



HEIDL NEWS SERVICE

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No. 1773

April 30, 1947

WALLACE RADIO PRAISE HIT; OTHER U.S. PROGRAMS SEEM DOOMED

Things apparently don't look so good for the "Voice of America" which for sometime has been operated on international air waves in 25 languages by the State Department and more recently beamed at Russia in an effort to pierce the "Iron Curtain". Trouble has dogged the peacetime continuation of these broadcasts.

There was a particularly bad break for the "Voice" last week - one which threatens to kill the \$31-million dollar foreign information appropriation about half of which is for broadcasting - when Representative John R. Taber (R), of New York, Chairman of the House Appropriations Committee disclosed that the subcommittee would report out the State Department appropriation bill for the next fiscal year without allowing any funds for the Department to continue its foreign broadcasts.

Shortly thereafter when Assistant Secretary of State William Benton, head of the Office of International Information and Cultural Affairs was making the fight of his life to save the overseas broadcasts, Senator Walter F. George (D), of Georgia, almost exploded on the Senate floor accusing the State Department of a laudatory broadcast to Europe about Henry Wallace at a time when Wallace "was seeking to divide at least the sympathies of the British and French people from our own people."

"I rise to ask whether the right hand of the State Department knows what its left hand is doing", Senator George said. "I submit that no more untimely broadcast could have been made."

The State Department later released the text of a broadcast it said was made in Germany, reviewing Russell Lord's book, "Wallaces of Iowa". The broadcast praised the Wallace family for its "eternal struggle" to improve the lot of the farmer.

Senator George said:

"I read from a letter from a personal friend, a man of the highest integrity and character. I read but one paragraph.

"What do you think of Wallace now? It is interesting that this morning - the occasion, you might say, of the climax of his European tour - our Department of State broadcast for 15 minutes to Europe a laudatory account of Wallace, the occasion being a review of the recent book on The Three Wallaces."

"I have asked the State Department for a confirmation of that statement, and I have waited for more than an hour and a half to receive a definite reply. I was advised that a broadcast was made, and that in the broadcast a review of the book The Three Wallaces was made to Europe on the morning of April 23, 1947.

"I rise to ask whether the right hand of our State Department knows what its left hand is doing. I submit that no more untimely broadcast could have been made by our State Department than the broadcast to which I have referred, at a time when Mr. Wallace, in Europe, was seeking to divide at least the sympathies of the British and the French people from our own people, and at a time when surely Mr. Wallace, who has held high office in this Government, should have known the natural, inevitable, and logical results of his voluntary acts.

"I am not critical of the book. I do not know much about the book. I am not critical of anyone who may have sent such a broadcast, except to suggest that the untimeliness of such a broadcast certainly should be obvious to any child 10 years of age."

"I am very much impressed by the statement of the able Senator from Georgia as to the contradictory actions on the part of the State Department", Senator Chapman Revercomb (R), of West Virginia interjected. "Can any Senator be at all surprised that this has happened, in view of the contradictory actions and the confused policy of the State Department recently revealed on the floor of the Senate in the discussion of the measure to provide aid to Greece and Turkey, which is now pending before the House of Representatives? We found that the State Department had come before a committee of the Senate at this very session asking for an appropriation to send a high-octane gasoline plant and other materials to Russia, and had then asked an appropriation to block certain action by Russia. So we are not very much surprised at the conduct of the State Department."

As to the possibility of our international broadcasts getting the axe, Congress has never specifically authorized the State Department to carry on this type of activity overseas.

Under the Congressional Reorganization Act, the Appropriations Committee cannot appropriate funds for anything not covered by legislation, if anyone raises a parliamentary point of order against it.

Representative Walt Horan (R), of Washington, a member of the subcommittee considering the State Department bill, raised a point of order, and nothing was left for the subcommittee to do but strike the provision out of the bill.

Meanwhile a bill sent to Capitol Hill by Undersecretary of State Dean Acheson to authorize continuance of the program to beam news of America to Moscow and other European points is bottled up in the House Foreign Affairs Committee.

Thus, as the situation now stands, the Appropriations Committee can't appropriate the money for the program until it is authorized, and the House Foreign Affairs Committee isn't moving to authorize it.

The action in the House killing the 31-million dollar appropriation for Secretary Benton's Office of International Information and Cultural Affairs will not be announced until May 2nd. In the meantime it has been reported that should this cut finally be made by the House, there will not be much enthusiasm in restoring it or possibly any part of it by the Senators, especially the Republicans.

