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MAY 26 1947

Radio — Television — FM — Communications

2400 California Street, N. W.

Washington 8, D. C.

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FRANK E. MULLEN

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May 21, 1947

## TELEVISION SEEN AS A BILLION DOLLAR INDUSTRY BEFORE 1960

"Television has been labeled 'a \$50,000,000 if.' That is the amount estimated to have been spent in preliminary research and development prior to 1947. My purpose now is to show why and how the 'if' will be removed, when a new radio service, which holds promise of becoming a billion-dollar industry, starts growing on the \$50,000,000 foundation laid by the pioneers. Aside from manufacturing, it is estimated that television, supported by advertising, will be a billion dollar annual broadcasting operation before 1960."

Thus Orrin E. Dunlap, who has probably written more about radio and television than anyone in this country, prefaces his newest book, "The Future of Television" just published by Harper & Brothers, New York (Price \$3).

Mr. Dunlap continues:

"Perplexed, and pointing to the aerial rods atop poles far up on a lofty hill, a representative of the radio industry said: 'There, you see, we have built a television station. Now tell us what to do with it! Where are we to get an audience? Where can we get programs? How can we make the thing pay? How can we best serve the public? And the whole darn thing may be out-of-date before we can find the answers and really get started!'"

"It is no one-man job. Television is the greatest of jigsaw puzzles. Brains, money and hands, abetted by scientific magic and showmanship, are required to scatter a motion picture in the sky, unreel it as an invisible movie over city, town and farm, and then pick the ethereal pieces from the air and reassemble them as a true reproduction of the original! And all this is done quicker than it takes to say 'Jack Robinson.' To think of blanketing the United States with such a talking picture staggers the imagination and challenges the ingenuity of electronic research and radio engineering."

"Are the movie playhouses to become vacant places? What is to happen to the 1,000 broadcasting stations and 56,000,000 radios? Are they to become silent within a decade? Must a man have a telegenic personality to be elected President? What sort of faces and features, colors and objects televise to perfection? Are male announcers to pass with the sound age, and beautiful girls to replace them, or will Beau Brummell have a chance? If Hollywood needs all the acres it has overspread, then how can television be penned in and cooped up in such enclosures as that concrete and steel acropolis known as Radio City, where the NBC television studios are located on Manhattan Island, or in the Grand Central Terminal, the studio location of CBS television?"

The author endeavors to give the answers to these perplexing questions.



Discussing various phases of the television situation the author says:

"Once considered as a baffling problem, the linking of television stations in a transcontinental network today - either by wire or radio - because of scientific developments, may be viewed optimistically. Engineers are attacking the network television problem from three angles: by radio relay stations, by adapting telephone wires to carry television, or by use of the coaxial cable."

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"Marconi made a whispering gallery of the heavens. Television turns the world into a Hall of Mirrors."

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"'It's wonderful!' exclaimed an old-timer in radio as he looked in on the Fair from Radio City. Inspired by the performance he thoughtfully looked at his wrist watch and ventured to predict, 'I'll bet the day will come when we will have television sets in a wrist-watch case, and we'll see the pictures as conveniently as we now get the time!'"

\* \* \* \* \*

"Now suppose back in 1920, at the advent of broadcasting, someone had warned: 'If 700,000 persons spend \$300 apiece to equip their homes with radios, it will require a total expenditure of \$210,000,000. To serve that many persons several hundred broadcasting stations will have to be provided, at a cost of, say, \$40,000,000, and another \$40,000,000 will have to be spent to develop a network. On top of that it will take \$50,000,000 annually for costs of transmitter operation and depreciation.'

"Where would Radio City be today if someone had stopped to figure it all out like that for radio? Would there be more than 1,000 broadcasting stations and 56,000,000 receiving sets in homes and automobiles throughout the United States? In fact, 85% of the nation's families now own radio sets. And it is interesting to note that there are 13,500,000 more homes with radios than with telephones; 7,500,000 more homes with radios than automobiles; and radios in American homes exceed bathtubs by more than 5,800,000, according to statistics presented by the National Association of Broadcasters. It might also be added that in 1941 radio's pay roll in the broadcasting and manufacturing fields was in excess of \$579,000,000."

Mr. Dunlap's newest book is dedicated to the late Walter M. Keenan, former Assistant to the City Editor of the New York Times of which paper the author was radio editor from 1922-40. Mr. Dunlap is now on the executive staff of the Radio Corporation of America.

