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No. 1767

March 20, 1947

## BLACK AND WHITE TV BOOM SEEN FOLLOWING FCC COLOR DECISION

One prediction made in connection with the Federal Communications Commission rejecting the plan of the Columbia Broadcasting System for color television is that many will now lose no time getting aboard the black and white television band wagon. One of the first persons to be heard from following the decision was J. R. Poppele, President of the Television Broadcasters' Association, who had fought hard against color, and who said:

"The public can expect the production and manufacture of television receivers to be accelerated greatly and the number of applicants for commercial black and white television stations to be increased materially during the next few months."

The FCC didn't entirely close the door in the face of Columbia. It said:

"In reaching this decision, the Commission does not desire to minimize in any way the advances that have been made in the development of color television. On the contrary, the Commission is of the opinion that Columbia Broadcasting System, Dr. Goldmark and the people who have worked under him are to be commended for their continuing interest in the field and for the great strides that they have made in this field in so short a period. The Commission, however, cannot escape the conclusion that many of the fundamentals of a color television system have not been adequately field tested and that need exists for further experimentation along the lines noted above. It is hoped that all persons with a true interest in the future of color television will continue their experimentation in this field in the hope that a satisfactory system can be developed and demonstrated at the earliest possible date."

It was the general conclusion of the FCC that with facilities in the radio spectrum for only one system of color television that further experimentation should be made to see which one that should be. "The Commission cannot escape the conclusion that many of the fundamentals of a color television system have not been adequately field tested."

Highlights of the decision follow:

"It should be pointed out that the only color television system as to which Commission approval is requested in this proceeding is that proposed by Columbia. During the hearing Radio Corporation of America demonstrated another color television system. This is the so-called simultaneous system where each picture is scanned simultaneously in three colors - red, green and blue - and these transmissions are sent simultaneously on three different channels and are combined at the receiver to produce a color image. Radio Corporation of America did not advance this system as one which should be approved at this time. RCA stated that its system was

still in the laboratory stage but presented it to the Commission as representing a system which could be developed for commercial use in four or five years and which, according to RCA, has many advantages over the sequential system. \* \* \* \*

"The answer lies in the nature of television and the fact that there are not enough frequencies available in the 480 to 920 megacycle band for more than one color television system. In television the receiver and transmitter are in effect components of one integrated system, or, expressed in another manner, the transmitter and receiver are related to each other as a lock and key. Unless they are both designed to meet certain fundamental standards, the receiver will be unable to accept the transmissions from the transmitter. For example, let us consider the method of transmitting the color. The method proposed by Columbia is the sequential method. RCA has proposed as an alternative the simultaneous method. Still other possibilities exist. Receivers that are built for the sequential system would not be able to receive programs from television stations broadcasting on a simultaneous system or on another system.

"The method of transmitting color is only one of the many fundamental standards that have to be fixed. In addition, mention might be made of number of lines, frame rate, type of sound system, etc. In all of these cases, the receiver must be constructed to the same standards as the transmitter if they are to be able to receive the programs. If at any time a broadcast company should change any one of the above standards, all the receivers which it previously serviced would immediately become useless. Unlike the automobile or vacuum cleaner which remains capable of operation after a new model is brought out, a change in any one of the fundamental standards at the transmitter would immediately make all receivers built for the old standards obsolete.

"Thus, it is obvious that before permitting a new television service to become established on a regular basis, a decision must first be made on fundamental standards. Otherwise, manufacturers of receivers could not start to build receivers, and the public could not purchase receivers with any confidence that they would be able to receive programs from all television stations, or that their receivers would not become useless immediately after they were purchased if the existing stations should change any of the fundamental standards. Under these conditions, it is entirely unlikely that television receivers would be bought on any mass basis. The justification for allocating so much of the radio spectrum to television broadcasting - 78 megacycles for Channels 1-13 and 440 megacycles for experimental television - is that television is an important medium for bringing news, education, culture and entertainment to large segments of the population. With the great demand for frequencies on the part of the other radio services which cannot be met in full, the Commission would not feel justified in allocating so many frequencies to television at the expense of the other radio services, if it were inevitably destined to be limited to small audiences.