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HINTS TV MAY PROVE WORLD'S MOST POWERFUL ADVERTISING MEDIUM

"Tests made with television audiences numbering only thousands instead of millions, are only primitive measures, I realize, but they do indicate that in television we are about to see the rise of what easily may be the most powerful advertising medium ever known", Eugene S. Thomas, President of the Advertising Club of New York, and Sales Manager of WOR, said when he addressed the Associated Motion Picture Advertisers in New York last week. Furthermore, Mr. Thomas declared that in three to five years from now, television well may carry the major advertising load of some companies.

As to what he believed might be expected from television advertising, the speaker got down to cases saying:

"Ray Nelson, agency president, reports this result from one of his programs. A Yale professor demonstrated a folding globe costing \$1.00. His television demonstration drew 200 orders for the article. That was one order for every 25 television sets in the New York area at that time.

"If Jack Benny pulled such a high percentage, he would draw 160,000 dollar bills from the Greater New York Area alone, and so far as I know, neither he nor any other radio artist has ever done that by a single performance.

"The Loft Candy Company offered a free sample half-pound box of candy to viewers of its television program. The number who requested it was 175, or one for every 28 television-equipped homes in the area. The sponsor considered that a very good response, but here's what impressed him most. The audience was asked to send their letters to an involved Long Island City address such as 38-17 18th Street, and every one of the 175 addressed Loft's correctly, thus proving the value of presenting your message to both the eye and ear simultaneously.

"B. T. Babbitt and its advertising agency, Duane Jones, have been offering premiums for box tops and cash through all media for years and closely measuring results. When they offered a costume pin in the television version of 'Ladies Be Seated' in exchange for a Bab-O label and 25 cents, more than 4% of the known television homes reached by that program sent in the label and coins. Robert Brenner, Babbitt advertising manager, said, 'This is a greater percentage of returns than we have ever received from a one-time shot in any other medium.'

"You will be thinking that, of course, television can sell a delicious box of candy, an intriguing folding globe, a beautiful dress, or costume pin, but how effectively can it sell prosaic articles such as a bar of soap, or a razor blade?

"Listen to this: A razor blade manufacturer offered a sample blade free to the radio audience immediately following the broadcast of a college football game. He made the same offer preceding the popular John B. Gambling morning program. These two offers pulled the greatest response per dollar spent that this advertiser had ever experienced in all the years that he had been making the offer by radio or newspapers.

"Then, a similar offer was made in a television program. The response per thousand television homes was more than 10 times as great as was that previous record-breaking response.

"Television is not just a single new medium, it is a combination of at least two and sometimes four existing media.

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FREE COMMUNICATIONS FOR WORLD TELECOMMUNICATION DELEGATES

Sponsored by Senator Wallace White, Jr. (R), Chairman of the Interstate Commerce Committee, the Senate passed a joint resolution (S.J. Res. 102) to permit communications companies to accord free communications privileges to official participants in the world telecommunications conferences to be held in the United States in 1947.

Explaining the resolution, Senator White said:

"There are to be held in the United States this Summer three international communications conferences, which will, in the aggregate, be of tremendous importance not only to the United States, but to the communication facilities of the United States. The first one will open May 15, the second will open July 1, or thereabouts, and the final one on August 1, or thereabouts.

"It has long been the custom at these international conferences that there should be furnished free communication facilities for all those who are technically participants in the conferences. Senate Joint Resolution 102 does not require but would permit the communications companies, in accordance with precedent, to furnish the participants in the conferences free communication facilities. It will cost the United States nothing. It will be a great convenience to all the visiting delegates, and others who may come here from all over the world to attend the conferences. I very much hope the Senate will feel like passing the joint resolution at this time."

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ORMANDY, FAMOUS IN RADIO, TO MAKE FILM DEBUT

Eugene Ormandy, conductor of the Philadelphia Orchestra, and one of the first great conductors to come to national attention in this country via radio, will soon be seen in the films. The picture, which is being made by R.K.O., has as yet not been named but the first shots were taken in Carnegie Hall recently where Mr. Ormandy was shown, not with his own famous orchestra, but as guest conductor of the equally renowned New York Philharmonic with Artur Rubenstein, noted pianist, as soloist. The rest of the picture will be filmed in Hollywood the last ten days in May.

