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# HEINL NEWS SERVICE

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No. 1765

## McCORMICK CHAMPIONS FM; PUTS KIBOSH ON STUDIO AUDIENCES

The first owner of a major standard broadcasting station to come out for FM, Col. Robert R. McCormick, editor and publisher of the Chicago Tribune, declared in an address over WGN that a new era is opening up in radio - the era of frequency modulation. Colonel McCormick spoke on a special program titled "The FM Miracle" presented by WGN as a salute to WGN's FM station, WGNB, which is beginning a greatly expanded program operation. WGNB henceforth will be on the air from 11 A.M. to 11 P.M., an extension of five hours daily.

Colonel McCormick, who more and more seems to be taking the lead in radio matters, set another precedent last week in abandoning the huge studio audience which WGN has built up in the "Chicago Theatre of the Air" to enable the station to give a better broadcast to the outside listeners. It was explained that WGN's technical and production staffs have maintained that by eliminating the public address system necessary for studio audience, they will be able to arrange new microphone setups doing full justice to the great symphony orchestra, chorus, and soloists.

With regard to FM, Colonel McCormick said:

"Less than 30 years ago radio began in this country as a scattered group of local stations. Each of these stations produced its own programs and depended, almost exclusively, on local talent. In a little over 20 years those plans have been abandoned. Station independence has been virtually forfeited. In most stations virtually all origination has been abandoned and programs piped in from New York.

"Our creed at WGN and WGNB has always been that a station's first duty is to its own community. Chicago is too large a city to become a flag stop. WGN and WGNB will continue to produce their own programs.

"Standard or AM broadcasting stations in the United States have ranges extending into hundreds of miles. Now a new era is opening up - the era of frequency modulation! AM transmission and FM transmission overlap. FM is best for local use, but only AM extends well beyond the city limits. The combination of the two will give the greatest service to the public possible in radio. It should not be prevented either by selfish political or selfish personal reasons.

"From a practical standpoint, the same programs from the same ownership should go out over both AM and FM. In that way city residents will hear their programs free of static, while people living farther away will still have the benefit of the best programs procurable."

An explanation of what FM is, how it was developed and what it is expected to mean to the listening public was told in a dramatic presentation titled "The Saga of FM".

The cast included Norman Gottschalk as Marconi; Burr Lee as Maj. Edwin Armstrong, the inventor of FM; Carl Kroenke, as a scientist who said "it couldn't be done", and Hope Summers as a typical announcer.

On the morning of the broadcast, Larry Wolters, Radio Editor of the Tribune, called attention to it as follows:

"We receive many inquiries asking: 'How can we get WGNB on our radio?' WGNB is WGN's sister FM (frequency modulation station) and no one can hear it without an FM band on his radio. Most radios don't have these, but more FM sets coming on the market every day.

"Every one, who is in doubt or puzzled by or curious about FM, might well listen to WGN from 7:30 to 8 tonight. At this time WGN, a standard station which can be heard on any radio, will endeavor to explain through drama, narrative, and music 'The FM Miracle.' "

The "Chicago Theatre of the Air" which henceforth will be broadcast without studio guests, was started in May 1940. It has played to studio audiences totaling more than 1,300,000. Future broadcasts will come from WGN studios. An exception will be made on March 22, when the show will be aired from Medinah temple as a feature of the Jewel Tea company's 15th anniversary party.

"We're sorry to abandon our studio audience policy", said Henry Weber, musical director of WGN and the Theater of the Air, "but we believe by so doing we can add enjoyment to all listening at home.

"Let's look at it objectively. In Medinah temple, where we have been holding the 'Theatre of the Air' broadcasts, we can accommodate 4,500 people; our WGN studio-theater seats around 600. Contrast either of these figures with the millions of WGN and Mutual network listeners who will benefit from our new, improved broadcasting technique. Out of this experiment in new pickup techniques we undoubtedly will gain information useful to the entire radio industry."

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CPA PREDICTS INCREASED RADIO-RECORD, TV SET PRODUCTION

Radio manufacturers are expected to gear their production to increased output of combination or radio-record player models and television sets, according to the Civilian Production Administration 1947 Production Outlook. Production of table sets has already reached a record monthly rate almost twice the average of 1940-1941, and current demand is now apparently being met. Increases in car radio production will be possible as fast as steel is made available for cases, mountings and parts.

