



HEINL NEWS SERVICE

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INDEX TO ISSUE OF APRIL 16, 1947

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NILES TRAMMELL

Broadcasting Congress Committees Now Pushover; All Willing.....	1
"Get Behind TV - Not In Front Of It", TV Head Admonishes.....	3
New Publicity Man Aids In Putting FM Assn. On The Map.....	5
New KRNT, Des Moines, To Top Empire State By 250 Feet.....	5
FCC Seeks AM Construction And Operating Costs Of New Stations.....	6
\$25,000,000 G.E. Electronics Park Begins Production.....	6
FCC Commissioner Durr Critical Of Radio At N.Y. Times Forum.....	7
Emerson Gets On Presidential Price-Cut Band-Wagon.....	7
"Amazing Not So Few But So Many FM Sets In '47" - Bonfig.....	8
Rain Mars "T" Day In Capital; Also Truman's TV Debut.....	9
Twenty-Year Radio Club Dines; Mark Woods President.....	9
FCC Grants N.Y. City FM And TV Permits; N.Y. News Wins Both.....	10
Japs Keen For New "English Conversation" Radio Program.....	10
Washington, D. C. Daylight Saving Bill Delayed.....	11
Wider Band For Industrial, Scientific, Medical Devices Use.....	11
Radio Has Become Definite Part Of American Life.....	11
Sixty Nations To Consider Marine Radio Aids To Navigation.....	12
"The Hucksters" Soon To Come to Life In Movie.....	12
Scissors And Paste.....	13
Trade Notes.....	15

April 16, 1947

BROADCASTING CONGRESS COMMITTEES NOW PUSHOVER; ALL WILLING

So pleased are members of Congress with the broadcasts of their Committee meetings direct from Capitol Hill, a thing they bitterly opposed for years, that they now all seem to want to get on the bandwagon. In fact, there was quite a hullabaloo when it was found following broadcasts of the Senate Foreign Relations Committee that requests for further airing of the proceedings had been turned down because the proceedings had been transferred from the spacious Caucus Room to the smaller room of the Finance Committee where it was said space would not permit installing radio equipment.

Not satisfied with this explanation Senator Glen Taylor(D) of Idaho, formerly a radio performer known as "The Singing Cowboy" complained to the Senate that though Dean Acheson, Acting Secretary of State and others, had been allowed to present the Government's side of the Greek-Turkish assistance plan, no opportunity had been presented to the opposition to state its case. Accordingly, he requested that he be heard and this was given to him by NBC, one of the networks which had broadcast the House Committee hearings. Not only given the opportunity but on the more desirable evening time instead of day time which his opponents had had.

Explaining the situation to the Senate, Senator Taylor said:

"I was happy to learn that two radio networks broadcast parts of the opening sessions of the hearings now being conducted by the Senate Foreign Relations Committee on the Greek-Turkish plan. When I heard of these broadcasts, I immediately wired the President of the National Broadcasting Co. to express my congratulations and my hope and confidence that he would in all fairness broadcast later sessions of the same Committee, at which witnesses opposed to the State Department plan would testify. * * *

"I was shocked to learn that while NBC had made an attempt in good faith to round out its presentation by making additional broadcasts on which opposition witnesses could be heard, they were refused permission to do so. * * *

"I was also informed that the Mutual Broadcasting System and Station WOL, which also had broadcast Government witnesses on the first day, requested permission to broadcast the opposition testimony of Mayor LaGuardia, and was also turned down.

"We all know that the Communications Act of 1934 enjoins upon radio broadcasters the responsibility to make well-rounded rather than one-sided presentations of public issues. * * *

"I desire to raise the question as to why this action was taken. I believe that the broadcasters and the public are entitled to know why room could not be found in the Finance Committee room for two microphones and a small amount of equipment, which takes up

less space than two chairs. This Greek-Turkish plan is probably the most momentous issue in the history of the United States. The public is entitled to hear all sides, and to make its decision. It is entitled to have full information.

"I would appreciate it if the distinguished Chairman of the Foreign Relations Committee could clear up this matter for us."

To which Senator Vandenberg (R), of Michigan, replied:

"The Chairman of the Committee on Foreign Relations would like to state to the Senator from Idaho that he sought the caucus room for all the hearings. He was unable to secure the caucus room for Tuesday and Wednesday, because the Committee on Armed Services had obtained it for their hearing on the merger.