The story has to do with a returning war veteran composer who loses his eyesight and becomes discouraged. There is a musical competition in which the one who writes the best concerto, is to be rewarded by having it played in Carnegie Hall by the New York Philharmonic Orchestra with Ormandy conducting and Rubenstein at the piano. The war veteran writes the winning composition.

Mr. Ormandy, who at one time was Musical Director of the Columbia Broadcasting System, became known in the radio field for his expert timing. Earl Gammons, now Vice-President in Washington for CBS, who was General Manager of WCCO in Minneapolis, when Mr. Ormandy was conductor of the Minneapolis Symphony Orchestra, said that Ormandy was the most dependable man in radio with regard to timing and in every other respect.

Mr. Ormandy was one of the few child prodigies whose talent reached its fulfillment. He made his first appearance at 3½ years, was entered as the youngest pupil at the Royal State Academy of Music in Budapest at 5½ years, and graduated with a BA degree from the Academy at 14½, receiving a diploma for the art of violin playing two years later. While with the Minneapolis Symphony, in addition to his broadcasts, he attracted wide attention with his fine orchestral recordings. His big chance came when he was called upon to substitute unexpectedly for Toscanini for a series of guest appearances with the Philadelphia Orchestra. He later succeeded Stokowski as conductor and musical director of this great organization.

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Charles G. Lungren, who is working at the University of Miami with tennis coach Mercer Beasley in developing radio equipment to better impart tennis instruction, was granted a construction permit for an experimental portable station for testing such use. The permittee proposes that a student being coached wear a small receiver attached to the small of his back and diminutive earphones resembling those employed for hearing aids. The initial use of the portable equipment will be for one-way communication with players during games to prevent interruptions of play during instruction. Power output of 1 watt will be used on 27.44 megacycles.

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CANADIAN-U.S. INDUSTRY CONFERENCE PROVES BENEFICIAL TO BOTH

The fourth joint Canadian-U.S. two-day conference of the Radio Manufacturers' Associations of Canada and the United States at the Seaview Country Club, Absecon, N. J., last week brought about the exchange of much industry information.

The Canadian RMA revealed that it is preparing to launch a set sales promotion campaign based on the same theme as that of the U.S. RMA Radio-in-Every Room program.

The U. S. RMA Directors voted to underwrite a proposed experimental clinic for servicemen to be sponsored by the Radio Parts Industry Coordinating Committee and local distributors. An appropriation up to \$2,250 was voted to launch the project in Philadelphia and probably also in a mid-western city. If successful, the clinic may be extended to other cities throughout the United States. Local expenses would be borne by local distributors in cooperation with the National Electronic Distributors' Association.

A suggested code of ethics for radio servicemen also is planned by this same committee to raise the standards of servicemen.

The U. S. RMA Board of Directors discussed a proposal to recommend industry-wide adoption of a uniform system of marking FM receiver dials - either by megacycles or channel numbers - but decided to refer the question to the June convention.

Chairman M. F. Balcom of the Tube Division reported that the shortage of receiving tubes, which slowed radio set production in 1946, has been overcome in the first quarter of 1947 and that sufficient tubes are now being produced to meet all domestic demands and also to provide a reasonable supply for export.

As Chairman of the Surplus Disposal Committee, Mr. Balcom stated that the government handling of surplus radio and electronic surplus continues unsatisfactory and that some manufacturer-agents have cancelled their new contracts. He said the War Assets Administration is embarking on a new program for disposal of electronic components and equipment at its depots. If this plan is carried through, he said, it will constitute "dumping" and may have unfortunate repercussions on the industry.

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Bill Bailey, Executive Director of the FM Association, declared in a broadcast last Saturday that 206 frequency modulation broadcasting stations are now on the air throughout the United States, compared with 66 last October 23.

"When you stop to consider that it took ordinary radio more than 25 years to reach 1,000 stations, while FM will have more than 1,000 stations on the air in two years, you can get an idea of the progress of FM", Mr. Bailey said.

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RCA SURPRISES WITH 7½-BY-10-FOOT THEATRE SCREEN COLOR TV

The Radio Corporation of America which for a time appeared to be cool towards color television, apparently pulled a rabbit out of the hat today (April 30) when television pictures in color on a 7½-by-10 foot screen were shown publicly for the first time.