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WBBM WINS WILLKIE AWARD; FIRST PRESIDENTIAL PRESENTATION

The first time a broadcasting station has received this distinction and, so far as known, the first time an award to a radio station has been presented by the President of the United States, the national spotlight was turned on WBBM of Chicago last Friday night when that station was named in a special category in Washington of "The Wendell L. Willkie Negro Journalism Awards". H. Leslie Atlass, of Chicago, Vice-President of the Columbia Broadcasting System's Central Division, received the certificate from President Truman personally who commended the work of WBBM in co-operating with the Chicago Defender, Negro newspaper, in presenting a weekly program "Democracy, U.S.A." which dramatizes the lives of outstanding Negroes who have contributed to America's progress.

Among the speakers at the dinner attended by Mrs. Willkie, her son Philip and Wilbur Forrest, President of the American Society of Newspaper Editors, were Associate Justice Felix Frankfurter and Frank L. Stanley, President of the Negro Publishers' Association. Douglas Southall Freeman, Richmond editor, presided.

In presenting the awards, President Truman said the Negro press had amply demonstrated its capability for courageous constructive reporting and editorial writing.

Described as one of the most vital advancements in radio programming, WBBM's "Democracy, U.S.A." was pointed to as having grown in importance and meaning since its first broadcast on May 4, 1946. Since that time, the program has won editorial praise throughout the nation and numerous awards, including those from the Chicago Mayor's Commission on Human Relations, the National Association for Advancement of Colored People and the Chicago Council Against Racial and Religious Discrimination.

In presenting the award to WBBM and the Chicago Defender, the Executive Committee of the Willkie Board of Directors created a special category in addition to the three which cited Negro newspapermen for their work in 1946.

Since its beginning, "Democracy, U.S.A." has dramatized the lives of more than a score of Negro men and women who have made notable achievements in the fields of education, music, drama, science, government and social welfare. In the closing three minutes of each program, the person portrayed in the radio drama is introduced for a short talk on race relations. Among those whose life stories have been heard on the program have been: Paul Robeson, Langston Hughes, Ralph Metcalfe, Dr. Charles Wesley, Duke Ellington, Mrs. Emma Clarissa Clement, Lionel Hampton, Dr. Lloyd Augustus Hall and Joe Louis.

Recognizing the potential role of radio as a public instrument for the bettering of human relations and as a weapon in the fight against all forms of prejudice and discrimination, WBBM Director of Public Relations Don E. Kelley, conceived the idea for the program and worked it out with WBBM executives and the pub-



lishers of the Chicago Defender. From a program which began as a humble plea for racial tolerance, the weekly series grew to an award-winning achievement.

Dr. James W. Yard, Director of the National Conference of Christians and Jews, recently endorsed "Democracy, U.S.A." when he recommended that Sunday school classes in the Chicago area devote part of their time to listening to the program which he called "a fine education in race relations".

As a departure from its regular format, the program series has recently introduced special broadcasts which pay tribute to white men who have advanced the welfare of the Negro race.

"Democracy, U.S.A." is heard each Sunday on WBBM, 10:30 to 10:45 A.M., CST.

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### TRAMMELL SEES COAST-TO-COAST TV SOON; COAX CABLE RUSHED

Simultaneously with the prediction of Niles Trammell, President of the National Broadcasting Company that the creation of a coast-to-coast television network is only a few years away, is the news that an unusual effort is being exerted by the American Telephone and Telegraph Company to extend to the Pacific Coast the new co-axial cable which is capable of carrying television programs. This new coaxial is being laid over a southern route via Atlanta, Dallas, Phoenix and Los Angeles. Several of the intermediate sections of this cable between Atlanta and Dallas are already in service and the completion of the remainder of the Atlanta-Los Angeles section is scheduled to be completed by the early Fall of 1947.

Mr. Trammell, in an address marking the 25th anniversary of General Electric's station WGY at Schenectady, said:

"And now, 25 years later, history is repeating itself, as the great new art and industry of television begins to develop into a nationwide service to the public. WGY has its young brother in television - Station WRGB established by the General Electric Company before the war - which has been pioneering in the broadcasting of sight-and-sound just as WGY did in sound alone. \* \* \*

"The first television network operation in history was a two-station hookup between WNBT in New York and WRGB in Schenectady on January 12, 1940, more than seven years ago. Only last year, with the inauguration of the co-axial cable between New York and Washington, the network expanded into a four city operation, including Philadelphia.\* \* \*

"By the end of this year it is expected that a station in Baltimore and several in New England will have joined the Atlantic coast network. Regional networks in other parts of the United States will be established in the near future, and the creation of a coast-to-coast television network is only a few years away."

McCOSKER'S PLANS AS YET UNANNOUNCED; WITH WOR 23 YEARS

Whether Alfred J. McCosker, one of the best known and most popular executives in the broadcasting industry - an outstanding pioneer - who resigned as Chairman of WOR (Bamberger Broadcasting Services, Inc.), New York last week, which position he has held since 1933, will continue as Chairman of the Mutual Broadcasting System where he has also presided for the past ten years, is not known.