"The witnesses heard on Tuesday, without broadcast, were Government witnesses. The Government was cut off from broadcast just as much as anyone else when we moved to the room of the Committee on Finance, which was the only other room available. There was no intent or purpose to cut off anyone from any privilege. * * *

"The room of the Committee on Finance is a smaller room, where it was not deemed feasible to set up the broadcasting apparatus. That inhibition ran against Government witnesses on Tuesday just as much as against any on Wednesday. If and when we can return to the caucus room the Chairman of the Committee will be very happy to have the broadcasting continued."

A great break for the microphones was the uproarious session of the House Un-American Activities Committee when Committee Chairman Parnell Thomas ordered Communist Secretary Eugene Dennis from the witness stand because he refused to give the Committee his real name and place of birth. This was immediately followed by J. Edgar Hoover, Director of the FBI, who told the Committee and the radio audience a few things about Dennis.

In analyzing the results of techniques developed by the recent live and recorded broadcasts of proceedings direct from the Capitol, WOL-Mutual News chief Albert L. Warner commented as follows:

"The live broadcast is advantageous in the case of Washington newsbreaks of transcendent importance, where there is an urgency and immediateness, and where only a minimum of explanation to the listener is needed to make comprehensible the proceedings.

"The testimony of J. Edgar Hoover and Eugene Dennis was clearly in that category. For most purposes, the technique of recording and editing will give to listeners a more well rounded and balanced view of the news. As a newspaper reporter selects the important developments and the most lively quotes, and as he puts in testimony from both sides to give balance, and as he summarizes less important material and supplies background to make the whole picture more comprehensible. The radio editor selects from his recordings

with the same principles in mind, and the commentator fills in with background and setting of the scene."

An idea of how thoroughly the networks are now covering these proceedings may be gained from the fact that NBC-WRC with Richard Harkness handling the details broadcast one hour and 44 minutes of the testimony of John L. Lewis before the House Labor Subcommittee. Harkness would pause in summing up or explaining testimony and cut in the actual voice of Lewis so that the radio audience could hear with their own ears John L.'s fire eating dramatics. Harkness also used the wire recorder effectively in the testimony of of Dean Acheson, Acting Secretary of State, and J. Edgar Hoover.

Noting the statement that NBC and Mutual were the first to pick up a Congressional Committee hearing, Bob Trout, Columbia Broadcasting System news commentator, declared he had broadcast a Committee session from the Hill for CBS back in 1933. This, Bob said, was confirmed by Senator Tydings (D), of Maryland, Chairman of the Committee who recalled the broadcast had been made from a booth which had been left from President Roosevelt's first inauguration.

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"GET BEHIND TV - NOT IN FRONT OF IT", TV HEAD ADMONISHES

There was a gentle rap on the knuckles of the critics of television when J. R. Poppele, President of the Television Broadcasters' Association, addressed the Second Annual Television Institute in New York Monday.

"Will someone please tell me why everytime I receive an invitation to speak on television, the suggested title contains the word 'challenge'?" Mr. Poppele queried.

"Having been associated with television for quite a few years already, I'm beginning to resent the idea that television itself is a 'challenge'. Webster in his dictionary defines the word challenge as 'a defiance; a call to combat'.

"Now, why is it that television should be associated with such abhorrent words as 'defiance' and 'combat'? Surely in television's quest for the right to exist, it has already been subjected to enough 'defiance' and 'combat' from any number of sources to last a lifetime.

"In other words, the next time someone asks me to speak, please change the word 'challenge' to something more palatable, such as 'television's inspiration' or 'television's wonderful opportunities'. Don't let's 'fight' this industry any more, let's go forward helping it find its rightful place among the great industries of our times and let's get behind it - not in front of it, with a chip on our shoulders.

Mr. Poppele declared that estimates for the coming year range from 300,000 to 400,000 receivers.

"Thus we may reasonably assume that by the time the presidential campaign comes around next year, television service will be within the reach of well over 40 per cent of the nation's population", Mr. Poppele continued.

"What does this mean in terms of the election?

"Well, Brig. Gen. David Sarnoff, President of the Radio Corporation of America, estimated that there is a great possibility 500,000 homes will be wired for television reception by the time the campaign gets into swing. 500,000 homes means millions of televiewers, and if campaigns in each locality are carried via television, think what this may mean in terms of votes. Who knows, maybe the power of persuasiveness which television provides may be responsible in turning the tide of the election one way or the other.

"Of course, the coaxial cable installation program being energetically pushed by the American Telephone & Telegraph Company may make it possible to link a large number of television stations into a chain during the 1948 election. Most of the cable linking New York and Los Angeles has already been plowed under ground by A. T. & T. crews, but outfitting of the cable for television will be required before the chain can be instituted on a coast-to-coast basis.