Dr. V. K. Zworykin, RCA Vice President and Technical Consultant of the RCA Laboratories Division, who demonstrated the new system to illustrate his address on "All-Electronic Color Television" before the Franklin Institute in Philadelphia, said that the large-screen system employs the all-electronic simultaneous method of color television developed at RCA Laboratories, Princeton, N.J.

It was emphasized by Dr. Zworykin that, as remarkable as the advent of large-screen color television pictures appears at this time, color television must be regarded as still in the laboratory stage. Several years, he said, would be required for its development to equal the status of present black-and-white television.

In the electronic simultaneous color process, Dr. Zworykin explained, three separate images in red, green and blue are transmitted at the same instant over adjoining television channels of the same band-width used in standard television.

Then, at the all-electronic receiver which features a new type of receiver-projector, the three color signals are applied to kinescopes, or picture tubes, one with a red phosphor face, one blue and the other green. The flickerless pictures formed on the face of each kinescope are projected by an optical system to the auditorium or theater screen, where they are superimposed in perfect registration to form a single image blended in the same colors as the original.

Dr. Zworykin, who this month received the Potts Medal of The Franklin Institute for his outstanding contributions to television, pointed out that color television is passing through a series of development stages similar, in many respects, to those that black-and-white television passed through in its progression toward perfection. He said that a great step was made in the advance of television when RCA developed the simultaneous all-electronic color system, which eliminated all mechanical parts and rotating discs.

"This system is completely compatible with existing monochrome television and has other important advantages", he continued. "The transition from monochrome to simultaneous color television can be made at a time in the future when color television is ready, without obsolescence of the monochrome receiving and transmitting equipment. It can from that time be developed side-by-side with black-and-white television without fear of obsolescence of the latter and without loss of investment by the public, by manufacturers and by television broadcasters. The progress that has been made so far in color television - and it is not inconsiderable - has been due to the efforts of many men working in close cooperation."

Dr. Zworykin disclosed that the pick-up unit used in the demonstration incorporates the electronic "flying spot" which has been under development for nearly ten years. In this system, he explained, the flying spot of light is created on the screen of the kinescope by the electron scanning beam. The light from this spot is projected through color slides or films, scanning the entire surface of the scene or object, point by point. As the light beam, then tinted with color, emerges from the film or slide, it passes through a series of filters which separate respectively the red, green and blue portions of the color in the beam.

Each color then is reflected into photocells which change the light values into electrical signals for transmission to the receiver. The flying spot method, he added, assures perfect picture registration by permitting the transmission of the three color values of each picture element simultaneously.

Television of theater-screen size in life-like colors represents "a spectacular advance in the art of sight-and-sound broadcasting, and holds fascinating prospects for the future", declared E. W. Engstrom, Vice President in Charge of Research of the RCA Laboratories Division who cooperated with Dr. Zworykin in the press preview at The Franklin Institute.

"The purpose of this demonstration is to make known to the public the latest advance in RCA's program of all-electronic simultaneous color television development, first introduced in October, 1946", Mr. Engstrom said.

Revealing the next big step to be expected in the evolution of color television, Mr. Engstrom said that cameras and other necessary apparatus are being developed at the Laboratories, which will enable a demonstration of color television featuring outdoor scenes in motion. He hinted that autumn tints on the countryside would afford ideal views to test the delicate and sensitive vision of the all-electronic color camera eye.

In looking to the future, Mr. Engstrom said that it is the plan of Radio Corporation of America to perfect color television in such a manner that ultimately it will take its place alongside the RCA all-electronic black-and-white television system, which now is bringing news, entertainment, sports and events of national importance to observers in New York, Philadelphia, Schenectady and along the Atlantic Seaboard as far south as Washington, D. C.

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A. R. MOORE, JR., CBS N.Y. ENGINEER DIES

Albert Read Moore, Jr., 33 years old, supervisory radio engineer for the Columbia Broadcasting System since 1937, died last week at Mount Vernon, N.Y.

Born in Portland, Me., he was graduated from Northeastern University in Boston with a B.S. in electrical engineering. Mr. Moore also studied at the Massachusetts Institute of Technology. He was author of various articles on radio engineering.

