 16,490-16,540 kc. has been shifted to 15,300-15,350 kc.
7. The aeronautical mobile route band 17,980-18,040 kc. has been made available for sharing by the aeronautical fixed service.
8. An additional high frequency broadcasting band has been added at the request of the Department of State between 25,600 and 26,100 kc.
9. The band 27,185-27,455 kc has been widened to 27,160-27,480 kc., to be primarily for the use of the industrial, scientific and medical service, with sharing permitted by the amateur, fixed and mobile services.
10. The power limitation in the band 29.7-30 Mc has been eliminated.
11. The Commission's recent announcement regarding the frequency 2450 Mc for the use of the industrial, scientific and medical service has been appropriately incorporated.
12. Some slight adjustments were made in the high frequency maritime mobile service-allocations as follows:
 - (a) The 4 Mc band now starts at 4133 kc rather than 4135 kc, and the starting points at 6, 8, 12 and 16 Mc have been adjusted accordingly. The 2 Mc ship telegraph band was shifted to 2065-2105 kc.
 - (b) The ship telegraph bands have been widened by 20 kc at 4 Mc and pro rata according to the harmonic relationship previously established for the ship telegraph bands at 6, 8, 12 and 16 Mc.

12. (c) The 4 Mc coastal telegraph band has been reduced by 40 kc.
- (d) The 4 Mc ship telephone band and its associated coastal telephone band have each been reduced by 5 kc.
- (e) 8350 kc was selected for the ultimate air-sea rescue frequency.

The Federal Communications Commission has indicated its approval of the foregoing changes to the Department of State and has been advised that the United States expects to transmit its proposal for frequency service-allocations to the Bureau of the International Telecommunications Union for circulation to the member states of that body in the immediate future.

Any statements or comments which any person may wish to submit to the Commission with respect to these changes will be examined and given due consideration. The Commission is, of course, continuing its study of all the problems involved in the frequency allocations to the various services.

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BBC AGAIN SIGNS ITS \$16,000,000 SPONSOR - THE GOVERNMENT

After more than the usual bluster during which all kinds of charges were made, Parliament has again voted the British Broadcasting Corporation its \$16,000,000 subsidy. Some members of Parliament accused the BBC of Socialistic bias and alleged that members of its staff were being bribed to plug popular songs.

Mrs. Jean Mann, a Laborite from Coatbridge, started the attack by accusing "Itma", a comedy-variety show that has more listeners than any other BBC program, of insulting Scotswomen.

"This program has a Scots girl who is supposed to be falling off her head for that little twerp called 'Itma'," Mrs. Mann said. "In my generation no Scotswoman would have looked at him twice"

Walter Elliott, a Conservative, then complained that for 40 days and 40 nights "BBC rains Bing Crosby on the heads of the people."

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NEWSPAPER CIRCULATION BOOM IS REPORTED

Newspaper circulation rose 5.2 per cent over 1945 to a record high of 50,927,500 in 1946.

The Editor and Publisher reported the morning dailies had an increase of 6.7 per cent to a total of 20,545,908. Afternoon dailies jumped their circulation 4.2 per cent to the total of 30,381,597. The greatest gain - 9.5 per cent - was shown by Sunday newspapers, which reached a circulation of 43,665,364.

Publication of 28 new newspapers and the suspension of 14 established dailies left a gain of 14 for the year. At the end of 1946 there were 1763 United States dailies, of which 334 were morning papers and 1429 were evening papers.

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 :: SCISSORS AND PASTE ::
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TV Requires New Political Technique - "A Man Who" Is Out
 (Larry Wolters in "Chicago Tribune")

Chicago's television audience got a preview of what television may do to politics when Ald, Moss (5th) appeared before WBKB's cameras. This was the first politically sponsored telecast in Illinois.

If the 5th ward is average, it has only around 20 television receivers (since about 1,000 have been distributed in Chicago), so the outcome of Moss' campaign for reelection probably does not hinge on his television appeal. But as a political experiment - a precursor of other such ventures that must inevitably follow - the technique he employed is worth examining.

Televiewers found themselves meeting Moss and Bob Elson, comfortably ensconced in easy chairs opposite each other in front of a fireplace. It was easy to imagine that Moss had dropped in for a call on you. Elson asked questions; Moss answered them informally and without any recourse to a script or figures. * * * *

They conversed in a completely natural manner about housing, schools, ward improvements, city finances, and other issues.*** Moss talked about his youth and long residence in the war. Unlike so many television speakers, he was completely at ease before the cameras. His appearance was good - and that is something that can't be said of all politicians. * * *

Clearly the day is fading when a political spokesman may introduce his candidate with "a man who -" and then let him unleash a blast of oratory. That just won't do in television. Others will be braving this new medium. We shall watch their approach to the camera with interest. It will have to be good to beat Moss' pioneer effort.

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It Even Had Marconi Guessing
 (Bart Hodges in "Washington Post")

"In the days before the recent war I used to visit the late Guglielmo Marconi and often witnessed the experiments in which he was engaged", said David Sarnoff, of the Radio Corporation of America. "On my last visit, the great inventor of radio was experimenting with short waves, endeavoring to perfect wireless communication with Australia from the English Channel.

"I couldn't be of much help as a scientist, but I was a little useful just as an operator. I'd sit at the huge set Marconi had constructed on his yacht and communicate with stations in Australia.

"On one occasion he worked until five in the morning. Leaving the laboratory to retire, Marconi paused and stared fixedly at the radio set. Then he turned to me and said, 'David, there's one thing I'd like to know about radio before I die.'

"Heavy with sleep though they were, my eyes popped. 'There's something about radio you don't know!' I gasped. 'What could that be?'