"Whatever the case may be, we can certainly expect a cross-continental chain within the next three years. Perhaps additional radio relay facilities, with which A. T. & T. and others are experimenting today, may make possible a vastly expanded network service in a shorter period of time. The opportunities, here too, are limitless. Commercially speaking, television is a magnate for some of our biggest advertisers."

Another matter which came up at the Television Institute meeting was the question of erecting television antenna on New York apartment houses.

Ernest A. Marx, Chairman of the Television Broadcasters' Association Committee in charge of the case, said a two-point formula has been devised and presented to the Real Estate Board of New York, and that favorable action is expected soon on at least part of the plan.

Two months ago, tenants of more than 100 Manhattan apartments were told by their landlords not to install television receiver sets because of complications in erecting suitable antenna systems on roofs.

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NEW PUBLICITY MAN AIDS IN PUTTING FM ASSN. ON THE MAP

Although on the job a short time, William L. Barlow has already made his presence felt as Director of Publicity for the newly formed FM Association. It was largely due to the efforts of Mr. Barlow that the FM regional convention at Albany this week got as much publicity as a national gathering usually does.

A native of Shelbyville, Indiana, Mr. Barlow has a long background of newspaper, radio and promotion experience. For several years he served the United Press and various newspapers in Ohio.

In 1932 he was named Director of Public Relations for the Kroger Grocery & Baking Company, Cincinnati, a post he held until 1939, when he resigned to accept an assignment in the Publicity Department of WLW, Cincinnati.

Two years later Mr. Barlow was named Director of Publicity for WLW and when the Crosley Broadcasting Corporation purchased WINS, New York, from Hearst Radio, Inc., Mr. Barlow was transferred to New York in August, 1946, as Publicity Chief for WINS. He resigned last January 14 following a break in his health. During the past three months has been vacationing in Florida.

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NEW KRNT, DES MOINES, TO TOP EMPIRE STATE BY 250 FEET

Phil Hoffman, Manager of Station KRNT, Des Moines, writes to the editor of Look Magazine:

"In a previous 'Behind the Scenes with Look', you mentioned that you were fascinated by records of all kinds. Well, here's one for your record book. The highest structure in the world, a tower for broadcasting frequency modulation radio programs, will be built by Station KRNT, Des Moines, if the Federal Government approves. The tower will reach more than a quarter of a mile into the sky, should cover an area within a radius of more than 120 miles from Des Moines."

Mr. Hoffman concluded by saying that a picture which was printed with his letter showing the KRNT structure to be 250 feet higher than the Empire State Building in New York "will give your readers an idea of the size of the tower."

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Among the features in the International Review for April are articles about Colombia, "I. T. & T. and World Air Transport", and "The Story of the United River Plate Telephone Company."

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FCC SEEKS AM CONSTRUCTION AND OPERATING COSTS OF NEW STATIONS

Considerable interest has been shown by construction permit holders and applicants in the current cost of entering the standard broadcast industry and in the average revenues and expenses of new AM stations. A substantial number of AM stations have gone on the air since V-J Day, and their experience offers a basis for making a realistic appraisal of the present situation with respect to these facts.

Accordingly, the Commission is mailing to each station authorized since October 8, 1945, a one-page questionnaire asking information on actual construction costs and monthly expenses and revenues. It is hoped that these reports will be returned to the Commission on or before April 30.

When study of these reports is completed, the overall results will be made public, but individual station data will not be disclosed.

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\$25,000,000 G.E. ELECTRONICS PARK BEGINS PRODUCTION

General Electric's gigantic electronics manufacturing plant, the \$25,000,000 Electronics Park at Syracuse, N.Y., went into production last Tuesday (April 15) when the first movement of transmitter assembly lines was started from the Thompson Road plant to the new plant, seven miles away. It is expected that the actual move will consume about a month and a half and that full production of radio transmitters acquiring 1,800 employees will be attained by that time. It is expected that the end of the year will see all units in operation.

The first manufacturing groups to be moved will be the FM assembly, FM test and television.

Located on a tract of 155 acres, Electronics Park, when finally completed, will look like a university set down in the rolling country of Central New York. There will be nine separate buildings and more than 30 acres of the tract will be under roof. A total of 1,386,650 square feet of manufacturing, office and service space will be available. The largest building will be the receiver building with a total of 479,100 square feet and the second largest will be the transmitter building, now being opened with a total of 372,800 square feet.

Other buildings include the specialty, service, boiler house, laboratory, reception and administration. These buildings are in various stages of completion with Specialty about next to be ready for occupancy, probably in the Fall. The receiver building, 900 feet long is 60 percent completed and it is expected that it will also be ready well before the end of the year.