An official statement issued by the station explained that Mr. McCosker had resigned, effective June 1 "Because of a desire to curtail his activities", but it added that he "will, however, continue for an additional term of years as a Director and regular employee for consultation and other advisory services relating to WOR."

The story of Mr. McCosker's life since he became identified with WOR 23 years ago would be a cross-section of the history of broadcasting itself.

Mr. McCosker was born in New York City in 1886. After attending Manhattan College, he became a reporter for various newspapers in New York City. Later he was on the staff of the Denver Times and the Denver Rocky Mountain News. He was the originator of the Paint-Up, Clean-Up Movement in Boston. He was with the Exhibitors' Trade Review (motion picture trade magazine) as writer, later editor 1916-18; public relations counsel American Federation of Labor 1918-24; also press work for theatrical firms 1918-24.

From 1924-1933, Mr. McCosker was Director of Station WOR, Newark, N.J.; Chairman of the Board, Mutual Broadcasting System since 1934; Chairman, Radio Committee, New York World's Fair 1939; Chairman, Radio Division, N. J. Crime Prevention League, 1933-34; member Radio Code Authority, 1934; member Mayor's Committee to Welcome Lindberg 1927; co-founder McCosker-Hershfield Cardiac Foundation; member New York State Defense Board; and Defense Communications Board, Washington, 1941; Papal Knight of Yalta 1940; awarded B'Nai B'Brith Meretorious Service Medal 1941; received honorary degree LL.D at John Marshall College, 1937; also served as Treasurer of the National Association of Broadcasters from 1928-32 and President of NAB 1932-34.

Mr. McCosker is now on a vacation in Florida.

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An article about Petrillo in the current issue of Collier's is advertised as follows:

"James Caesar Petrillo. sweet-faced, terrible-tempered potentate of music, is a hard guy to figure out. There seems to be only one thing certain about this 'czar' - he is always unpredictable. For a lively review of his incredible career, see 'Santa Claus With A Horn' by George Frazier."

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COMMENTATORS JOIN PRESS AT WHITE HOUSE WRITERS' DINNER

There were quite a few radio commentators at the dinner given by the White House Correspondents' Association to the President last Saturday night prior to Mr. Truman's departure for Mexico. Entertainment usually furnished by the networks was replaced this year by talent the correspondents themselves bought, which appeared under the title "Caribbean Capers" or "Hasta La Vista" for President Harry S. Truman. The cast was headed by Dinah Shore and included Sid Caesar, Frankie Carle, Eleanor Powell, Ferruccio Tagliavini, of the Metropolitan Opera Co., with Earl Wilson as master of ceremonies.

Among those present in one way or another connected with radio were:

K. H. Berkeley, General Manager, WMAL; Thomas D. Blake, International Telephone & Telegraph Corp.; T. Wells Church, Columbia Broadcasting System; Martin Codel, FM Magazine; Wayne Coy, WINX, Washington; Robert A. Erwin, Station Representative; Earl Gammons, Vice-President, CBS, Washington; Earl Godwin, Commentator; William E. Gold; F. P. Guthrie, Assistant Vice-President, RCA Communications, Washington; Richard L. Harkness, NBC commentator; Ray Henle, Commentator; Ernest Lindley, Commentator; Claude A. Mahoney, CBS Commentator; Eugene Meyer, owner, Station WINX; Edgar Morris, Zenith representative.

Also, Drew Pearson, commentator; Bryson Rash, American Broadcasting Company; Leonard Reinsch, Radio Advisor to the President; Paul M. Segal, Radio Counsellor; Eric Sevareid, Commentator; Carleton D. Smith, General Manager, WRC; Sol Taishoff, publisher, Broadcasting; Senator Charles Tobey (R), New Hampshire; Albert L. Warner, commentator.

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WOULD NOT ALLOW SUBVERSIVES TO TURN RADIO AGAINST U.S.

Asking if it is true freedom to allow our broadcasting facilities to be used by those whose only object is to destroy our Nation, and replying in the negative, Representative Thomas J. Lane (R), of Massachusetts, introducing a resolution to prevent this, said:

"Radio exerts a powerful influence over the minds and emotions of the people. Used by clever and cynical propagandists, it could only weaken a nation from within and become the most deadly medium of attack.

"To protect us from this danger which is already at work, I propose that we amend the Communications Act of 1934, with a view to preventing the use of broadcasting facilities for the dissemination of material which is subversive to our democratic system of government.