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David Sarnoff, President of the RCA, presided at the annual dinner of the Welfare Council of New York City last week where it was announced that John D. Rockefeller, Jr. had received the Council's annual award for distinguished service to the community. The citation named Mr. Rockefeller's gift of the East River site for the United Nations headquarters as an immediate factor in the presentation of the award.

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## EXPERIMENTAL SUBMINIATURE SETS FOR CITIZENS RADIO SERVICE

Diminutive radio transmitters and receivers built in the National Bureau of Standards in Washington as possible models for the new and as yet undeveloped Citizens Radio Service (communication between individuals) have shown performance qualities comparable to equipment built along conventional lines, as well as remarkable miniaturization and ruggedness.

The printing of electronic circuits is one of the important new technics to evolve from research and development during the war. The practicability of the printing technic was first demonstrated in a program carried on by the Bureau of Standards leading to the development of a tiny generator-powered radio proximity fuze. Since the war the art has advanced to the point where complete circuits may now be printed not only on flat surfaces but on cylinders surrounding a radio tube or on the tube envelope itself.

Illustrations in a comprehensive article on the subject of subminiature sets in the May issue of the Standards Bureau Technical News Bulletin (No. 3, Vol. 5) show a number of radio transmitters and receivers produced by the printed circuit technic. Designed to operate in one of the Government bands - 132 to 144 megacycles - these examples illustrate only a few of the wide number of variations possible in printing circuits. Several types of miniature microphones, speakers, and batteries are available as suitable components to complete the operating units. The units also operate satisfactorily with standard-size microphones or speakers. In two instances the subminiature transmitters were used to broadcast on national radio networks with excellent results.

To reduce limitations to a minimum and "to make possible the fullest practicable development of private radio-communications within the limits set by other demands for assignments in the spectrum", the Federal Communications Commission has allocated the band from 460 to 470 megacycles to the "Citizens Radio Communication Service." The bands above and below 460 to 470 megacycles are assigned to other uses. Although no definite statement regarding the opening of this service has yet been issued by the Commission, it is expected that a public announcement will be made setting forth the conditions under which licenses may be obtained.

Although the units described operate in the 140-megacycle range, the subminiature tubes operate effectively at higher frequencies. Tuning of the transmitter and receiver may be accomplished in the usual way.

According to the Federal Communications Commission, the new uses of the Citizens Radio Communications Service are as "broad as the imagination of the public and the ingenuity of equipment the manufacturers can devise." Personal radio telephones could be valuable in many applications - for example, in factory and store inventories, on farms, and by surveyors, hunters, and explorers. In addition there are numerous applications in crime detection and



traffic regulation, in limited ship-to-shore communication, and in emergencies such as forced landings or isolating floods.

Logical auxiliary components for a portable unit would be a set of small hearing-aid batteries and a miniature crystal speaker or hearing-aid type of earphone. If the combination is to be used as a personal telephone, the transmitter and receiver may be combined to operate with the same set of miniature batteries. In this way a very compact portable unit is possible, which, including batteries, microphone and speaker, may easily be slipped into a package the size of a wallet. Since arrangements can be made to insert batteries in flashlight manner, reserve battery capacity is usually unnecessary.

Subminiature tubes will deliver 50 milliwatts of power or more to an antenna. With half-wave dipole transmitting and receiving antennas, a 100-microvolt receiver and ideal transmission conditions, communication up to 10 miles should be possible. The ideal assumptions involved in computation of the 10-mile distance are hardly realized in practice, particularly if antennas of convenient size and shape are used. For a personal radiotelephone (or transceiver) a single, short, telescoping antenna is preferred, if any is used at all. Coupling to and radiation from the antenna will unavoidably be far from optimum. If used in a building or on a street, absorption and reflection from the walls of the buildings takes place. These and other factors make the distance of operation a matter which must be determined experimentally.

The personal radiotelephones have been used successfully in various tests at the Bureau. Excellent communication was obtained with a standard transceiver located in one room of a modern, four-story laboratory, and a subminiature transmitter operated from all other parts of the laboratory as well as from the grounds 1/2 mile away. Clear reception was also possible with the transmitter located in a modern, metal-roofed automobile (door closed) six blocks from the transceiver even though many buildings prevented a clear line-of-sight transmission. A light antenna consisting of a thin rigid wire 18 inches long was employed in these tests.