"Before approving proposed standards, the Commission must be satisfied not only that the system proposed will work, but also that the system is as good as can be expected within any reasonable time in the foreseeable future. In addition, the system should be capable of permitting incorporation of better performance characteristics without requiring a change in fundamental standards. Otherwise, the danger exists that the standards will be set before fundamental developments have been made, with the result that the public would be saddled with an inferior service, if the new changes were not adopted, or if they were adopted, receivers already in the hands of the public would be rendered useless.

"Judged by the foregoing test, the Commission is of the view that the standards for color television proposed by Columbia Broadcasting System should not be adopted. In the Commission's opinion the evidence does not show that they represent the optimum performance which may be expected of a color television system within a reasonable time. The Commission bases this conclusion on two grounds. In the first place, the Commission believes that there has not been adequate field testing of the system for the Commission to be able to proceed with confidence that the system will work adequately in practice. Secondly, the Commission is of the opinion that there may be other systems of transmitting color which offer the possibility of cheaper receivers and narrower band widths that have not yet been fully explored.

"Before approving a new system of television, it is indispensable that there be an adequate program of field testing. Receivers and transmitters must be subjected to numerous tests over a long period of time and at a diversified set of locations and operating conditions so that operation under average home conditions is closely approximated. Without such field testing, there is no assurance that all fundamental defects have been eliminated. There is a great difference between the performance of a system in a laboratory with trained personnel and its operation in the home by the average citizen. In the history of electronics there have been developments which looked promising in theory and even in operation in the laboratory but which revealed such fundamental defects when subjected to adequate field testing that they had to be abandoned entirely.

"The record in this case discloses that while Columbia has done an extensive amount of testing of its system, most of it has been in the laboratory or under controlled conditions. No extensive testing under widely varying circumstances has been attempted. For example, all experimentation has been confined to one station in New York City. Furthermore, from the record it does not appear that at any time have there been more than 15 receivers in operation and all of these were in the hands of Columbia. In this connection, it might be pointed out that before standards were adopted for monochrome television, there were at least seven stations in operation in several cities and several thousand television receivers were outstanding, a good part of them in the hands of members of the public."

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RADIO SEEN DOING ALL RIGHT - BUT COULD DO A LOT BETTER

In a three-cornered debate over WPIK, one of the newer stations in Washington, D. C., last Sunday, "Is Radio Doing A Good Job?" the participants seemed to hold divergent views. Those who battled it out were Alan Barth, an editorial writer of the Washington Post, which has its own station WINX, A. D. ("Jess") Willard, Jr., of the National Association of Broadcasters, and Robert K. Richards, editorial director of Broadcasting magazine.

Mr. Willard opened by saying that people spent more time listening to the radio than any other occupation save sleeping and working, therefore radio must be good.

Mr. Richards said radio is doing a good job, the listeners are doing a good job but the FCC is falling down in its responsibility.

Mr. Barth, in his introductory remarks, said:

"No flat answer can be a fair one to the question, 'Is radio doing its job?' In many respects radio is undoubtedly doing a good job - a better job than in any other country. But it's fair to say, I think, that it isn't doing as good a job as it's capable of doing - or as good a job as the public interest, in a time of terrible confusion, requires.

"The reason is that radio is still operated too largely in the interest of advertisers rather than in the interest of listeners. Broadcasters need to recapture, as some have done already, the control over their programming which they have too largely turned over to advertising agencies and sponsors. They need to curb commercialism - both in the form of tedious and tasteless advertising plugs and in the form of stereotyped entertainment - and they need to balance their commercial shows with more sustaining programs and local live programs.

"Since radio derives all its revenue from advertising, it's important, of course, that it should prove effective as a sales mechanism. Naturally, this means it must focus on mass entertainment. But to do its full job, it must take into account minority tastes as well as the taste of the majority. And it must provide more than entertainment. It must serve as a tool of the democratic process - by affording the public the information and the forum for discussion necessary to the solution of controversial public problems."

Mr. Barth made some reference to soap operas and someone asked him if he had ever listened to this type of offerings before complaining about them. Barth replied that he had once been sick and listened to them until he was sicker.

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## HALSEY SANS MIKADO'S HORSE &amp; SADDLE, NEW I.T. &amp; T. DIRECTOR

Admiral William F. Halsey, Jr., a native of Elizabeth, N.J., is a new member of the Board of Directors of the International Telephone and Telegraph Corporation. As Fleet Admiral during the latter stages of the war against Japan, Admiral Halsey, Commander of the Third Fleet entered Tokyo Bay on August 29, 1945 on the U.S.S. MISSOURI. It was aboard the MISSOURI that the Japanese Imperial Government surrendered to General Douglas MacArthur and Admiral Chester Nimitz.