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FCC COMMISSIONER DURR CRITICAL OF RADIO AT N.Y. TIMES FORUM

Asserting that radio-conditions had improved since the Federal Communications Commission issued its 1946 Blue Book, but still could be better, FCC Commissioner Clifford J. Durr participated in a New York Times radio forum discussion broadcast over the Times station WQXR on Tuesday (April 15).

Mr. Durr held that radio had been an outstanding business success but that it had not measured up to its potentialities and that "we should concern ourselves with the freedom of 150,000,000 American people rather than with the freedom of broadcasters arbitrarily to run their own stations in any way they see fit without regard to listeners and their needs."

"By free radio", the Commissioner said, "I mean the freest possible outlet for the widest possible range of ideas, opinion and talent, and that is what we should strive for."

Carl Haverlin, President of Broadcast Music, Inc., and John V. L. Hogan, President of WQXR, agreed that radio has made great strides in the last twenty-five years, but that all aspects of current broadcasting are not perfect. They attributed its success to the encouragement of free competition among broadcasters, with Government regulation only when necessary.

Albert N. Williams, radio editor of The Saturday Review of Literature, declared that "the advice, intelligence and counsel of advertisers is more important to radio owners than is the audience".

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EMERSON GETS ON PRESIDENTIAL PRICE-CUT BAND-WAGON

Although a price reduction had previously been made on one model, the Emerson Radio and Phonograph Corporation really went to town on the free publicity it got "in response to President Truman's appeal" by retail price reductions ranging from \$3 to \$20 on nine models previously listed above \$30 a set.

Five table model radios, previously listed at from \$32.95 to \$36.95 were reduced to \$29.95. Three combination radio and phonographs were reduced from \$99.95 to \$89.95, and another combination from \$119.95 to \$99.95.

Benjamin Abrams, President, said, "If manufacturers continue to be influenced entirely by bookkeeping arithmetic, prices will not come down and the spiral of wages will necessarily keep climbing upward. I agree with President Truman that now is the time to stop the senseless merry-go-round."

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"AMAZING NOT SO FEW BUT SO MANY FM SETS IN '47" - BONFIG

Denying that the radio manufacturing industry is falling down on the manufacture of FM sets or is selling FM short, H. C. Bonfig, Vice-President of the Zenith Radio Corporation, said to the FM Regional meeting at Albany Monday, April 14th:

"I have with me, gentlemen, the latest figures available on FM set production, together with an estimate of 1947 production made by RMA from a survey which has just been completed. It is less than one week since our RMA-FM liaison committee met in Washington and had a long and exhaustive discussion of the problems confronting FM manufacturers.

"The amazing factor is, not that so few FM sets will be built in 1947, but that there will be so many. RMA statistics reveal an estimate of FM production for 1947 at slightly more than $2\frac{1}{2}$ million sets, which is nearly 15 times the number that were manufactured from V-J day, in the Summer of 1945, to and through the year 1946. Such an expansion, in the face of the many difficulties that have beset FM, is an outstanding industrial achievement. If, as many of us in the industry hope, the figure is exceeded, we will have performed an industrial miracle that has few parallels in peace time manufacturing."

Mr. Bonfig said he realized that FM broadcasters were disturbed because FM production had not come up to their expectations and that there had been so many stories about manufacturers deliberately holding back FM production. He then told of difficulties encountered.

Major Edwin H. Armstrong, inventor of FM, put on a demonstration showing the feasibility of operating an FM network without the use of telephone lines. A program was relayed solely by means of FM from a home in Yonkers, N.Y., via Major Armstrong's station at Alpine, N.J., to FM station WBCA in Schenectady (130 miles) and then to the meeting room of the FM Association in Albany, and was clearly heard there.

The speakers at the Albany meeting included:

George E. Sterling, Chief Engineer of the Federal Communications Commission; Roy Hofheinz, National President of the FMA; Elliott Sanger of Station WQXR in New York City; M. S. Novik, former Director of WNYN; John V. L. Hogan, President of Radio Inventions, Inc. and W. R. David of the General Electric Company, in addition to Mr. Bonfig; and Jack Gould, New York Times' Radio Editor.