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WBBM CITED BY GEN. BRADLEY FOR HELPFUL HOSPITAL SERVICE

WBBM, Chicago, in charge of Les Atlass, CBS Vice-President, won new laurels when the station was cited for "outstanding service" May 12th, National Hospital Day, by Gen. Omar Bradley of the Veterans Administration in a special broadcast from Downey Hospital, Downey, Ill.

Presentation was made in recognition of work done by WBBM's Dept. of Education in arranging midwestern speakers for "Assignment Home," CBS program, and distributing more than 50,000 Veterans Benefit guides.

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## HIGHER OVERSEAS TELEGRAPH TOLLS URGED; FULL RATE FOR GOVT.

An interesting angle of the hearing now in progress before the Federal Communications Commission (Docket No. 8230) having to do with the present financial condition of the international carriers and the necessity for an increase in the rates on international messages is the question of whether or not the United States Government should pay the full commercial rate on its messages.

Senators White and McFarland introduced a month or two ago a bill (S. 816) which would, in effect, repeal the provisions of the Post Roads Act of 1866, which gave the Postmaster General the right to set the rates on Government telegrams; upon the creation of the Federal Communications Commission in 1934, this right was transferred to the FCC. In recent years the FCC has raised the rate on Government domestic telegrams from 40% of the commercial rate to 60% and then to 80%. S. 816 would raise the rate to 100% of the commercial rate, just as the Government pays full commercial rate on telephone calls.

At the beginning of the hearing on Docket No. 8230, James A. Kennedy, Attorney for the American Cable and Radio Corporation, pointed out that the bill S. 816 as now worded would apply to international messages as well as to domestic messages, and said that he thought it was quite proper that it should do so.

During the cross examination of Mr. W. H. Barsby, Vice-President of RCA Communications, Inc., this question arose again and Mr. Barsby stated that in his opinion, the Post Roads Act did not apply to international messages and referred to a decision of the Attorney General along about 1872 to that effect.

According to the testimony of the international carriers, all except two of them are operating in the red, and those two are in the black only because of their operations in foreign countries. Therefore it seemed only right and proper to them that the United States Government should no longer be accorded rates which in most cases are only half the commercial rates.

It was pointed out that many of these reduced rates resulted from the provisions of Cable Landing Licenses or were reciprocal arrangements resulting from the fact that many foreign governments are also entitled to half rates. The British indicated at the Bermuda Telecommunications Conference held in the Fall of 1945 that they were willing to give serious consideration to the elimination of the special British Government rates. The carriers have argued that as these special foreign Government rates are eliminated by negotiation with the foreign administrations concerned, the FCC could in each case then authorize increasing the United States Government rate to the level of the commercial rate and these increases would be most helpful to the carriers in maintaining their solvency.

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## GEN. DAVID SARNOFF TO SPEAK AT RADIO MANUFACTURERS' DINNER

Brig. Gen. David Sarnoff, President of the Radio Corporation of America and one of the pioneers in the radio industry, will address what is expected to be the largest gathering of radio manufacturers since the war at the RMA Industry Banquet, Thursday, June 12th in Chicago. Previously he had thought a scheduled European trip might prevent his being in Chicago at the time.

Charles R. Denny, Chairman of the Federal Communications Commission, is scheduled to address the membership luncheon on the same day, and the two addresses will climax the three-day RMA Annual Convention, June 10-12.

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## AM GOES WEST! TEXAS AND CALIFORNIA LEAD

Few realize that two States West of the Mississippi now top AM (Standard Broadcast) activity. They are Texas and California, in the order named. Not only are they the only States to have more than 100 standard broadcast stations each, but they also lead all others in applying for AM facilities. California has nearly 100 applications; Texas almost 90.

In number of licensed or authorized AM stations, Pennsylvania, New York, North Carolina, Georgia, Illinois, Florida, Michigan, Ohio, Tennessee, Alabama, Wisconsin and Washington follow in that order. As for applications, North Carolina has nearly as many on tap as New York or Pennsylvania. Vermont and Delaware are at the bottom of the AM list in number of authorizations.

Stations authorized or applied for West of the Mississippi number more than a thousand, which is only about 500 less than the figure for the East. The three Pacific States alone have more than 300 licensees, permittees and applicants. Stations in the South now exceed 1,000.

Puerto Rico has nearly twice as many authorizations and applications as Hawaii and Alaska combined.