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NEW BILL PASSED TO ENABLE WHEELER TO AID SENATE

Getting the White House and President Truman out of an embarrassing situation the Senate Monday, April 28th, approved a substitute bill for the one vetoed last week by the President to permit its War Investigating Committee to hire Ex-Senator Burton K. Wheeler, former Chairman of the Senate Interstate Commerce Committee and close personal friend of Mr. Truman.

The compromise, worked out by Senator Carl A. Hatch, (D), of New Mexico, and affirmed by the Committee, removes the technical objections to which Mr. Truman referred in withholding his approval.

The new measure contains a proviso that nothing in the resolution shall be construed as authorization for Wheeler, acting as special counsel to the committee, to institute suits on behalf of the Government. It was this provision to which the President objected in his veto message, although he approved a similar measure more than a year ago.

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WOODS FOR FREE RADIO DISCUSSION WITHOUT HIDEBOUND POLICY

Stressing the importance of free discussion on the air and the desirability of radio presenting as wide a range of viewpoints as possible, Mark Woods, President of the American Broadcasting Company, told the Southern Interscholastic Press Association convening on the Washington and Lee University campus at Lexington, Va. last Saturday, that radio and radio stations should perform this function without the establishment of any rigid editorial policy.

"I believe in free discussion on the air", Mr. Woods said. "I believe radio should continue to develop commentators whose stability and variety of viewpoints bring a wide range of editorial opinions to every station. They then speak for themselves, not their employer. I believe that a station or network should give time to recognized groups for the free presentation of individual viewpoints. I believe in forums, as "America's Town Meeting" where leaders face an uninhibited audience, to argue the merits of public issues.

"It is clearly in the public interest for the broadcaster to search out the dark and shadowy spots on his community and his nation and to throw the full light of publicity on them and to recommend corrective measures. I refer to issues such as public education, slum housing, public health, crime and the like. These are predominantly social issues; and the radio licensee who acts in good faith has both the privilege and the duty to broadcast facts and solutions concerning them.

"This may be editorializing, but if it is, it is editorializing of the right sort and the only kind to which radio should subscribe."

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JOHN G. PAINE'S LAST ADVICE WAS "NEVER MIND THE CRITIC"

Funeral services for the late John G. Paine, General Manager of the American Society of Composers, Authors and Publishers, who died suddenly last Wednesday night, April 23, in Detroit after delivering an address to the National Federation of Music Clubs, were held in New York last Saturday.

Among the honorary pall bearers were Deems Taylor, ASCAP President, Gene Buck, past President of the Society, Irving Caesar, Max Dreyfus, Oscar Hammerstein II, Otto A. Harbach, Ray Henderson, John Tasker Howard, A. Walter Kramer, Edgar Leslie, Gustave Schirmer and Herman Greenberg.

In the last speech he was ever to make Mr. Paine said to the Music Federation delegates:

"Our American Composers of serious music 'live in holy awe of the critics. The result is that many of our composers force themselves to write music which is in every respect different from anything that has ever been composed, for the purpose of confounding the critics. We must, somehow or other, let the composer know that we, the public, have little or no interest in the critic; we have interest in the creator. We want the creator to write about us, about our life, and about our nation; and we want him to write for us, and for our enjoyment and for our mutual benefaction. Never mind the critic."

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STATIONS ALMOST DOUBLE BUT WTOP INCREASES ITS AUDIENCE

Despite the fact that the number of radio stations in Washington, D. C., jumped from six to ten within a year, WTOP, Columbia-owned station in the capital, enjoyed a 9 per cent larger Hooper rating during an average quarter hour against nine competing stations than the station had twelve months earlier against only five competitors.

These figures are based on a comparison of the October-November Hooper Supplementary Reports for 1945 and 1946.

Six local, programs of different types sponsored on WTOP by local or national advertisers were picked for the comparison. All were heard when Washington had six radio stations; all still were on the air when ten stations competed for the same audience.

Against almost twice as much competition, five of the six WTOP organizations commanded bigger ratings.

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NEW WSB WRITER TO BASE PROGRAM ON GEORGIA INDUSTRIES' RISE

Elmo Israel Ellis has returned to Station WSB, Atlanta, after more than an absence of five years, to become Manager of the Script Department, John M. Outler, Jr., General Manager of WSB, announced last week.

Mr. Ellis is undertaking the development of two new Summer programs for WSB. One will be a thirteen-week series based on the rise of new industries in Georgia, tentatively named "Forward Georgia". He is also planning a "Summer Prevue" series of variety shows.