"The amendment I suggest, reads as follows:

Sec. 303a (under title 111.) It shall be the duty of the Commission to prescribe appropriate regulations for the purpose of preventing the use of radio broadcasting facilities for the dissemination of views in furtherance of any movement which is subversive of the Government of the United States, or views advocating theories or doctrines contrary to the Constitution of the United States, or the constitution of any State of the United States, in the matter of religious freedom or freedom of the press.

"The broadcasting channels should be closed to those who want to propagate treason."

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PIONEERING OF WLW'S PAST 25 YEARS CALLED FUTURE BLUEPRINT

J. D. Shouse, President of the Crosley Broadcasting Corp., Cincinnati, on the 25th Anniversary of WLW, said:

"Having been born and reared in this part of the country, it is difficult at times for me to realize that WLW is only twenty-five years old. Long before a great many of us now associated with the station joined its staff, it had already become an institution of great stature and great contribution both to its listening public in many States and to the broadcasting industry itself.

"From the very inception of the station twenty-five years ago I like to think that one dominant trait has characterized the whole history of WLW. Someone once said, "There is nothing so certain as change itself", and so through the years WLW has ever kept keenly alive and alert to new ways of serving its listeners in terms of programs, as well as in terms of best possible transmission with the strongest possible signal.

"We have always explored every new field of technical advance, and WLW has made Cincinnati, here in the heart of the Middle-west, a world-wide center for international broadcasting - literally the 'Voice of America'. We have pioneered in facsimile transmission and in the development of high-powered transmitters which today help make American broadcasting what it is.

"While the past twenty-five years have given the station many opportunities in the assumption of greater and greater responsibilities to the public, what has gone on in the past is not nearly so important as what may well transpire in the future. The advent of frequency modulation conceivably may offer an additional means of supplying to many of our listeners a service which will improve the clarity of reception. But of even more importance is the imminence of television, in which we soon will be engaged, and which may well revolutionize an industry which, even during its relatively short span of years, has come to play such an important role in the fields of education and entertainment."

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## ADMONISHES BROADCASTERS AND RADIO MANUFACTURERS

A highly critical attitude towards both the broadcasters and the radio manufacturers is taken in an article "Radio Listeners Be Damned" in the February issue of the new Kiplinger Magazine of Washington, D. C. Certain portions follow:

"The U. S. radio industry is in a state of siege. For the first time in its brief history, the broadcasting business is being subjected to hostile public and official scrutiny. And within radio's ranks there are evidences of discontent with the shabby commercialism into which the industry has drifted. The pause for self-identification has come not a moment too soon.

"Few business enterprises have ever made so much easy money so fast as the American broadcasters. Ever since they grasped the true nature of commercial radio some twenty years ago - which was, of course, to sell time over the air for advertising - their profits have been fantastically rewarding.

But in a scramble for even higher profits the broadcasters appear to have forgotten that they received their licenses in the first place by promising to broadcast 'in the public interest, convenience, and necessity'.

Instead, there is growing complaint that the radio industry has borrowed a public-be-damned attitude from the past. Together with the set makers, the broadcasters have the listener - who really owns the air-waves - in the middle. He is getting an overdose of commercials and poor reception to boot.

In 1937 the broadcasters got 33 million dollars in profit before taxes out of a gross of 114 million, but in 1944, their best year, they piled up 90 million out of a total take of 275 million - or one dollar out of every three. This was a return of 109 percent on their original investment in wires, receptionists, vacuum tubes, studios and vice-presidents, and a return of 223 percent on the depreciated value of all broadcasting property at the beginning of that year.

"In 1945, the last year for which figures are available, profit 'fell off', but it was still a fat 83½ million dollars.\* \* \*

"Radio station and network owners play little more than a walk-on role in the complex business of cramming the nation's ether with everything from Bing Crosby to 'listen-for-cash' programs. They simply sell the purveyors of soap, food, drugs and cosmetics a one-way passage into the homes of the 60 million Americans who own radio sets. And they sell it on a wave-length which they do not own, but temporarily use by authority of the Federal Communications Commission.

"In short, the broadcaster has \* \* \* voluntarily surrendered control of his wave-length, granted him as a public trust, to the biggest peddlers of goods.

"Last year the FCC plumbed the depths to which broadcasting had sunk and reported its dismal findings in its famous Blue Book, entitled Public Service Responsibility of Broadcast Licensees. In the book, the Commission took the broadcasters to task for extreme commercialism and offensive programming. The attack brought red herring howls of free speech from the broadcasters, who accused the Commission of communism, molestation of private enterprise, and



of being a bunch of 'intellectual smart alecks'. But they offered few facts to dispute the Blue Book's principal contention that the broadcasters were abusing a public trust and that the American people were taking an unnecessary beating about the ears.