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RAIN MARS "T" DAY IN CAPITAL; ALSO TRUMAN'S TV DEBUT

"T" Day last Monday, April 14th, opening day of a week during which television receivers were placed on sale in Washington for the first time, got off to a bad start when rain caused a postponement until Friday, the 18th, of the opening of the baseball season when President Truman was to have been televised throwing out the first ball to the Washington Senators and the New York Yankees. This was to have been sponsored by the RCA Victor dealers over DuMont Television Station WTTG, but after a half-hour of televising preliminary activities to the game, it became apparent that the rain would not let up sufficiently to permit the game to go on and a feature film, "Swiss Family Robinson", was substituted as the opening program for "T"-Week. The 65 RCA Victor television dealers will sponsor the television broadcast of Friday's game between the Senators and the New York Yankees which will have the same pre-game ceremonies as were scheduled for opening day. Despite the rain, however, large numbers of Washingtonians turned out to have their first keep at television. Morris O'Harra, General Sales Manager of Southern Wholesalers, Inc., estimated that between 80,000 and 85,000 saw the first day's broadcast.

WTTG arranged for afternoon and evening programs to be broadcast daily throughout the remainder of the week, totaling approximately 30 hours of television broadcasts, a new record for this region. Washington newspapers were crowded with advertisements placed by the various television dealers.

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TWENTY-YEAR RADIO CLUB DINES; MARK WOODS PRESIDENT

The Twenty-Year Club of Radio really surprised itself by the proportions it had assumed at a dinner at the Harvard Club in New York last Friday. This group, organized on a shoe-string by Hans V. Kaltenborn, had its first meeting since it was founded in 1942.

Among the officers installed were: Honorary Presidents, Herbert Hoover, David Sarnoff, President of the Radio Corporation of America, and Lee De Forest, inventor; President, Mark Woods, President of the American Broadcasting Company; First Vice-President, Edgar Kobak, President, Mutual Broadcasting System; Second Vice-President, Frank Mullen, Executive Vice-President, National Broadcasting Company; Secretary, William Hedges, Vice-President in Charge of Research Development of the National Broadcasting Company, and Treasurer, Alfred H. Morton, President, National Concert and Artists Corporation.

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FCC GRANTS N.Y. CITY FM AND TV PERMITS; N.Y. NEWS WINS BOTH

Despite complaints of racial discrimination against the New York News made by the American Jewish Congress, the Federal Communications Commission announced in its Proposed Decision on Tuesday that both an FM and a television license would be granted the News.

The following new Class B FM applications are proposed to be granted:

WMCA, Inc., 10 KW, 650 ft. antenna; American Broadcasting Co., Inc., 6.5 KW, 760 ft. antenna; Unity Broadcasting Corp. of New York, 5 KW, 815 ft. antenna, subject to CAA approval of transmitter site and antenna structure; North Jersey Broadcasting Co., Inc., 8 KW, 710 ft. antenna, subject to CAA approval of transmitter site and antenna structure; News Syndicate Co., Inc., - 17 KW, 530 ft. antenna.

The following applications are proposed to be denied: WENX Broadcasting Co., Inc.; Debs Memorial Radio Fund, Inc.; Frequency Broadcasting Corp; Bernard Fein; WLIB, Inc.; Peoples Radio Foundation, Inc.; Metropolitan Broadcasting Service; N.M.U. Broadcasting Co., Inc.; Amalgamated Broadcasting System, Inc.; North Jersey Radio, Inc.; Radio Projects, Inc.; and Radio Corp. of the Board of Missions and Church Extension of the Methodist Church.

The Commission also announced a proposed decision looking toward the grant of the following 4 applications for new television stations in the New York-Northeastern New Jersey Metropolitan District:

Bamberger Broadcasting Service, Inc. (Channel No. 9); Bremer Broadcasting Corp. (Channel No. 13); American Broadcasting Co., Inc. (Channel No. 17); News Syndicate Co., Inc., Channel No. 11).

The application of Debs Memorial Radio Fund, Inc., is proposed to be denied, and another applicant, WLIB, Inc. has withdrawn its application since the hearing in this proceeding.

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JAPS KEEN FOR NEW "ENGLISH CONVERSATION" RADIO PROGRAM

Popularity of the Japanese Broadcasting Corporation's radio course in "English Conversation" was evidenced by a reported 30,000 letters received from listeners since its inauguration last year. An estimated 2,000,000 regular listeners comprised people of all professions, students, hospital patients, and many other classes. School teachers of English are the keenest listeners. The broadcast teaches everyday expressions for practical use.

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WASHINGTON, D.C. DAYLIGHT SAVING BILL DELAYED

An unexpected manœuvre on the part of its opponents sent the District of Columbia Daylight Savings Bill back to the House District Committee last Monday, which means a delay of at least another week or two before it can again reach the floor.