Mr. Ellis left WSB to enter the armed forces in 1942 and rose through the ranks to become a Captain in the AAF. In his last military assignment, Ellis was Radio Chief for the Air Technical Service Command, Wright Field, Ohio. There he directed the activities of fourteen radio production units throughout the United States.

For the past fourteen months, Ellis has been in New York, writing and directing for "We The People".

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WARTIME AMATEUR RESTRICTIONS FURTHER RELIEVED

The Federal Communications Commission has cancelled the 500 watt power limitation on the frequency band 3500 to 4000 kilocycles for those amateur stations lying within the Territory of Hawaii and within all United States possessions lying west of the Territory of Hawaii to 170° west longitude, and releases frequencies from 146.5 to 148 megacycles for use by amateur stations located within 50 miles of Washington, D. C., Seattle, Washington, and Honolulu, T. H.

Cancellation of the 500 watt power limitation automatically brings into effect the 1000 watt power limitation set forth in Section 12.131 of the Commission's Rules Governing Amateur Radio Service.

This Order, removing restrictions no longer required by the U.S. military services, makes the entire amateur band from 144 to 148 megacycles available to amateur stations in the United States, and all of its territories and possessions.

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CONTROLLED TRANSMITTERS USE IN AIRCRAFT STATIONS LIMITED

The Federal Communications Commission has had numerous inquiries concerning the suitability of surplus military transmitting equipment for utilization in aircraft radio stations. A large proportion of such inquiries were with regard to the equipment which was used widely in the military service and has been readily available

used widely in the military service and has been readily available through surplus outlets. It is believed that this particular transmitter has been mentioned more frequently than others because of the fact that it is obviously one of the best of the non-crystal-controlled transmitters, in terms of engineering design, for application to civil airborne requirements. Numerous reports, as well as tests by various agencies, have indicated that some question exists as to whether or not this equipment is capable of meeting both practical and regulatory requirements as to its technical operation. Because of this question, the Commission has investigated this particular piece of equipment, and the results of this investigation indicate that the equipment is not capable of meeting the Commission's requirements with regard to the stability of the emitted frequency under all normal operating conditions.

The Commission will continue to permit the operation of this transmitter on long distance overseas flights under the specific conditions expressed above, but only until suitable equipment which will meet the Commission's requirements is generally available

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AMERICAN CABLE & RADIO '46 TRAFFIC BEAT PEAK WAR YEARS

During 1946 the American Cable & Radio System handled a record volume of traffic which exceeded even the previous peak war years of 1944 and 1945. Because, however, of two major rate reductions, greatly increased labor costs and a decline in non-transmission revenues, operations for the year 1946 showed a consolidated loss of \$1,099,798, before special tax credit, as against a consolidated net income of \$1,615,894, after deducting a provision for United States Federal income taxes in the amount of \$800,000 for the year 1945.

Warren Lee Pierson, President, reports the ACR System has continued to add to its radio facilities at Lima, Peru, and during 1946 and new circuits were established between Lima and Holland, Norway, Portugal, Sweden and Switzerland. Radiotelegraph and radio-telephone service was inaugurated in the Virgin Islands and the San Francisco-Manila, San Francisco-Nanking, New York-Rome, Lima-Rome and New York-Vienna prewar radiotelegraph circuits have been reopened.

The Federal Communications Commission has ordered a general investigation into the rates of the United States carriers engaged in international telegraph operations, in connection with which hearings began in Washington on April 14th, and adds, "The management of the ACR System will cooperate in these proceedings in the hope that they may result in general increases in rates to compensatory levels."

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::: SCISSORS AND PASTE :::
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Coin Operated Radios Play 2 Hours For 25 Cents
("Radio Age")

The new coin operated radio for use in hotel and hospital rooms, taverns, tourist camps and Summer resorts is a two-band receiver, employing six tubes and a 5-inch permanent magnet speaker. It is equipped with a built-in loop antenna, and an additional 75-foot baseboard antenna is furnished for use when required.

Simple operating instructions are presented on the easy to read coin plate, and a full-vision eye-line dial permits easy location of desired stations. A small chrome frame is mounted on the top of the cabinet to hold a card showing frequencies of local stations and networks. To start the set, the patron has only to insert a coin and tune in the station he wants.