"Last December the Supreme Court in an 8 to 0 decision, sustained the FCC's refusal to renew the license of WOKO in Albany, N.Y. The decision definitely established the Commission's authority to impose the death sentence on a station.

"With this support, the Commission noticeably toughened its attitude on license renewals. Five stations have been ordered to appear for hearings in San Antonio, Toledo, Philadelphia and Baltimore to determine whether they are living up to the public interest spirit of their licenses.

"Spurred by the FCC and growing signs of indignation throughout the country, the more sensitive elements of the radio industry are tending to fall in line with the Blue Book plea for a general reconsideration of their position. Many are broadcasting more local news and using more local talent. More than 50 listeners' councils - the more active ones in the Midwest - have forced many local stations to abandon presentation of sloppy over-commercialized programs. \* \* \*

"For every dollar which the broadcasters spend for transmitting equipment, the public spends \$25 for receiving sets. The listener not only suffers at the hands of the broadcasters, but is browbeaten by the set makers, too, who have gone in for volume production at the sacrifice of quality and high performance - and even of profit. Demand for lower priced models is being met while demand for higher-quality receivers, at less than exorbitant prices, goes begging.

"Through violent price wars and an almost incomprehensible eagerness for more sales, the set makers have turned the bulk of their business into small table models. Since it is mathematically impossible to produce a full, round tone from a small loudspeaker encased in a tiny cabinet, the makers have succeeded in debasing public taste while slashing their own throats.

"Instead of making piles of money for themselves, the set builders have made far more for the broadcasters. As more sets got into the public's hands, the radio stations were able to ask for and get higher rates from their advertisers for the sale of time. \* \* \* \*

"For the past 17 years the daytime maximum in commercials has ranged from  $1\frac{3}{4}$  minutes on a 5-minute news show to 9 minutes on an hour's program. At night the range has been  $1\frac{1}{2}$  minutes to 6 minutes. Some stations monitored by the FCC have exceeded even these prescribed limits. There has been no limitation at all on spot announcements. These jingles simply flood out of loudspeakers. \* \* \*

"The brickbats have been flying so fast - particularly against the ever-present commercial - that William S. Paley, CBS Chairman, warned broadcasters last fall to search their souls. Conceding 'advertising excesses', Paley condemned 'the too high percentage of commercial copy which is irritating, offensive, or in bad taste.' \* \* \*

"In the present standard broadcasting band, from 550 to 1600 kilocycles, there is room for only a limited number of stations. With 1056 licensed transmitters currently on the air, there is already great overcrowding.



"More than 821 stations are affiliated with four major networks - NBC, CBS, ABC and Mutual. The condition has made it possible for the networks to degrade program quality at will.

"Take the soap operas, for example. Many people violently dislike this form of mass entertainment, which dredges up the emotional sludge of American life for its raw materials. Nevertheless, half the daylight time of the two biggest networks, NBC and CBS, is devoted to soap operas.\* \* \* \*

"Moreover, it turns out that soap operas are popular - with the advertisers. They are extremely cheap to produce and highly profitable to the networks.

"Lately the networks have been offering more high-grade sustaining programs, but in most cases they are broadcast late at night or in the poor listening hours of Saturday afternoons and Sunday mornings.

"But the networks do not guarantee that their sustainers will be used by the affiliated stations. Local stations have to carry at least three out of every five hours of network commercial programs, for which they are handsomely paid. But they may reject a sustaining show in favor of local commercially-sponsored programs. And they have consistently done so. could

"The broadcasters, of course, have prevented their sell-out to the advertisers, but it would have cost them money. Now it may be too late, for advertisers have obtained practically all the control they need.

"The FCC has reported that CBS gets 26 percent of its business from four advertisers and 38 percent from four advertising agencies. A quarter of ABC's take comes from four advertisers and 37 percent from four agencies. Mutual gets 23 percent from four advertisers and 31 percent from four agencies. NBC publishes no comparable figures, but the proportion is probably about the same.

"Likewise the set makers are failing to live up to their promises. Among their highly advertised post-war miracles were going to be bigger and handsomer consoles, television sets at \$100 to \$250, and, for a few extra dollars, FM.

"But the present-day product is the same pre-war receiver - only its going at a much higher price. Of the estimated 12 million units produced from V-J Day to the end of last year, only a few hundred thousand were consoles. And except for the higher price tags they were indistinguishable, both in tone and appearance, from pre-war models. In the same period there were manufactured fewer than 4000 television sets - with prices ranging from \$300 to \$2500 - and only a dribble of radio receivers equipped to take FM.