The Senate passed the bill sometime ago but it was blocked in the House when Representative E. E. Cox (D), of Georgia, announced that he would oppose it on the point of order that the bill was reported by the House District Committee meeting without a majority - or 13 members of the 25-man committee.

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WIDER BAND FOR INDUSTRIAL, SCIENTIFIC, MEDICAL DEVICES USE

The Federal Communications Commission Monday announced adoption of a revised frequency service-allocation for the band 27.160-27.480 Mc. This allocation is effective immediately and provides for the continued operation of industrial, scientific and medical devices on the frequency 27.320 Mc. Whereas previously emissions from these devices were limited to the band 27.185-27.445 Mc.; the announcement made Monday permits such emissions to extend to the limits of the wider band, 27.160-27.480 Mc. This decision of the Commission to widen the band formerly available, stems essentially from testimony and argument presented at the hearing and oral argument last December.

An amateur order also released Monday, implements the slight shift of the former amateur band 27.185-27.455 Mc. to the new limits shown above of 27.160-27.430 Mc.

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RADIO HAS BECOME DEFINITE PART OF AMERICAN LIFE

Not only has radio proved its worth in war and in peace, but it has become a definite part of our American way of life, Representative Frank L. Chelf (D), of Kentucky, said at the dedication of WKYW in Louisville.

"Those of us who are privileged to live in a democracy should be everlastingly grateful for radio and the newspapers which are the unbridled champions of the constitutional amendment which guarantees to us our freedom of speech", Representative Chelf declared.

"My friends, there is not a child of school age who does not know and appreciate what radio actually means to the health, welfare, safety, happiness, prosperity, and economic and spiritual life of a given community, county, and State."

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SIXTY NATIONS TO CONSIDER MARINE RADIO AIDS TO NAVIGATION

Demonstrations of the latest types of equipment and discussions of developments in the field of radio aids to marine navigation will be featured at an International Meeting on Marine Radio Aids to Navigation to be held in New York City and New London, Connecticut, beginning April 28, the State Department announces.

Invitations to attend the two week meeting have been extended to 60 nations. The aim of the meeting is to inform the delegates of United States policy and to demonstrate recent United States developments in this field.

Actual tests, including the use of loran and radar, will be carried out at sea on vessels made available by the United States Maritime Commission, Coast Guard and Coast and Geodetic Survey. The meeting will inform the delegates regarding the adoption of new radio aids to navigation by this government and the availability, type and quality of marine radio aid equipments produced by United States manufacturers.

If conclusions are reached during the meeting pointing toward world standardization of marine radio aids, the conclusions will be recorded for future use when the nations meet to consider standardization of equipment in this field.

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"THE HUCKSTERS" SOON TO COME TO LIFE IN MOVIE

"The Hucksters", the book about radio advertising by Frederic Wakeham, which caused such a rumpus last year, has now been made into a movie by Metro-Goldwyn-Mayer, which will soon be available to the public. Sydney Greenstreet will play the part of the fictional soap magnate, Evan Llewelyn Evans. His advertising man will be Clark Gable. Life currently (March 31) devotes three pages to a preview of "The Hucksters" in movie form.

Another radio feature in the same issue of Life is two pages telling how the voice of "Mrs. Hush" (Clara Bow, oldtime movie actress) was identified on the "Truth or Consequences Program" winning for three women \$17,590 worth of prizes, including a new Ford, a trailer, washing machine, round-trip to New York with week-end at Waldorf, diamond watch and ring, radio phonograph and records, a week's vacation at Sun Valley, and a lot of other things.

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A new robot machine which its inventor, J. A. Sargrove asserts will produce radio receiving sets at the rate of one every twenty seconds, was introduced to a recent meeting of the British Institute of Radio Engineers. The sets emerge from the machine complete, says a Canadian press dispatch from London.

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 ::: SCISSORS AND PASTE :::
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67 Broad
 ("International Review")

Standing on a half acre of ground at 67 Broad Street in New York's famous financial district, among many of the city's most imposing buildings, is the 35-story International Telephone Building - heart and nerve center of the world-wide International Telephone and Telegraph System and headquarters for I. T. & T. communications operating and equipment manufacturing companies located in more than forty countries. * * *

The American Cable & Radio Corporation, embracing The Commercial Cable Company, All America Cables and Radio, Inc., and the Mackay Radio and Telegraph Company, the telegraph operating affiliate of the I. T. & T. and the largest American international telegraph communications organization, has its offices and operating rooms in the headquarters building where they require nearly as much space as the parent Corporation. A. C. & R.'s direct radio circuits and its more than 45,000 miles of submarine cable circuits carry intelligence throughout the world and much of this traffic passes through the company's busy operating rooms in the 67 Broad Street building. * * *