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## WOL HEAD STILL UNCHOSEN; TAM CRAVEN CONTINUES TEMPORARILY

As yet no one has been named to succeed Merle S. Jones, Vice-President of the Cowles Broadcasting Company, and General Manager of Station WOL in Washington, who resigned last week. In the meantime Commander T.A.M. Craven, formerly FCC Commissioner, now technical advisor and head of all the Cowles stations, WOL, WHOM, New York; KRNT, Des Moines, Iowa, and WNAX, Yankton, S. D. is serving as Acting Manager of the Washington station in addition to his other duties.

It was said that it might take some time to select a successor to Mr. Jones, who has served as General Manager since 1944 as the field would be gone over carefully. Mr. Jones as yet has made no further announcement with regard to his plans.

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## "VOICE OF AMERICA" AMID FURORE EVIDENTLY STAGING COMEBACK

Causing the biggest ferment in Congress of anything that has taken place in years, the "Voice of America" whose future appropriations were completely wiped out in a State Department budget slash, apparently has a chance of surviving to a limited degree at least through the tremendous support given to the bill introduced by Representative Karl Mundt (R), of South Dakota.

David Sarnoff, who has been a vigorous supporter of the "Voice of America", revived his plea with a three column (as reprinted in the New York Times, Friday, May 16) memo to Secretary of State Marshall embodying a letter which he sent to Secretary of State Cordell Hull in 1943. The gist of this was that private industry cannot be expected to supply the necessary service as before the war the total income from all international broadcasting was only \$200,000.

"It is inconceivable", General Sarnoff concluded, "that the international voice of the United States should be silent or remain weak in the post-war world that will be struggling competitively both in commerce and ideologies."

In contrast to critical views voiced before Congressional committees, the Radio Advisory Committee of the State Department in a report recommended expansion of the "Voice of America", as well as the entire cultural relations program, to avoid a "serious setback" in our relations with the rest of the world.

The Committee consists of the following publishers, educators and radio network officials:

Mark Ethridge, publisher of The Louisville Courier-Journal and past President of the National Association of Broadcasters; Gardner Cowles, Jr., publisher of The Des Moines Register and Tribune; Roy E. Larsen, President of Time, Inc.; Prof. Harold Lasswell of the Yale Law School; Don Francisco, Vice-President and Director of the J. Walter Thompson Advertising Agency; Sterling Fisher, Assistant public service counselor of the National Broadcasting Company; the Rev. Robert I. Gannon, President of Fordham University, and Edward R. Morrow, Vice-President of the Columbia Broadcasting System.

The Committee proposed that a public corporation be set up to handle the "Voice of America" and urged more, rather than less, money to do the job.

The Committee noted the present cost of the Government's international broadcasting program was about eight million dollars a year - half the amount Great Britain spends. It said General Sarnoff had estimated an operating budget of 20 million dollars a year would be needed to run the proposed public radio corporation.

"Surely", it said, "such a sum would be small, in this time of international tension, compared to the importance of making



America's voice heard before misunderstanding had developed rather than after misunderstanding deepened into conflict."

Representative James P. Richards (D), of South Carolina, had reprinted in the Congressional Record (May 14, Page A2418), the original criticism of E. F. McDonald, Jr., President of the Zenith Radio Corporation.

The proposal of General Sarnoff to Secretary of State Marshall urging the establishment of a "Voice of America" broadcasting corporation to be owned jointly by government and private industry was attacked by Frank P. Schreiber, General Manager of Station WGN, Chicago.

Mr. Schreiber asserted that Sarnoff is not qualified to set himself up as a spokesman for the radio industry.

"Before any Congressional action is taken on Sarnoff's scheme to get the Government further into the radio field, the entire radio industry ought to be polled to get its reaction.

"The National Broadcasting Company (owned by RCA) is in no sense the 'national' network. It has 160 owned and affiliated stations, while Mutual (which has WGN as the key midwestern station) has 429, all individually owned and directed, and not managed from New York. Mutual is more representative of the American way of broadcasting, and I should like to know what the response of all these stations would be to the Sarnoff proposal."

Mr. Schreiber recalled that last week he was visited by Lloyd Dumas, head of extensive radio and press interests in Adelaide, Australia. Mr. Dumas told Schreiber that in Australia, which has both government and privately owned stations, listener surveys repeatedly show that only 15 per cent of the listening is to official stations and 85 per cent to those in private hands, even though the best frequencies and highest power are held by the Government stations.