"So badly did the makers fail to live up to expectations that the FCC muttered unofficially about a hold-back conspiracy to enable the industry to sell two sets to the hungry post-war market: the first one without FM and the second with it. Idaho Senator Taylor asked the Attorney General for an anti-trust probe.

"But the set builders may be forced to place FMs on the market sooner than they planned. The public will demand them. There probably will be almost 1000 FM stations on the air by the end of the year, with many more to come. For FM technically has room to support 5,000 stations.

"The arrival of television and FM threatens the broadcasters with the thing they fear most: new competition. And these new developments can spell an end to the dictatorship of the advertisers, too. Television does not lend itself to cheap use of the spoken commercial; FM means thousands of lusty new stations, anxious to win public respect and approval.

"So the monopoly now enjoyed by the broadcasters may be ripe for smashing. As they have to get out and scratch for listeners, the broadcasters will have to offer more than they have in the past."

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REGARDING ANTENNAS FOR FM SETS

The following is a copy of a letter written to Mr. William R. Hutchins, Manager, Radio Station WFMR, New Bedford, Mass., by J. E. Brown, Assistant Vice-President of the Zenith Radio Corporation and reprinted with Mr. Brown's permission:

"I note with interest the February 5th issue of the Heinl News Service which carries some comments on your campaign with respect to antennas for FM sets. When you speak of built-in antennas on FM sets, I presume you are not including the line cord antenna which we use on Zenith sets. This is a patented development of the Zenith Radio Corporation and is something which we have most carefully investigated comparatively with all other types of built-in antennas that we know of and that have come to our attention.

"Outside of occasional peculiarities at a particular socket where a set may be plugged in, we have found the performance of this antenna pickup system good enough so that many people get entirely adequate FM reception; as for instance, around Chicago generally up to 20 or 25 miles even in this day of relatively low power of FM transmitters the line cord antenna is entirely satisfactory. This means, of course, that it is working with a few hundred microvolts.

"We have never been able to find a built-in antenna which is equivalent to this line cord antenna in all respects and, of course, for table models there is not even a remote comparison. Your comments in the Heinl News Service are directed toward built-in antennas and on this basis I can generally agree with them. I wanted to make these points clear, however, with respect to the line cord antenna and to differentiate between it and the built-in antenna."

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The Idaho House of Representatives adopted unanimously a Senate-approved bill absolving radio stations of liability for libelous or defamatory statements broadcast by persons not affiliated with the stations. Radio stations would not be held responsible for statements broadcast unless malice on the part of the station owner could be proved.

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MILWAUKEE JOINS THE TELEVISION PROCESSION

Arrangements have been concluded and contracts signed for the delivery of complete RCA Television studio and broadcasting equipment to Station WTMJ, the television station of the Milwaukee Journal.

The RCA equipment on order by WTMJ includes two Image Orthicon field cameras and complete field pick-up equipment, a 5-kw television transmitter, input and monitoring equipment, a 16mm television motion picture projector, a special television camera for pick-up from films, and a 3-bay super-turnstile antenna and diplexer unit.

Also on order with RCA for WTMJ is a 50-kilowatt FM transmitter, RCA Type BTF-50A.

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RCA INSTALLS POWERFUL TRANSMITTER FOR STATION XERF IN MEXICO

Keeping up with the news and President Truman's visit South of the Border, Meade Brunet, Vice-President of RCA and Managing Director of the RCA International Division, announces that RCA has completed the installation of a powerful transmitter for Station XERF in the Mexican border town of Villa Acuna, State of Coahuila.

The station, which will cost \$300,000 to build, is operating temporarily on 50,000 watts, but its power may be increased to 150,000 watts. It is described as the most advanced transmitting unit in Latin America by its operators Ramon D. Bosquez, Mexican radio advertising executive, and Arturo C. Gonzalez, Texas lawyer.

Mr. Brunet said that into the station, which broadcasts on 1570 kc. have gone many wartime advances in radio transmission. Among the modern features are automatic methods of operation. There is a push-button control for tuning the transmitter and a system of relays that automatically put the transmitter on and off the air. Air cooling has replaced conventional water-jacket cooling of tubes.

The transmitter is known as the RCA 50-F, high-level modulated and air cooled. Installation, in addition to the transmitter, included appropriate antennas and modern studio equipment. The radiator is a half-wave vertical type being fed over an RCA six-wire line.

After completion of tests, Station XERF went on the air with a four-hour inaugural ceremony and programs attended by the Governor of Coahuila and other Mexican dignitaries.