On a goodwill tour through Latin America in the Summer of 1946, Admiral Halsey was awarded the following decorations: Grand Master of the National Order of the Southern Cross of Brazil, Order of Naval Merit from Cuba, the Order of the Liberator from Venezuela, the Order of Ayacucho from Peru, and Chile's Grand Cross of the Legion of Merit. Ecuador awarded him her highest medal of Abdon Calderon; Colombia and Panama the Grand Crosses of Boyaca and Balboa, while Guatemala made him a Supreme Chief in the Order of the Quetzal.

Leonard Jacob II, who has been associated with the I. T. & T. for more than twenty years, has been elected a Vice-President of that system.

A native of New Rochelle, New York, Mr. Jacob was graduated from Williams College in 1916. Following World War I, in which he served as a Lieutenant in the United States Navy, Mr. Jacob was with W. R. Grace & Company until 1923 when he joined All America Cables and Radio, Inc., I. T. & T.'s Central and South American telegraph affiliate. In 1928 he was made an assistant Vice-President of I. T. & T. and Managing Director of the Companhia Radio Internacional do Brasil, the corporation's communications subsidiary in Brazil. He was elected a Second Vice-President of I. T. & T. in February 1944.

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## COMMODORE WEBSTER CONFIRMED AS FCC COMMISSIONER

As had been expected, Commodore Edward M. Webster, U. S. Coast Guard, retired, was confirmed without opposition as a member of the Federal Communications Commission. The Senate took this action Tuesday, March 18th. Commodore Webster is to fill the unexpired term of seven years from July 1, 1942.

The only objection that could be seen to Webster's confirmation was that like Commissioner E. K. Jett, he was an independent politically. Webster is a native of Washington and has been in the Government service all his life and has never voted. He expects to take office about April 15th, if not sooner.

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## NAB-ASCAP PARLEY PROVES FRIENDLY GET TOGETHER

The NAB Music Advisory Committee and a committee from ASCAP met in New York Tuesday, March 18th. NAB President Judge Justin Miller, in opening the meeting stated that the broadcasting industry is responding to a suggestion made by John Paine, General Manager of ASCAP, that discussion regarding future relations between the Society and the industry seemed advisable. He introduced Theodore C. Streibert, WOR, Chairman of the NAB Committee, who in turn presented Mr. Paine.

Mr. Paine stated that ASCAP was happy at the relationship that had grown up over the recent years between the Society and the broadcasters. The only problems that exist, he observed, can be eliminated if both parties will devote themselves seriously to their solution.

After a lengthy and friendly discussion, Judge Miller suggested to Mr. Streibert that special sub-committees be appointed to consider each of these problems. Both Mr. Streibert and Mr. Paine accepted this suggestion. The sub-committees will be named later and meet promptly and report back respectively to the NAB and ASCAP full committees by May 12, 1947. The joint NAB-ASCAP Committee is scheduled to meet again on May 13.

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## DONALD MAC GREGOR NEW ZENITH VICE-PRESIDENT

Donald MacGregor, formerly Executive Vice-President of Webster-Chicago Corporation, has been elected Vice-President in Charge of Production, of the Zenith Radio Corporation.

"Mr. MacGregor has been actively engaged in one phase or another of radio manufacturing since the very early days of broadcasting", said E. F. McDonald, Zenith President.

"He began his business career with the Belden Manufacturing Company in 1920, where as Assistant Manager of the Cable Department, he was soon supplying transmission cables to broadcasting stations. From 1924 to 1930 he was Vice-President and General Manager of the All-American Mohawk Corporation, producers of radio components and complete sets.

"After two years as Vice-President and General Manager of the Rauland Corporation, he was employed in 1933 by creditors of the Thorardson Electrical Manufacturing Company as General Manager of the company. In three years' time he rebuilt Thordarson from a depression near-casualty into one of the strongest manufacturers in radio parts industry.

"In 1937, as President of the Watsontown Cabinet Co., he began with an empty factory that had been idle for four years, and in two years had transformed it into one of the largest cabinet producers in the radio industry.