Although the trans-Atlantic, trans-continental radio transmitting and receiving stations of Mackay Radio are located at Brentwood and Southampton, Long Island, they are controlled from the International Telephone Building and all incoming and outgoing messages are cleared through the Mackay offices here. * * *

A number of important experimental research projects in the ultra-high frequencies are being carried on by the Federal Telecommunications Laboratories at Nutley, N.J., from their location in the headquarters building and among the structure's distinguishing features are six parabolic antennas mounted on the roof for experimental use. Four of these shiny, saucer-like directional beacons are used in connection with the three-cornered 80-mile New York-to-New York Pulse Time Modulation Broadcasting link, with relay stations at Telegraph Hill and Nutley, New Jersey, and two additional antennas are used in a New York-to-Trenton, New Jersey, PTM link that represents an advanced stage of microwave research. A further mark of identification for the building is an eight-element square-loop antenna of Federal design which is used for FTL's multiplex broadcasting experiments.

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Radio Helms Pull N.Y. Philharmonic Out Of Red
 (Olin Downes in "New York Times")

There is the concrete fact that when Arthur Judson undertook the management of the Philharmonic-Symphony in 1922, it had deficits which for the next sixteen years ranged from \$165,000 to \$72,000 a year. Now, thanks to radio and record contracts, bequests

and similar resources, the Philharmonic-Symphony has been for some years in the black, with a small surplus at the end of the season. The surplus this season was \$32,812.93.

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O'Dwyer Surprises N.Y. By Doing A LaGuardia On The Radio
("Variety")

New York's City Hall and the town's station, WNYC, are in the running again as a radio personality proving ground - a position apparently abdicated a little over a year ago when Fiorello H. La Guardia bowed out. It took LaG.'s successor, Mayor William O'Dwyer, a year to hit the airwaves with any effect at all. But when he did, his impact was terrific. He proved himself a radio showman who knows just how to get the best out of the medium on the highest level of civic responsibility.

Occasion was a public hearing held by the city's Board of Estimate on the issue of raising the subway fare from a nickel to a dime. The Mayor invited anyone and everyone with a viewpoint to present, to step to the floor microphone and give out. * * *

When the first day's proceedings threatened to stretch beyond the station's 10 P.M. sign-off-time, Seymour N. Siegel, of WNYC telephoned the FCC and obtained special permission to stay on the air as late as necessary. Result was that, on first day, proceedings became a kilocycle goldfish bowl open from 10:30 A.M. to 11 P.M. The following day, with same procedure, the airtime was from 10:30 A.M. to 7:20 P.M. Finally, on Wednesday evening, O'Dwyer went on the air to render his decision to the people. WOR (Mutual) cancelled two commercials - Fulton Lewis, Jr., and "The Answer Man" - to carry the report, and all the other stations piped in, either carrying the Mayor live or playing him back later in the evening.

The last 20 minutes of the Tuesday night session climaxed not only the hearing but O'Dwyer's fast time, glib adlibbing, and rapid repartee, putting him down as an emcee with perfect pacing for that kind of stint. In the 20 minutes, at least 50 people were called to the floor mike. In rapid succession, they gave their names, addresses, told whom they represented, and stated whether they were for or against the 10¢ fare. Here was the kind of cross-section of New York's cosmopolitanism that only the radio could dramatize, and O'Dwyer's handling of this part of the proceedings made the march of voices truly exciting.

Every shade of voice was there, reflecting the city's multi-lingual, multi-national, multi-racial character. An Irish brogue was followed by the measured baritone of a Harlem representative, a dame whose broad vowels stamped her as very hoity-toity with a Vassar degree, a dialectician who was unconsciously a great comedian, and a lady from Staten Island who said she represented only herself and her brood of kids who couldn't afford to have the fare raised to 10 cents.

That New York listeners want that kind of radio was proved immediately. A half-hour after the station was off the air, Tuesday evening, the studio switchboard was still Christmasy with congratulatory calls. Altogether more than 2,000 letters and cards were received, upping the 1,200-mail pull garnered by the outlet when it started broadcasting the United Nations sessions last year. In addition, the Mayor and the other members of the Board drew a heavy mail-load. Definitely New York wants that kind of radio from its municipal station.

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TRADE NOTES

The House last Wednesday (April 9) passed a bill (H.R. 2336) to amend Section 327 of the Communications Act so as to permit, subject to certain conditions, the use of Coast Guard radio stations for the reception and transmission of commercial messages.