Mr. Schreiber said that if the joint broadcasting corporation proposed by Sarnoff were set up, the Government would control it just as tightly as the British Government controls the British Broadcasting Corporation.

"The present short wave broadcasts of the State Department do not reflect the real voice of America", Mr. Schreiber concluded.

A further gain for the new "Voice of America" bill introduced by Representative Mundt was the House Foreign Affairs Committee of which Mr. Mundt is Chairman unanimously approving its passage. This followed an endorsement of the bill by Gen. Dwight D. Eisenhower.

The full Foreign Affairs Committee will consider the bill today (Wed., May 21) with the hope of speedy House action next week so it can become law before the end of this fiscal year.

The House denied funds for continuation of the State Department's "Voice of America" because its Appropriations Committee ruled there was no legislation authorizing the program.

Representative Mundt said he would ask a rule permitting swift action on the bill so the Senate would have time to act before the current appropriation expires and the present program has to be dropped.

The measure reported Tuesday would authorize the State Department to establish an "Office of Information and Educational Exchange" to disseminate public information abroad about the United States, its people, and the principles and objectives of its government.

The subcommittee adopted an amendment providing that "insofar as possible" the State Department would use private agencies in carrying out its informational program.

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#### WFMR SETS FM LIVE-PROGRAM RECORD; BUILD APPLAUSE METER

FM Station WFMR in New Bedford, Massachusetts, believes it has made some sort of record for live talent programs on FM. During the past week WFMR broadcast over 1,500 live performers and over 50 soloists. The occasion was New Bedford's celebration of National Music Week during which almost all the city's music organizations, amateur and professional, were heard. The entire celebration, totaling twenty-one and one-quarter hours was broadcast by WFMR.

WFMR engineers built a special applause meter which was used by the Music Week Committee to determine which type of music was most popular and should be featured in future Music Week celebrations. Readings showed that choral and vocal selections, especially fancy arrangements of old favorites, are by far preferred by New Bedfordites.

The New Bedford Music Week celebration is sponsored by the New Bedford Standard-Times, newspaper affiliate of WFMR and AM stations WNBH and WOCB. The Week brings the city's musical organizations to the largest available auditorium where admission is free. Auditorium seating capacity was reached every night long before program starting time. On one night 3,000 people were turned away from the doors. Four professional dance bands were heard during the week through the cooperation of Local 314 of the AFM.

The program was M-C'd by WNBH's Tom Wertenbaker and WFMR's Ed Merritt and directed by WFMR Manager William R. Hutchins.

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BILL TO BAN CONGRESSMEN'S RADIO LICENSES WOULD HIT SEVERAL

Senator McCarthy (R), of Wisconsin, threw a small-sized bombshell in the hopper Monday by introducing a bill which would prohibit members of Congress or their wives from holding radio station licenses.

Senator McCarthy said:

"I believe it is wrong for members of Congress, who have dealing with the Federal Communications Commission and over whose appropriations they have absolute control, to obtain or seek to obtain radio station licenses.

"Such a member of Congress would have a tremendous advantage over John Q. Public in applying for a license from the FCC."

One of the first Congressmen to be heard from was Representative Alvin E. O'Konski (R), from Senator McCarthy's own State of Wisconsin.

Mr. O'Konski declared that it is "honorable and legal" for a member of Congress to apply for a license.

Senator McCarthy later remarked that he didn't know Representative O'Konski had a petition of file, but added: "If I had known, it would not have had any effect on my introducing the bill."

His bill, Mr. McCarthy asserted, is "not directed at Mr. O'Konski or any other specific individual.

A Senator who along with Ohio associates, has applied for a station in Columbus, Ohio, is no other than John W. Bricker, 1944 Republican candidate for vice-president. He declared he saw no harm in his action.

"I think a man in public life has a right to engage in any legitimate business", he stoutly declared.

He added that it would be just as reasonable to bar a Congressman from farming or any other enterprise. Mr. McCarthy's action, he said, will not halt his plans to press for action by the FCC.

Among those who would be hit if the McCarthy bill became a law would be:

Senator Robert A. Taft (R), of Ohio, whose family owns the Cincinnati Times-Star, which in turn owns WKRC and its FM affiliate in Cincinnati.