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## PALEY, CBS, AND DURR, FCC, RECEIVE "VARIETY" AWARDS

William S. Paley, Chairman of the Board of the Columbia Broadcasting System, and Clifford J. Durr, of the Federal Communications Commission, received special awards in "Variety's" Annual survey of Showmanagement". The usual awards were made to individual stations.

Text of citation to Mr. Paley read:

"Variety' this year presents a special award to the Columbia Broadcasting System's Chairman of the Board for being foremost among industry leaders to invite public criticism and suggestion in a spirit of sincere and genuine cooperation. When, last October, Paley stood before NAB convention in Chicago and tossed off his Paley Primer On Programming as the most effective means of injecting a constructive hypo into the radio pattern and combating the wholesale wave of criticism against the medium, it represented a courageous step. It was a (let's-put-our-house-in-order' note of caution that would inevitably invite a field day for skeptics unless Paley's own CBS took the initiative and did something about it. But perhaps they didn't reckon on Paley, for already a noteworthy chapter has been written into the Primer. In a precedent-shattering move, Paley is knocking off commercial shows at prime time in order to program a series of vital documentaries, thus exposing the shows to a potential audience numbering in the multi-millions. Further, he is promoting the improvement of international understanding by experimenting with new program techniques and by injecting a new note of realism in reporting the events of the world.

"The presence and continuance of a voice such as his, within high places in American broadcasting, is essential if radio is to fulfill its brightest promise. To thousands of practitioners in radio, in the creative and technical fields, the traditions of American radio which he most clearly articulates are a source of constant and renewing encouragement."

Commissioner Durr's award read:

"Clifford J. Durr is one of the few Commissioners in the history of the FCC who has been able to see the woods for the trees. By contrast with the lawyers and engineers who have usually been his colleagues, he has insisted that the decisive criterion of radio service is not primarily the coverage pattern, the balance sheet, or the subtleties of a practitioner before the FCC Bar, but what comes out of the loud-speaker: the program. It is preeminently Durr who has refused to lend his assent to Commission decisions which might tend to corrode the foundations of a truly free and unmonopolized radio. It is Durr who has struck out sharply against inflated sale prices for facilities which are primarily the property of the public. And finally, it is Durr who has not hesitated to state his position publicly and in lucid terms, stumping the country from end to end to preach the gospel of democracy in radio.



"To the Great Dissenter of the present FCC; the guardsman of the American people's stake in the air they nominally own and the most showmanagement-minded Commissioner on the FCC, 'Variety' extends its esteem and its 1946 Award."

Plaque awards were:

How To Run A Radio Station - WNBC, New York; WHDH, Boston

Expanding Radio's Social Usefulness: WEEI, Boston, KUOM, Minneapolis; WKY, Oklahoma City.

Responsibility To The Community: KLZ, Denver; WSTV, Steubenville; WNYC, New York; WAVE, Louisville.

Imagination In Promotion: KSTP, Minneapolis

Outstanding Service To The Farmer: KMA, Shenandoah; WLS, Chicago.

Fostering Racial Understanding: WSB, Atlanta; WINX, Washington, D. C.

Among the stations which came in for special mention were:

WIND, Chicago: Ralph Atlass' sports-minded indie was that in spades during 1946 and gave its listeners some notable on-the-spot news coverage.

WBEM, Chicago: Did a headsup job on behalf of Negro culture and their contributions to America and on behalf of Negro-white understanding.

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#### BENTON BANGS BACK AT McDONALD OVER STATE DEPT. BROADCASTS

Upon receipt of a letter from Commander E. F. McDonald, Jr. opposing the proposition of the Government's "getting its foot" into broadcasting through the State Department's overseas programs and then maybe taking over the entire broadcasting business, Senator C. Wayland Brooks (R), of New York, inserted the letter in the Congressional Record (March 12). Senator Brooks followed through by printing an answer to the charges in the Record (March 17) from William Benton, Assistant Secretary of State.

Secretary Benton said, in part:

"Commander McDonald shows lack of familiarity with certain aspects of the problem when he compares international broadcasting to newspapers and magazines, and states, 'There is no more reason for the Government to own and operate broadcasting stations than there is for it to publish newspapers and magazines.'"