Charles M. deForest, a founder of the American Provident Society, and a brother of Lee de Forest, the inventor, died last Saturday in St. Petersburg, Fla. From 1904 to 1913 he was associated with his brother, Lee, then engaged in his pioneer work in radio.

In honor of Mrs. Henry F. Grady, wife of the newly appointed United States Ambassador to India, Mrs. Miller, wife of Justin Miller, President of the National Association of Broadcasters, will entertain Thursday afternoon, April 17th, in her apartment at the Wardman Park Hotel in Washington.

Among Drew Pearson's predictions last Sunday night were that Paul Porter, former FCC head, will soon resign from Government service to enter law practice with former Assistant Attorney General Thurman Arnold, and that Representative Taber (R), of New York, Chairman of the House Appropriations Committee would slash funds of Assistant Secretary of State William Benton for international broadcasts to Russia and elsewhere.

The sunspot season arrived early Tuesday, April 15, knocking out international radio communications for a time, the National Bureau of Standards reported. The spots - solar tornadoes of electrons emitted from the sun - are about 30 per cent more numerous than normal, according to Dr. Alvin C. McNish of the Bureau.

Radio communications abroad began to fade about 10 A.M., but no local disruptions in either radio or telegraph were reported.

Galvin Manufacturing Corporation - Quarter to March 1: Net profit, \$651,702, equal to 81 cents each on 800,000 common shares on net sales of \$8,840,071. In corresponding quarter of previous year there was a net loss of \$485,401 on sales of \$3,252,976.

Television Station WABD- DuMont in New York City, has signed The Longines-Wittnauer Watch Company for a 52-week contract for video time spots. The spots, each of 60 second duration, will be aired 3 times each week.

Bendix Radio is now working two shifts each on its assembly lines producing FM radios in order to meet the pent-up demand of potential FM audiences, according to J. T. Dalton, General Sales Manager for Radio and Television.

L. John Denney has been elected Vice-President of the Federal Telephone and Radio Corporation, domestic manufacturing affiliate of the International Telephone and Telegraph Corporation. Mr. Denney was with the I. T. & T. System since 1929, and was a member of the special staff of Col. Sosthenes Behn, I. T. & T. President, in Madrid during the Spanish Civil War.

Easter lilies and palms decorated the Shrine of the Sacred Heart Church for the marriage last week of Miss Elizabeth Berkeley, daughter of Kenneth H. Berkeley, General Manager of Station WMAL in Washington, D.C. and Mrs. Berkeley, and Ensign Charles De La Cour Bishop, United States Coast Guard, son of Charles H. Bishop of Chicago and the late Mrs. Bishop.

The Right Rev. Msgr. James A. Smyth officiated at the ceremony, and a wedding breakfast at the Shoreham followed. After a honeymoon in Bermuda, Mr. and Mrs. Bishop will live in Portsmouth, Va.

The bride was graduated from Georgetown Visitation Convent in Washington, and attended Georgian Court College in Lakewood, N.J. The bridegroom attended Loyola University, Chicago, and received his commission from the Coast Guard Academy in New London, Conn.

Stewart-Warner Corp. reported 1946 net earnings carried to surplus of \$2,095,187, equal to \$1.65 a common share, compared with net earnings of \$1,634,202, equal to \$1.28 a common share, in 1945.

Sylvania has announced the first in a new line of transmitting tubes, the 3D24. This tube is a four-electrode amplifier and oscillator with 45 watt anode dissipation. Potentialities of the 3D24 include amateur, police, mobile and marine radio.

The following advertisement is carried for an article in the magazine "47" now on the newsstands:

"Could You Stand 24 Straight Hours of Radio?"

"Three '47 Authors Tune in on "The Big Noise"

Around the Clock

"What would 24 straight hours of radio listening do to you? You don't have to listen, you can read about it in the one-day diary of '47's Marion Sturges-Jones, Isabel Scott Rorick and Robert Fontaine, who use their hearing and their insight for you in three eight-hour shifts. "The Big Noise" turns an unprejudiced ear to everything from disc jockeys to soap operas."

An enterprising Washington, D. C. radio service man carries this advertisement in the local papers in which he doesn't even bother to give his name:

"If your Radio Is Out-of-Order

Just dial R-A-D-I-O-S on your Phone

Pickup and Delivery, Any Size - Any Make

Three Convenient Locations: 5422-3rd St., N.W.-5119 Georgia Ave., N.W.
2414-14th St., N.W."

By dialing "R-A-D-I-O-S" one discovers that the Washington serviceman's telephone number is RA-3467 (RA being the abbreviation of Randolph).

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