Senator Arthur Capper (R), of Kansas, who owns an interest in WIBW, Topeka, and KCKN, Kansas City, Kans.

Representative Howard Ellsworth (R), of Oregon, who owns KRNR at Roseburg, Oregon.

Senator William F. Knowland (R), of California, whose family owns the Oakland (Calif.) Tribune which in turn owns KLX at Oakland.

Former Senator Robert M. LaFollette of Wisconsin, whom Senator McCarthy defeated last November by a narrow margin, has an interest in two Wisconsin stations, WEMP, Milwaukee, and WIBA, Madison.

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### CLEAR CHANNEL HEARINGS POSTPONED UNTIL JULY 7

Acting upon a petition from the Clear Channel Broadcasting Service, the Federal Communications Commission has advanced the date of the clear channel hearings in Washington from June 2 to Monday, July 7th. The Broadcasting Service had asked that the sessions be postponed until Fall, and the FCC compromised by putting the date forward a month. There seems to be a possibility that further concessions may be made later.

The FCC is desirous of finishing up the clear channel hearings in time for the NARBA technical conference at Havana scheduled for November 1st. If the Havana date is changed, it is possible the July 7 hearings may be advanced. The Commission at one time was reported to be ready to O.K. power over 50 KW to some of the clear channel stations in the Rocky Mountain area but not to go along with a blanket boost to all the clears.

The question of daytime sky-wave, which is not recognized under FCC's present rules and standards, has been one of the main grounds on which clear channel stations have fought the licensing of daytime outlets on their frequencies. They have persistently argued that they receive daytime skywave interference from daytime clear-channel grants, and CCBS petitioned earlier for a year's investigation of the subject.

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### "AN ABC OF THE FCC" - GILLINGHAM GIVES ALL THE ANSWERS

"An ABC of the FCC" believed to be the anonymous work of Col. George Gillingham, soldier and literateur and head of the Press Section of the Federal Communication Commission, has now been issued in printed form. It is without doubt the most informative and certainly the briefest publication the FCC has ever put out and is recommended as a refresher course even to those in the broadcasting industry who are already well informed on the subject.

According to the FCC "ABC", it was estimated in late 1946 that there were more than 60,000,000 radio sets in the United States.

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## NAB-ASCAP NEGOTIATIONS REPORTED GOING ALONG SMOOTHLY

The joint committees representing the American Society of Composers, Authors and Publishers and the National Association of Broadcasters, which met in New York last week to consider the reports of three sub-committees which have been at work for the past two months on matters incident to the relations of the Society and the industry, apparently were optimistic with regard to renewing the NAB-ASCAP contract which expires in 1949.

Both President Deems Taylor of ASCAP and Judge Justin Miller of NAB expressed satisfaction with the nature and temper of the discussions. They joined in expressing conviction that continuing discussions will result in an amicable and mutually satisfactory outcome.

Television was also brought up at the New York meeting but nothing was given out as to any possible agreement on this phase of the negotiations.

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## REPUBLICANS MIGHT HAVE HAND IN NAMING NEW FCC CHAIRMAN

If there is anything in the rumor that FCC Chairman Charles R. Denny is to retire and enter law practice in the Fall, it might mean that Republicans may have something to say about his successor. Already they are showing an interest in the reappointment of Commissioner Ray C. Wakefield whose term expires June 30th.

It is well known that Commissioner E. K. Jett would not want the chairmanship and very likely the new Commissioner Commodore E. M. Websters would not. So either in a successor to Wakefield, a Republican, if he is not to be continued on account of his alleged poor party voting record, or the man who would succeed Denny if the latter goes out, the President would be very apt to consult the Republicans to assure a Senate confirmation. In that way the Republicans might easily have a hand in naming a new FCC head.

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## PHILCO ELEVATES GILLIES, V-P IN CHARGE OF RADIO

At their annual meeting in Philadelphia last week, Philco stockholders elected Joseph H. Gillies, Vice-President in Charge of Radio Production, and Robert F. Herr, Vice-President in Charge of the Company's Service Division, to the Board of Directors and re-elected the fifteen present Directors to serve for the ensuing year.

In addition, approval was given to an amendment to the articles of incorporation of the Company which cancelled and extinguished the 620,057 shares of B stock that were outstanding and owned by the Corporation. With this action, the outstanding capital stock of Philco Corporation consists of 100,000 shares of 3-3/4% Series A Preferred Stock and 1,375,143 shares of Common Stock.