"As a matter of fact, the Government does publish one magazine for distribution abroad, the magazine Amerika, in Russian. This is the only magazine from the United States which the Russian Government will allow to circulate in Russia. \* \* \* \*

"I hope that the State Department will be able shortly to send to Congress the proposal I have developed for a plan which will take the international broadcasting out of the Department. The substance of the plan was approved by Secretary Marshall the day he left for Moscow. The plan is now being reviewed by the Bureau of the Budget. It covers or implicitly answers some of the points raised by Commander McDonald. In my opinion, it is, as developed, the most satisfactory plan possible in the present circumstances. \* \* \* My hope is that final congressional action will provide a set-up which will give to Commander McDonald and to me and to the radio industry what we are all seeking: a voice of America overseas that is truly representative of our American life."

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### MISS TRUMAN, RADIO SURPRISE OF YEAR, WINS PUBLIC'S HEART

There is the eternal question of how an ex-president may earn a living but no such contingency can arise with a President's daughter who can sing as well as Miss Truman. Radio offered her a history-making break and she more than made good. That Miss Truman had such a promising voice was the radio surprise of the season. Being the daughter of such a popular President, friends were prepared to be polite no matter what kind of a singer she turned out to be. Those in the know admired her courage in choosing a radio debut but many feared that the cold and merciless microphone which not only shows up the slightest imperfections but magnifies them, feared that the mike might prove her undoing.

Well we know now how happily it all turned out not only with Mr. and Mrs. John Q. Listening Public but also with the hard boiled musicians. Newspapers showed so much interest in the event that in addition to the professional musical criticism, many of them carried editorials. Noel Straus, New York Times' critic wrote:

"Miss Truman must have been aware that her singing was being heard by the largest audience that ever tuned in for any artist on the air. She could not help realizing that not only the immense listening public, but, as a component part of that public, every vocalist, every singing teacher and vocal student who had access to a radio set, was critically appraising her voice and her interpretations.

"In addition, the fact that she was singing with a major orchestra, a completely new experience for her, might easily have proved a handicap. Yet, in spite of these circumstances, which excusably would have intimidated any artist of long experience on the concert platform, Miss Truman delivered each of her offerings with a poise and self-control worthy of the keenest admiration.

"Her tones were steady and firm from the start of her group of contributions. \* \* \*

"Miss Truman's lyric voice was sweet and appealing in quality in each of the three selections. It was especially pleasing in texture in the middle and upper registers of the extensive range, while the scale was even throughout the entire compass, all of the tones being well matched in timbre.



"The phrasing was careful and the legato smooth in all this singing. Moreover, Miss Truman's work from start to finish had an allure that resulted from a deep sincerity and an unaffected simplicity of approach.

"There was a sensitive feeling for melodic outline in 'Cielito Lindo' that also marked Miss Truman's singing in her other numbers. The popular tune, which was given in the original Spanish, was presented with spirit, refinement and sensitivity of feeling."

"The flexibility of the voice was demonstrated in 'Charmant Oiseau', the celebrated coloratura aria which Miss Truman presented in its entirety, instead of limiting herself to but one of the stanzas, as has often been done. The aria afforded opportunity for the youthful artist to display her prowess in high staccato notes, in rapid scales and other technical feats, and when she arrived at the formidable cadenza at the close, the three D's in 'alt' proved well within the compass of the voice."

The New York Times said, editorially:

"The critics spoke of such things as tone, breathing, range, phrasing and pitch. They were on the whole, encouraging. But the mainly untutored 15,000,000, if their comments could be heard, might add something more. They felt a warmth and sweetness that were not dependent on accidental circumstances. Margaret Truman would have been like this if her father had remained a small Missouri business man and had not been forced by the burdens of a great task to neglect his own piano playing. She has a native simplicity, sensitiveness and sincerity. One doesn't know how far she will go in the sternly competitive musical field. But she won many hearts, and her father and mother have a right to be proud of her."

Miss Alice Eversman, music critic of the Washington Star, wrote:

"The American public found last night that an exceptional talent was presented to it in the radio debut of Margaret Truman. Singing with the Detroit Symphony under the direction of Karl Krueger, her lovely soprano voice was heard across the nation for the first time. Pure and appealing in timbre, it came over the air waves with assurance in Padilla's 'Cielito Lindo', the aria, 'Charmant Oiseau' from David's 'La Perle du Bresil' and the beloved song, 'The Last Rose of Summer'. The flexibility of Miss Truman's voice in the agility passages of the aria, where her runs were clear and true, has the natural elasticity that augurs well for an operatic career.