"Marconi again looked at his set. After a moment he said, 'Why does it work?'"

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Soviet Radio Being Forced Into Ideological Dog House
(Drew Middleton - "New York Times")

Culture and Life, organ of agitation of the Propaganda Committee of the Central Committee of the Communist Party rapped Soviet radio for its monotonous music, dry language and average performers.

The Radio Committee that heads the Soviet system was urged to eliminate "weak" ideological works and to remember that radio is an important means for the ideological education of the workers.

* * * * *

Sixty per cent of radio time is devoted to music; 8.6 per cent to literature; 19.4 per cent to politics and science, and 7.9 per cent to children. What happens in the remaining 4.1 per cent of the time Mr. Puznin, Chairman of the Radio Committee, doesn't mention, but it isn't taken up by commercial plugs.

The Radio Committee has been instructed to eliminate certain defects in broadcasting. Special attention is to be paid to illuminating the economic, political and cultural life of the Soviet Union, to propaganda for the Five Year Plan, to reports of Labor's heroism and to insistence on the tenacity of the Soviet people in surmounting the difficulties of the post-war period. Besides, it will popularize the methods of the best collective farms and industrial plants that have overfulfilled their production quotas.

Thus, radio, youngest of the informative arts, will follow the press and theatre along the path laid down by the Central Committee toward a 100 per cent ideological content.

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Holds Television Better Than Madison Square Garden Seat
(Robert D. Levitt in "Tide")

It may be argued that there will always be enough sports and theatre fans to fill up the seats. But, particularly in sports, television is actually better than a seat in the Yankee Stadium or Madison Square Garden. It would be hard to convince anyone who saw the recent Louis-Conn fight televised that he should spend \$50 a seat to get to the event.

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TRADE NOTES

J. Leonard Reinsch, President Truman's radio advisor, and Manager of former Governor Cox's broadcasting stations, will accompany Mr. Truman to Mexico and possibly to the Caribbean.

The Farnsworth Television & Radio Corporation has announced production of two new FM-AM phonograph-radios, Models GK-102 and GK-141. First shipments will begin reaching distributors and dealers in March.

According to E. H. Vogel, Farnsworth Vice-President in Charge of Sales, production is expected to increase steadily during the next few months, and additional FM-AM phonograph-radio models will be introduced by Summer.

Directors of Station WJR, Detroit, have voted payment of a quarterly dividend of twenty-five cents per share payable March 7, 1947, to stockholders of record February 27, 1947.

Gordon Music Company was expelled from the American Society of Composers, Authors and Publishers on the recommendation of the Society's Complaint Committee.

The Complaint was based upon the use of the name and seal of the Society, in soliciting funds from amateur song writers in connection with the music publishing business of the Gordon Music Company, of Los Angeles.

A warning against such practices was sent by John G. Paine, General Manager to the Society's membership, last November.

Marc Leeds Seventy Shop, Chicago, florists, have signed a year's contract for a 15-minute, weekly program on WGNB, Chicago, WGN's FM station.

The Madison, Wis. Fire Department is installing its own three-way FM radio system on a waveband separate from police. The system is said to be one of the first in which firemen operate three-way radio independently of local police or other radio wavelengths. It permits communications not only between station and mobile units in the field, but between mobile units and the headquarters station.

The Federal Communications Commission has 1400 employees now as against a pre-war of 600.

Washington broadcasting stations came to the rescue when breaks in the natural gas line resulted in a critical situation during a snowstorm period in Washington, D.C. over the Washington's Birthday week-end. As soon as the facts were known, announcements were broadcast urging curtailment in the use of gas resulting in an immediate response on the part of the public.

Despite protests by four citizens' groups, the District Commissioners Tuesday approved unanimously a waiver of zoning regulations to permit construction of a 310-foot radio tower in the Chillum Heights area of Washington, D. C.

Richard Eaton, formerly of WWDC, Washington, said he planned to begin work immediately on the tower, which will serve the new 1000-watt Station WOOK. Arrangements have been completed for the station's main studios at Silver Spring, Md. and Washington studios in Hotel 2400.

Broadcasts from the station will begin within a week after the tower is completed, Mr. Eaton estimated. "We hope to be on the air by the last of March or the first of April."

Prominent in the almanacs now being distributed by WGN, Chicago, is a quotation from an address by Col. Robert R. McCormick on a Theater of the Air broadcast last Fall: "American radio belongs to the American public, and we consider it a sacred trust."

The Federal Communication Commission figures that 21,000,000 Americans are still not being satisfactorily served by the present standard broadcast stations.

ABC's executive television producer, Harvey Marlowe, will address the Annual Radio Conference at the University of Oklahoma in Norman, Okla., this week. He will discuss "Production Problems In Television".

Sales Aid Catalogs on RCA, RCA Victor, and Cunningham tube brands, designed to give distributors and their dealer and servicemen customers a concise summary of the range of tube promotional material have been released to distributors.

The Federal Communications Commission has authorized the total construction of 16,500 miles of coaxial cable capable of carrying television programs.

Expansion in the broadcast services as shown at the fiscal year's end, according to the FCC:

Standard: 961 existing stations, 254 construction permits issued, 659 applications pending; frequency modulation (FM): 55 existing stations, 456 construction permits or conditional grants issued, 250 applications pending; television: 6 existing stations, 24 construction permits issued, 40 applications pending.

Since the close of the war, more than 200,000 applications covering 40 categories of radio service have been received, and nearly 200,000 authorizations issued. The result is that, at the close of the calendar year 1946, the total number of licensees and permittees was nearing 530,000.

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