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 :::: SCISSORS AND PASTE ::::  
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Fulton Lewis Now In \$6,000 Class; Makes Fault Finding Pay  
 ("Look Magazine")

Fulton Lewis, Jr. has risen to the top of radio as the most dogged fault-finder in the history of the broadcasting business. He has conveyed to a large part of the country the impression that Washington is an unending scene of riotous confusion and political debauchery.

This habit of the Washington radio commentator made him seem a wong-doer up until November 5, 1946, Election Day. It was then discovered that a majority of the voters appeared to share Fulton's views.

Lewis will earn at the rate of \$6,000 per week from radio alone in 1947. If he continues lecturing, another \$20,000 will be added. \* \* \*

Lewis is not an employee of a broadcasting chain. Nor of any big sponsor. He's an independent operator who led in the development of co-operative sponsorship. When last counted, Lewis had 278 sponsors. His program which originates in Washington, from WOL-Mutual, goes out over 337 stations, 90 of them carrying him on a sustaining basis. He is so popular in some communities that he is broadcast twice a day, first "live" and later by transcription.

This complex broadcasting setup was built up by Lewis' business manager, William B. Dolph, former Washington radio-station manager, who had an undying faith that Lewis would catch on. Dolph now handles everything for Lewis, from buying Mrs. Lewis a new mink coat to supervising installation of a sound-proof studio at the farm. Dolph sends Lewis around the country on lecture tours to speak before service clubs, church groups and women's groups. He shows up well on the lecture platform and has added many thousands of regular listeners this way.

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Gives Radio Credit For Wide Distribution Of Good Music  
 (Olin Downes in "New York Times")

The extended tours the New York Philharmonic Orchestra and other musical organizations are making in America are largely due to the effects of radio. It is curious to look back upon the consternation that this agency occasioned when first it began to function on a big scale. It was going to kill not only the records, but the concert life of the country. It was going to give the final touch to the mechanizing and reproduction, at the expense of individual performance of music.

Of course, the precise opposite is what has happened. Radio, with all its shortcomings and artistic debaucheries, has distributed music and the love of significant music as nothing else could have done. The public wants to hear and to see at first hand the individual artists or the famous musical organizations it already has heard over the air. It is estimated that the interest in the concerts of the San Francisco orchestra has been such that its tour will largely finance itself, though the figures are not all in.

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Observes When Television Is On, Radio Is Turned Off  
(Larry Wolters in "Chicago Tribune")

David Sarnoff, long a leader in radio and television, said once "Some day no one will want to listen to a program he can't see." That may be an exaggerated view, for what will pictures add to the Gabriel Heatter show? Nevertheless, it is already a fact that when our favorite television shows are on the air our standard radio is silent.

The biggest draw on television so far as we are concerned, is that incomparable grunt and groan nonsense arranged by Fred Kohler at the Midway and Rainbow arenas on Monday and Wednesday evenings, respectively. On Monday after 9 P.M. we don't mind forgetting about radio and plopping for the "rassling" feature. (We hate to call it wrestling.) On Wednesday we find the choice more difficult.

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Believes Something Definite To Say As Important As "Voice"  
(Walter Lippmann in "Washington Post")

Though money for radio broadcasts and printing is needed so that the voice of America may be heard in foreign lands, our greatest need is to have something definite, clear, and convincing for that voice to say. There would be little opposition in Congress to an appropriation if it were not for the feeling that the men who conduct our propaganda have little to do with the making of our policy, and that the sales department of the Government is, so to speak, writing advertisements about goods for which the production engineers have just begun to make the first blueprints.

As for the customers abroad, they are undoubtedly confused and suspicious, partly no doubt because the rival firm misrepresents us but chiefly because we sound so hot and bothered when, as a great power, they expect us to be cool and definite. Mr. Benton's difficulties with Congress and with the opposition abroad will diminish when his chief, Secretary Marshall, has had time to form and to organize a concrete American program for the settlement of the war.

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U.S. Amateur Contacts Wife's Parents In London  
("Sylvania News")

Bob Palmer, key engineer in the development of the 3D24 transmitting tube is an avid amateur radio fan. His activities on the ten meter band over W2GSN paid off recently when he was able to contact Mrs. Palmer's parents in London. The process took about a year before he was able to locate a British amateur who lived near enough to their residence to permit them to take part in the transatlantic call. Four-year-old Bobby Palmer, who has never seen his grandparents, spoke to them for the first time.