"The measure of her talent went deeper, however. It lay in the warmth and expressiveness of her tones, such as few singers today can claim, and the genuine feeling that gave them propulsion. Already she has style as in the spirited delivery of the Spanish song and the broad, well planned phrases of the aria but it was the simple melody of 'The Last Rose of Summer' that her special singer's gift was revealed. Her voice is of wide range and well schooled in breath control and phrasing. Its quality reaches the heart, an asset not to be learned. The daughter of President and Mrs. Truman won the big heart of the American people last night who will follow with unabating interest the unfolding of a career that can be definitely hers and which began so auspiciously with her successful radio appearance.

STILL PREFERS EXTERNAL TO BUILT-IN FM ANTENNAS

Suggestions by William R. Hutchins, Manager of Station WFMR, New Bedford, Mass., with respect to a campaign they were making in New Bedford for external antennas for FM sets, which appeared in our issue of February 5th, brought forth a letter to Mr. Hutchins from J. E. Brown, Assistant Vice-President of the Zenith Radio Corporation in Chicago favoring built-in antennas. We reprinted Mr. Brown's letter March 5th.

Now we are privileged to present herewith Mr. Hutchins' reply:

"I was interested to get your letter of February 17th. We feel here that even with the Zenith line cord antenna, an external antenna mounted on the roof or in the attic of the house will almost invariably do a better job. I agree with you that the Zenith line cord antenna is better than any of the other built-in antennas that have come to our attention.

"In this area everybody will want to hear stations in excess of 25 miles away as New Bedford is approximately 30 miles from Providence which will have several of the FM stations intended to cover this territory. For that reason especially we feel that external antennas are going to be necessary in the great majority of cases for satisfactory reception. Our own transmitter is going to be about 16 miles from the center of New Bedford. By starting the campaign for external antennas, we hope to avoid disappointments later on and a consequent souring of people's attitude toward FM in general.

"While the line cord antenna is frequently satisfactory, we know of cases within 12 miles of our present installation where it is completely insufficient and yet even a detuned and hastily erected dipole outside of the house gives perfect reception.

"By all means continue installing the line cord antenna but please don't try to give the people the impression that it will always give them satisfactory reception. In some cases also we have noticed that heavy line noise seems to get through into the Zenith audio system. Does the use of the line cord antenna preclude adequate power line filtering?

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The illegal Spanish Republican radio, after 10 years of unbroken silence, was back on the air again last week calling for "liberty, democracy and social justice" for the Spanish people.

French police have been searching fruitlessly throughout four provinces for the hidden transmitter.

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## SEES BLACK AND WHITE TV FOR NEXT FIVE YEARS

Regarding the decision of the Federal Communications Commission's regarding color television, the New York Times said editorially:

"Two systems of transmitting and receiving television are at present in laboratory competition. One is the 'sequential', the other the 'simultaneous'. The names almost explain themselves. In the 'sequential' system three primary colors are transmitted with flashlike rapidity, one after the other, in the form of appropriate electric impulses, picked up by a receiver and presented to the eye in the proper order - all so rapidly that it is impossible to detect the process. In the 'simultaneous' system the three colors are separated by a special camera and photo-cells, transmitted all at once, picked up by three tubes and projected simultaneously on the screen - again with deceptive rapidity.

"The Federal Communications Commission has now decided that the sequential system is not yet good enough and therefore refuses to permit the erection by the Columbia Broadcasting System of a suitable transmitting station. Neither is the simultaneous system good enough, as its champions admit. So we shall have to look at black-and-white images for at least five years - the time required for the development of bright, flickerless, clear color television. If the public wonders why it cannot buy whatever color television receiver it wants, in accordance with the principle of free enterprise, it will have to content itself with the FCC's answer that there simply is not space enough in the radio spectrum for more than one color television system, and that if this little space is to be preempted it must be by a well-nigh faultless system. Moreover, a color transmitter bears to a color receiver the relation of lock to key, so that if the wrong keys are bought now there is no hope that they will fit the locks of the future.