The set which is made by RCA is wired for either continuous or intermittent playing, at the option of the coin machine operator. It permits two hours of radio reception for 25 cents, and up to four quarters may be inserted at one time, providing for a total of eight hours' playing time. If wired for intermittent performance, this time could be used up in intervals of any length.

Loss of the instrument through theft is minimized by unique styling which makes it virtually impossible to enclose the set in any standard luggage or steamer trunks.

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GE's Meter For Registering Radio Listeners' Opinions
("Variety")

General Electric's new opinion meter, a gadget that doesn't just record a "Yes" or "No" verdict, but reflects the degree of pro-and-con feeling in any crowd on a given subject, was recently given a two-week introductory workout at WSM, Nashville.

Designed to measure composite opinion of any group numbering up to 120 individuals in less than 10 seconds, the GE opinion Meter operates almost automatically. Persons being checked are given hand-sized device to hold, same being connected with the meter, and each person is asked to register the intensity of his reaction to various subjects by pressing on the thingumabob. The meter picks up the collective intensity of feeling, computes same electrically for an overall average, and the figure of that average is indicated by the jump of a hand to the corresponding number on a clocklike dial.

Sponsors Buying Strike Against Towering Talent Costs
(R. W. Stewart in "New York Times")

The current temper of economy-minded sponsors might be gauged by the declination of P. Lorillard & Co. to renew the option of Frank Sinatra. Through Lennen & Mitchell, its agency, the company tersely announced that its action was entirely a "cold business proposition" due to an "unsatisfactory program rating for the price we were paying for the show."

Presumably on the same grounds, Bob Burns is being discontinued after his May 25 show, while Eddie Bracken and Frank Morgan recently made their farewell broadcasts, at least temporarily. In addition, the future of Kate Smith's nighttime offering is uncertain at this time.

Yet, although the sponsors are manifesting a resolute buyers' strike against towering talent costs, they are still willing to bid and pay for any performer who can accelerate a program's listenership.

Thought as to whether this policy of economy will be extended to top network shows brings out the fact that the cost of sponsoring them has in many cases advanced from 50 to more than 100 per cent during the past four years. This is revealed in a comparison of weekly talent costs published by Variety. Here are some of the raises:

Dinah Shore, from \$1,700 to \$13,500; Duffy's Tavern, \$4,200 to \$12,500; Bing Crosby, \$9,000-\$10,000- to \$25,000; Burns and Allen, \$6,500 to \$15,000; Truth or Consequences, \$3,000 to \$10,000; Ginny Simms, \$4,500 to \$11,000; Amos 'n' Andy, \$8,000 to \$17,000, and Fibber McGee and Molly, \$8,500 to \$16,000.

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Benton Boosts Gave Radio Soap Jingle, Fred Allen
(John Fisher, "Chicago Tribune")

William Benton, the canned music czar, today described to Congress his qualifications for the job of Assistant State Secretary in charge of spreading education and culture throughout the world, including Russia.

Benton, former advertising agency partner of former OPA Administrator Chester Bowles, told proudly of originating a soapsuds radio jingle, of being the only man who made any money out of PM, a New York publication, and of planning to sell copies of the Encyclopaedia Britannica, in which he is financially interested, in other nations.

Asked by Representative Chenoweth (R), of Colorado, about his personal interests, Benton asserted his advertising agency was the largest customer of the big broadcasting chains. The Fred Allen program is one of his creations, he said.

He also owns a 1 per cent interest in the Chicago Times, a small interest in the Honolulu Advertiser, and has sold most of his interest in Time, Inc., Benton said.

But his specialty is selling "soothing music" to bars and restaurants in 100 cities - Chenoweth commented that he never heard it, not having frequented such places. Benton's music several months ago was piped into some government offices in attempts to produce more work.

Benton said he not only controls Muzak corporation, the canned music company, but has a company manufacturing transcriptions, one making phonograph records, another publishing music, runs a music rental library of 5,000 tunes, had a half interest in a New York frequency modulation station. "But got tired of paying losses on it, and after five years I gave it away." He also has two subscription radio companies which he's trying to give away, he said. Such companies sell listeners radio programs which have no advertising.

TRADE NOTES

Proposed revisions of the Underwriters' Laboratories' standards for radio receivers already have proved beneficial to radio set manufacturers and some have indicated a savings in the cost of receiver production due to the revisions, a progress report of an RMA Engineering Committee indicated this week.