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::: TRADE NOTES :::  
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The inauguration of direct radiotelephone service between Brazil and Holland over the facilities of Companhia Radio Internacional do Brasil, operating affiliate of the International Telephone and Telegraph Corporation, took place last week. It marked the first time that this service has been available between Rio de Janeiro and Amsterdam over the facilities of the I. T. & T. System.

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Canada's publicly owned radio system, the Canadian Broadcasting Corporation, wound up with a deficit of \$70,000 and top officials reported that the 1947-48 deficit would run to \$265,000.

A. B. Dunton, Chairman, and Augustin Frigon, General Manager, told a House of Commons Committee that costs had risen sharply while the annual radio license fee remained at \$2.50. The income from license fees amounted to \$3,910,000 and that from commercial programs was \$1,786,000.

Expenditures totaled \$5,878,000 without any provision for depreciation.

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Net income of Philco Corporation in the first quarter of 1947 totaled \$1,609,754, after provision of \$1,617,900 for Federal and State income taxes and \$1,300,000 for inventory reserves, and was equivalent to \$1.10 per share of common stock after allowing for preferred dividends.

These earnings compare with net income from operations in the fourth quarter of 1946, when no provision was made for inventory reserves, of \$2,072,849 or \$1.44 per share of common stock after preferred dividends.

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Mrs. Ethel M. Baumgardner, 51 years old, wife of Emil Baumgardner, who for the past eight years has been Superintendent for the Radio Corporation of America in the Philippines, died last week in Manila. Mr. Baumgardner was a prisoner of the Japanese until liberated by the American Army Rangers at Cabanatuan, P.I.

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More than 18,000 listeners jammed Madison Square Garden last Saturday evening for a special "Guess Who?" broadcast and gala party. Included in the audience were 300 patients from Army and Navy hospitals in the area. Following the broadcast, seven \$100 bills and a brand new Ford were awarded to lucky listeners. Bert Lahr, Frank Fay, Dorothy and Dick Kollmar, Phil Brito and Luba Malina played "Guess Who?" and visual acts entertained the spectators. Sheffield Farms, sponsors of the program which is heard Saturdays at 7 P.M. over WOR, decided to hire the Garden because 7,771 listeners each won two tickets to a broadcast by identifying a mystery voice.



Establishment of a facsimile newspaper is planned in Springfield, Mass. in the near future. As the labor dispute involving the Springfield newspapers, three mechanical unions and the American Newspaper Guild neared the end of its eighth month, with two of the four struck newspapers back in publication, Harry Bliven, President of Film Group, Inc., industrial motion picture company, said a new corporation was being formed to publish the facsimile newspaper.

Unlike other facsimile newspapers planned in the country, Bliven said, the Springfield paper will be published on a "full-time" basis. The company will put its receivers into homes on a monthly fee basis, Bliven said.

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The City Investing Company of New York has accepted the proposal of the Television Broadcasters' Association, Inc., for immediate installation of television antennae in fourteen apartment houses in the greater New York area, as well as the Westchester, the largest apartment in Washington, D. C., which it controls and operates.

The TBA "Interim Plan", submitted to New York realtors several weeks ago who had banned television antennae, permits tenants living in apartment houses to enjoy a television service if they so desire through the temporary installation of a limited number of conventional dipoles until such time as a master antenna system, capable of feeding a large number of receivers, can be fully developed, tested and installed.

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Some Washington, D. C. department stores were quick to cash in last Saturday with the following notice in their regular advertising:

"See the National Celebrity Golf Tournament on  
Television

Today, beginning at 12:30 P.M.

In Our Appliance Store, Adjoining the Main Building."

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Norman S. McGee, formerly Assistant Vice President of Sales for WXQR, has been appointed Director of Sales for that station. Hugh Kendall Boice will continue in an advisory capacity as Vice-President in Charge of Sales.

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Daniel R. Creato has been appointed General Attorney for the RCA Victor Division, Radio Corporation of America. Mr. Creato was formerly Assistant General Counsel, a position he had occupied since 1943. Mr. Creato, a graduate of the Temple Law School, became associated with the Legal Department of the RCA Manufacturing Company in March, 1935.

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Lord Inverchapel, British Ambassador to the United States, resembles the late Major Bowes.

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