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::: SCISSORS AND PASTE :::  
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Radio's \$78,000,000 Talent Bill  
( "Variety" )

Estimated talent costs (exclusive of time) for nighttime and daytime programming on the four major networks represent an expenditure of \$1,500,000 a week for 1947. On an annual basis that's \$78,000,000 - reflecting radio's comeuppance in the field of entertainment and a figure which puts radio right up with the top show biz brackets.

The figure represents an all-time high in programming expenditure on the part of the nation's bank-rollers, despite the prevailing cry to agencies to "cut down costs; give us cheaper shows."

The average on a nighttime show cost is still in the \$7,000-\$8,000 a week bracket, which is slightly higher, in fact, than during the lush war years, but if you want a top calibre star of the Benny-Bergen-Allen-Crosby-McGee & Molly-Cantor, Burns & Allen, et al., variety, you still got to plunk down anywhere from \$15,000 to \$25,000 a week.

Daytime shows average about \$1,800 a week. That's been pretty static for some years.

(Editor's Note: The annual estimated weekly network program costs for 1947 appeared in Variety of Feb. 26. This gives in alphabetical order the amount every program on the air now receives.)

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Kept Home By Bad Cold But Goes Places Via Television  
(Larry Wolters in "Chicago Tribune")

Snow and cold-bound (cold in the head as well as the weather) over the week-end, we used television as a window to look out on various Chicagoland activities. WBKB brought into the living room a boxing bout from the Rainbow arena, the double header basketball feature between Northwestern and Purdue and DePaul and Kentucky from the Chicago Stadium, and the Blackhawk-Bruins hockey match.

Besides these sports, the television camera, trained on the Science museum Saturday afternoon, gave the family the opportunity vicariously to navigate the link trainer in the Jackson Park Building.

Then there were studio shows: Telechats, with Bill Hamilton; Telequizzicals with Joe Wilson and Meg Haun, and Stump Authors with Jack Payne, Dorothy Day, and Louis Zara spinning three more original stories. We also saw travel films, animated cartoons, and other movie shorts. It was a varied fare of entertainment, mindful of the fact that it was all viewed without stirring from the house.

Basketball lends itself well to telecasting. The playing area is limited so the camera can keep within easy range. The game is action crammed, the ball easy to follow, and always within full view when scores are made.

Telev viewers can see just about everything in basketball, compare heights of jumps, fouls, "traveling with the ball" - some- times we thought we noticed it when officials didn't - interceptions and shots. These games were thrillers with the outcomes in doubt until the last minute.

A neighbor who dropped in said he would be able to startle another member of his family who went to the stadium to see the games.

"I'll tell him the details of how DePaul scored that startling upset as soon as he gets in", the neighbor said.

The week-end was pleasant, thanks to television, and to- night at 8:30 comes television's comedy show, the wrestling at the Midway arena over WBKB.

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Excessive Hearing Aid Profits Hit

(Reprinted from "Hygeia" in "Reader's Digest" March 1947)

By conservative estimate, there are 2,000,000 men and women in the United States who should be wearing hearing aids, but are not. Manufacturers of aids are going after this market as never before. They have made their instruments more efficient and less conspicuous. And they are overcoming the silly prejudice against wearing an aid. After all, why be more self-conscious about an aid for the ear than one for the eye?

A lively battle is taking place within the industry, with the public as chief beneficiary. Up to 1943 a good aid was start- lingly expensive; many cost \$200. Suddenly Zenith Radio introduced an aid at \$30.

Nineteen manufacturers organized the American Hearing Aid Association and descended on the Federal Trade Commission, accusing Zenith of unfair competition in selling below cost of manufacture.

"Below cost!" fired back Zenith, with uncomfortable pre- cision. "No aid on the market costs over \$20 to produce."

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Places Pearson's Radio Audience At 9,000,000

(Richard Wilson in "Look" Magazine)

Drew Pearson is a likeable man of 48 who nets more than \$100,000 a year for revealing the inside story of Washington.\*\*\*\*

Pearson writes "Washington Merry-Go-Round." This column of fact and opinion is sold to 600 newspapers with 20,000,000 circula- tion. Every Sunday night 9,000,000 radio listeners nervously await his "Predictions of Things to Come".

He is trying to wrest from Hearst a powerful radio station in Baltimore, 40 miles from the White House. Then, with his associ- ate, Robert S. Allen, he plans to flood the national capital with information and culture.

Other newsmen reluctantly concede that Drew is the most influential writing journalist in Washington. Many of them also think his influence is bad. It is often hard to tell when he is right or wrong.

(Continued at end of Page 16)



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::: TRADE NOTES :::  
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While President Truman was at Grandview visiting his mother Sunday, Ambassador de los Monteros, who accompanied the President to Mexico, went on a sightseeing tour of Kansas City. His escort was Tom Evans, a crony of Mr. Truman and owner of Station KCMO, ABC Kansas City outlet.