Discussing columnists before the annual meeting of the American Society of Newspaper Editors, Josephus Daniels of the Raleigh News & Observer and former Secretary of the Navy, said:

"I think we have become too dependent upon columnists just as radio has upon commentators. It is true that they have come into being from necessity, but I truly believe that if editors would write editorials as vigorously as columnists think they are God almighty, there wouldn't be nearly so many."

George Perrin Adair, former Chief Engineer of the Federal Communications Commission will open offices as head of the George P. Adair Company, Consulting Radio and Communication Engineers at 1833 M Street, N.W., in Washington, D. C. on May 1st.

The first regularly scheduled financial news program on television is being sponsored by Bache & Company over Station WABD-DuMont, in New York. The initial program was broadcast last week.

Moore's Stores, of Columbus, Ohio, operating a chain of 83 automotive accessory stores in Ohio and Indiana, have announced cancellation of all radio advertising and the addition of \$250,000 to their budget for increased newspaper advertising during the year.

The chain in the past has used radio heavily, including 10 15-minute programs, daily over WHKC, Columbus, according to William S. Moore, who announced the change in advertising policy.

National Union Radio Corporation - for 1946: Carry-back tax credit of \$193,329 reduced operating loss of \$515,742 to \$322,413, which compared with net loss of \$26,468 for 1946 after giving effect to \$1,185,679 tax carry-back credit.

"The number of radio crime mysteries is on the increase", said James V. Bennett of the Department of Justice in Cleveland last week, averring that 46 crimes and mystery programs were on the radio at present.

Howard Barton, promotional head of Station WTAM and one of the panel speakers, challenged Mr. Bennett's assertion that during the critical listening hours from 7 to 9 P.M., 21.9 per cent of the time was taken by crime programs.

"A very recent check made by us showed 1,610 programs broadcast by Cleveland's four radio stations", Mr. Barton said, "Of these only 51. or approximately 3 per cent, were crimes and mysteries."

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The International Ladies Garment Workers' Union announced last week the signing of a contract totalling a quarter of a million dollars with the Radio Corporation of America for the delivery of frequency modulation (FM) broadcast transmitters and associated studio equipment for six proposed FM stations to be erected by Unity Broadcasting Corporations.

The equipment includes five FM transmitters of 10,000 watts, and one of one-thousand watts, as well as the necessary studio control and audio equipment for each station.

The proposed stations, according to Mr. Umhey, will be located in Chattanooga, St. Louis, Los Angeles, New York, Boston and Philadelphia.

Compania Radiografica Internacional de Costa Rica, an affiliate of the Tropical Radio Telegraph Co., has obtained from Raytheon Manufacturing Co. the first microwave radio communications equipment to be installed in Central America. The microwave circuit is being established between the city of San Jose and Las Pavas.

President Truman is expected to sign Washington's daylight saving time bill just passed by the House and Senate into law today (Wednesday, April 30). His signature will not start daylight saving time for it will be only the signal for the District Commissioners to order public hearings on the proposed time change.

The Commissioners, who will have the final say on resetting the city's clocks, trimmed from 10 to 7 days their estimate of the time they will need to start the public hearings, which will be open to residents of Washington and nearby Maryland and Virginia. By what they say, the Commissioners will decide whether to start daylight time this Summer.

Also it will determine whether other nearby cities in Maryland and Virginia will have daylight time.

James C. Petrillo, head of the American Federation of Labor Musicians Union, yesterday (Tuesday) barred musicians who earn more than \$75 a week from adding to their earnings in movie studios. His order limited free lance musicians to \$133 a week. Men earning that much in recording or its sidelines in the studio were barred from any more musical work in the same week.

Henry Cassidy, one of the Paris correspondents of the National Broadcasting Company, reported that Russian authorities have agreed to re-examine their ban on American news broadcasts from Moscow, as a result of the coverage of the Moscow conference by American networks. The NBC said resident reporters of three American broadcasting companies have applied directly to Foreign Minister Molotov for permission to resume their work.

The Columbia Broadcasting System and the American Broadcasting Company said they had no word from their correspondents about the possible review of any Russian ban.

A "Grin and Bear It" cartoon recently showed a bank employee, who had been arrested being put in a patrol wagon and had one of the bank officials looking on saying: "We knew Bascomb had fine clothes, cars, a yacht - but we naturally supposed he was winning them on radio programs!"