"The reasons given by the FCC for its decision are technically sound. But it should not be overlooked that there is an immediate market for about \$200,000,000 worth of black-and-white receivers, and that this market would be considerably reduced if imperfect but not wholly unsatisfactory color television were introduced. Half a century ago we let the disk and cylinder sound-recording companies fight it out, with the result that disk companies won. No one worried about any financial loss to the public when it became necessary to change from cylinder to disk machines. The fact that the ether is already overcrowded invalidates the analogy to some extent. Nevertheless, the public will wonder what has become of free enterprise. It will also wonder if television must be monopolized by the company that has had the foresight to develop a system of color transmission and reception which will be acceptable to the FCC. And it will sigh. Poor television! It has been 'just around the corner' for twenty years. Even at this late day there are only about 10,000 receivers in use - all black and white.

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## GOV. GATES OF INDIANA VEToes ANTI-ASCAP BILL

Governor Ralph F. Gates, of Indiana, last week vetoed a copyright bill which was directed against the operation of the American Society of Composers, Authors and Publishers (ASCAP) in that State.

In his message to the General Assembly, the Governor said: "I am advised by the Attorney General that this Act is open to serious Constitutional questions. Furthermore, it deals with a subject which, in my opinion, can only properly be dealt with on a national level. If any legislation along the lines of this Act is to become law, it should be by action of the Federal Congress."

Under the provisions of the bill, the owners of copyright musical works were forbidden to operate in conjunction with other copyright owners to enforce the public performance of their works.

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## NAB TELLS CONGRESS HOW IT STANDS ON LABOR

The position of the National Association of Broadcasters with respect to pending labor legislation was made known to Congress this week by NAB President Justin Miller in letters to the Chairmen of the Senate and House of Representatives Labor Committees.

Emphasizing that the secondary boycott has been "the most critical, but by no means the only collective bargaining abuse perpetrated by certain unions on the radio industry", Judge Miller continued:

"The broadcasters of the nation want Congress to enact a sound national labor policy which: (1) affords all parties equal protection under the law; (2) makes labor contracts enforceable and the parties thereto mutually responsible; (3) protects industry from jurisdictional strikes; (4) safeguards the economic system from such coercive and monopolistic union practices as featherbedding, the extraction of royalty payments, and the use of the union label as an instrument of boycott."

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## WON ON HORSES; LOST TO FCC

Two men attempting to beat the horses with radio were arrested at the Santa Anita race track on March 6th. Equipped with a pocket transmitter, one is said to have flashed the progress of races to his confederate on the outside so the latter could make "sure bets".

The illegal signals from the race track were first spotted by FCC monitors. A direction finder was secretly installed in the stands which showed that the transmitter was being used on the "lawn" near the finish line. Portable listening devices carried by FCC field men finally converged on the unlawful operator.

(Continued at bottom of page 16)



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::: SCISSORS AND PASTE :::  
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Kobak Gleeefully Hailed As Head Of Radio Advertising Group  
"Editor & Publisher")

Maybe it's the Spring in the air; or maybe it's because the American Tobacco Co. has just signed a new three-year contract for Jack Benny's show. . .

We're in a happy mood about radio.

The real reason might be found in the announcement that Edgar Kobak of Mutual Broadcasting System has been named Chairman of an intra-industry committee on standards of program and advertising.

A year ago, Editor & Publisher heralded the Federal Communications Commission report on the radio industry's faults as a document to be considered carefully by publishers with broadcasting inclinations. We dubbed it "The Blue Book" - a name that has stuck - because of its cover hues, not because of its woes.

Through the year the Blue Book has been damned, and it has been used as a soapbox platform by the radicals who would play upon public ignorance. The FCC treatise is not entirely accurate, or fair, in its accusations, but it still stands as a pretty sensible criticism of radio's failure to heed the tastes of minorities and its refusal to be moderate in use of the public domain for commercialism.

Mr. Kobak's committee takes cognizance of the Blue Book's importance in these respects and aims to arouse the industry to a code of public service. Charles G. Mortimer of General Foods Corp. puts it well when he says: "If the goose that laid the golden egg has the pip, it's sensible to see what's the matter."

How easily radio might reform some of its plug-ugly practices is being demonstrated Sunday nights by Mr. Benny, now that Mr. Riggio, and not Mr. Hill, rules the Lucky Strike program. Come March 16, we are told, Mr. B. will have a special quartet render the area - LSMFT - Messrs. Crosby, Russell, Haymes and Day. Wow!