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The latest guess on what the decision of the Federal Communications Commission will be with regard to color television versus black and white was made by a prominent broadcaster who predicted the Commission "would carry water on both shoulders".

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Directors of Sylvania Electric Products, Inc. declared the regular quarterly dividend of \$1.00 a share on the \$4.00 cumulative preferred stock, payable April 1, 1947 to stockholders of record at the close of business March 21, 1947. Directors also declared a dividend of 35 cents a share on the common stock.

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Mrs. Fanny Litvin has the support of Senator Murray (D), of Montana, and other members of Congress for the vacancy on the Federal Communications Commission. She's an FCC lawyer.

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Allen B. Du Mont stated last week that in the four-week period between January 27 and February 23, his organization had shipped in excess of \$875,000 worth of television receivers. Dr. Du Mont further stated that the remaining backlog of unfilled orders for telesets still totals more than \$3,100,000.

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An address made by Brig. Gen. David Sarnoff, President of the Radio Corporation of America, "Science at New Altitudes" before the Cincinnati Technical and Scientific Societies Council has now been reprinted in a brochure.

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Mrs. Frank M. Russell, wife of NBC's Washington representative entertained at luncheon recently at the Statler Hotel in honor of Mrs. Niles Trammell of New York, wife of the President of the National Broadcasting Company.

Ranking guest was Mrs. Wallace H. White, wife of Senate Majority Leader, and others present included Mrs. Joseph H. Ball, wife of Senator Ball; Mrs. Clarence J. Brown, wife of Representative Brown; Mrs. Evan Howell, wife of Representative Howell; Mrs. Charles G. Ross, wife of the Secretary to President Truman; Mrs. Charles R. Denny, Jr. wife of the Chairman of the FCC; Mrs. Paul A. Walker, Mrs. E. K. Jett, Mrs. Ray Wakefield and Mrs. Rosel Hyde, wives of Federal Communications Commissioners; Mrs. Earl Gammons, wife of CBS Vice-President in Washington; Mrs. Jostin Miller, wife of the President of NAB, Mrs. Carleton Smith, wife of NBC Washington General Manager, Mrs. William McAndrew, Mrs. George Wheeler, Mrs. Richard Harkness and Mrs. Morgan Beatty.



The 100th anniversary of the birth of Alexander Graham Bell, inventor of the telephone, used the Franklin Public School Building, which is still standing and in service, in 1880 for early experiments in the transmission of wireless messages.

Stationing Sumner Tainter, an associate, on the school roof, the inventor was able to "throw" Tainter's voice across to a laboratory about a block away. This telephoning via a beam of light anticipated use of infra-red rays for communication as applied by the military in World Wars I and II.

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Broadcast Measurement Bureau has issued its BMB Area Audience Report, a 780-page volume showing day and night audiences of 800 radio stations in 3,500 United States and Canadian counties and 1,200 cities. The volume, which is priced at \$35, is being sent to subscribing stations and members of the American Association of Advertising Agencies and the Association of National Advertisers.

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Chief Justice and Mrs. Fred Vinson were the guests in whose honor Mr. and Mrs. Justin Miller entertained at dinner last week in their apartment at Wardman Park Hotel in Washington. Judge Miller is President of the National Association of Broadcasters.

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WOR's Chief Engineer and Vice-President, Jack R. Poppele will make an address on "Television's Appeal to Women" on Friday, March 7, during the convention of the Association of Women Broadcasters of the National Association of Broadcasters at the Hotel Roosevelt in New York. Poppele is the President of the Association of Television Broadcasters.

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A 104-week renewal contract - probably the first of its kind in radio - has been signed by the Frank H. Lee Company of Danbury, Conn., with the American Broadcasting Company covering sponsorship of the Sunday evening broadcasts of Drew Pearson.

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Sidney Whitmore Ashe, a retired electrical and radio engineer of Pittsfield, died Tuesday night in New Lebanon, N.Y., at the age of 68. Mr. Ashe was with the General Electric until he joined the radio staff at WGY in Schenectady. He leaves a widow.

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(Continuation of "Places Pearson's Radio Audience At 9,000,000" in "Scissors and Paste", page 14.

So, to borrow a Pearson phrase, here is my prediction:  
Unless Pearson ceases carrying showmanship up to the point of fakery in his writings and broadcasts;

And unless he stops building up his listeners to an awful let-down in his predictions,

Then his readers and listeners ratings will continue to sag at embarrassing moments, as they did last Spring and Summer.

Pearson is a great newspaper reporter, the envy as well as the despair of newsmen.

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