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FM Radio Station License Sought By Red-Front Outfit  
(Lyle C. Wilson, United Press)

It looks like the American Communists have hit it rich in a new propaganda gold mine.

Pending before the Federal Communications Commission is a frequency modulation broadcasting application in the name of Peoples Radio Foundation, Inc., P.R.F. for short. The license is sought for a New York City station.

P.R.F. is speckled almost black with Communists, fellow travellers, Communist organizations and Communist fronts. If the application is approved, the Communist party line may be expected to flow steadily from the proposed station over a listening area estimated to contain about 16,000,000 persons.

The New Leader, which keeps an unusually watchful eye on American Communists, reports that among the stockholders, indorsers and/or directors of P.R.F. is the International Workers Order. This fraternal association is recorded on Page 100 of the House Committee's 1944 report on unAmerican activities as "a subservient instrument of the Communist party in the United States." I.W.O. claims a membership of 155,000 and, as of some years ago, assets of \$1,899,611 - and an income of about \$1,000,000 annually. This income is important because the congressional report goes on to say.

"Not only does the International Workers Order support the Communist party and its official organs but it renders the Communist movement incalculable service by supporting Communist-inspired front organizations both financially and organizationally."

Financial support seems to be the I.W.O. function in this instance.

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Kids Seek Dividend Paying Questions  
(Bandel Linn in "Collier's")

Teacher to teacher: "Radio programs are ruining this school. Every time a pupil answers a question, he wants to get paid."

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TV Converts 100 Year Old Chicago Merchant To Radio  
("Minneapolis Sunday Tribune")

On his 100th birthday, a radio network invited Henry L. Lytton, owner of the Hub store in Chicago, to address the nation and the announcer turned up with a prepared script, "What's that paper you got there?" the old man demanded. "If you're expecting to put words into my mouth, we all might as well go home. I say what I please, radio or no radio!"

All argument failed and the uneasy announcer put an unrehearsed Lytton on the air - and led with his chin. After the introduction the announcer asked: "And how do you like radio, Mr. Lytton?"

"I don't like it. Not a little bit", the old merchant replied distinctly. The announcer laughed - not very convincingly - and explained he wasn't thinking of the programs but of radio as an advertising medium.

"It's no good", Lytton said, and the announcer didn't bring up the matter of radio again. However, last December, Lytton astounded his advertising staff by ordering a radio program to publicize his store.

"Not old-fashioned radio, though", he said. "Get television. I want to sponsor the hockey games. Television has a future."

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A permit for construction of an FM station in Chicago has been granted to the American Broadcasting Company by the Federal Communications Commission. It will have an antenna of 595 feet which will be located on the roof of the Civic Opera House.

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A new type electrically operated, coaxial transfer switch, the first one of its kind to be produced for use with radar type altimeters, which makes possible the use of a single pair of antennas for operation of two separate radar altimeters, has been announced by the RCA Engineering Products Department.

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Farms reporting in the 1945 Census as having radios were 4,264,007. Farms having electricity in dwellings were 2,787,624.

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"The past is prologue", Maurice B. Mitchell, Sales Manager of radio station WTOP, told members of the Women's Advertising Club of Washington in a discussion of what lies ahead in radio.

Present-type radios in five years will be worthless, Mr. Mitchell predicted. In their place will be frequency modulation sets equipped with television receivers.

Wire recorders will solve the problems of record-playing in the near future, he also predicted. Tiny wires will record favorite music and can be used over and over again.

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The traditional ban against mentioning competing stations and networks has been lifted at WOR by Theodore C. Streibert, President of the station. In a directive to the staff, Mr. Streibert said, "We will no longer avoid mentioning the call letters of other radio stations and the names of other networks when they fit into the normal context of news items and other programs. The old radio industry taboo against such mentions was arbitrary and artificial." Mr. Streibert pointed out, however, that such mentions should not be in the form of a plug, nor should they lead to cross-plugging.

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"Won On Horses; Lost To FCC" continued from page 13)

The latter worked with a woman. The latter observed the leading horses at the half and the three-quarter mark. Her partner sent a key signal which was picked up on the outside in time to make last-minute bets.

The two men were booked on charges of operating unlicensed radio equipment. It required about a month of stalking by the Commission's ether cops to localize them among the 50,000 and more people who jammed the track.

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