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July 16, 1947

## CAESAR PETRILLO CAME; HE SAW; AND SOME SAY HE CONQUERED

Whether or not J. Caesar Petrillo outsmarted the Congressional Labor Subcommittee which called him to Washington to be spanked, is still a matter of opinion. Unquestionably though the appearance of the little boss of the America Federation of Musicians has accomplished considerable good. Both sides have apparently profited by it. There is to be another session in the latter part of September, as a House Committee member explained, "thus putting Jimmy on probation for 60 days to see if his promises to be a good boy will work out".

One of the "good boy promises" was Petrillo's offering to get together with teachers and school authorities to work out an arrangement covering all disputed points, including broadcasts and recordings by school organizations and the controversial requirement that standby musicians must be hired whenever amateurs participate in radio programs.

Also it was the impression that Petrillo backed down on his feather-bedding demands (hiring of unnecessary standby musicians for network programs) but that he would have been forced to any way if not by the Congressional Committee by the Supreme Court declaring the Lea Act constitutional which is aimed at this practice.

Many seemed to think Petrillo's threats to strike against the networks February 1st and go into the recording business himself December 31st were simply bluffs for an advantage in bargaining for new contracts. Others appeared to believe the gun might be loaded. Only Mr. Petrillo himself seemed to have the answer on this.

There was a distinct impression on the part of those who attended the hearings that the labor leader by his sharp but mostly good natured comeback had cashed in on his trip to Washington and had made friends on the Congressional Committee. At any rate some of his comebacks gave them the best laughs they had had in a long time.

One of these was the sidestepping by Representative Carroll D. Kearns (R), of Pennsylvania, Chairman of the Subcommittee, a professional musician, a member of Petrillo's union, of an invitation to conduct the amateur orchestra July 4 at the Interlochen Music Camp. Petrillo said if Kearns accepted he'd lose his union card. When this matter came up at the hearing and there still seemed to be a possibility of Kearns belatedly accepting (which Kearns said he had intended doing all along), Petrillo said ominously: "I wouldn't advise Mr. Kearns to conduct at Interlochen at this time. I would advise that we talk the thing over."

For the most part the press continued critical, the Washington Post saying:



"Mr. Petrillo represents in effect the displaced persons of a greatly overstocked profession. He is the modern symbol of resistance to technological change on the part of persons who see their jobs evaporating through greater use of recordings, 'canned' broadcasts, movies and juke boxes. \* \* \*

"Mr. Petrillo would answer this dilemma by forcing more widespread employment of musicians through restriction of technological advance. Carried to its extreme, that would mean that no new invention could ever be applied when it meant displacing a worker. Such a practice, which is a form of featherbedding, would soon chill incentive. In Mr. Petrillo's own union is to be found part of the solution. The great majority of AFM members are not full-time musicians. They have come to the realization that there is not enough work to go around for the number of qualified professionals and have adjusted their lives accordingly. They know there is no real security or satisfaction in made work. Mr. Petrillo would earn a great deal more sympathy for the plight of displaced musicians if he sought to ease their transition into other fields instead of merely striving to perpetuate a situation which in reality no longer exists. In this respect, moreover, society has an obligation."

Variety commented in a lighter vein:

"House Labor subcommittee which summoned James Caesar Petrillo to Washington to heap hot coals on his head was eating out of the AFM boss' hand by the second morning of testimony, exchanging verbal bouquets, enjoying his wisecracks, retorts, etc.

"Petrillo, obviously enjoying himself, frequently had the entire audience in an uproar of guffaws. High mark of harmony came after Petrillo, who several times declared 'I'm not a dictator', told the Committee that he and his union intended to abide by the Lea Act.

"Representative Graham Earden (D), N.C., who had jumped on Petrillo lightly in an earlier session, told him: "You know, I'm beginning to think you're a pretty human fellow."

"Petrillo: 'You ought to hear me tell stories in a bar! Have you fellows heard the one about the fleas?'

(Laughter)

"At another point -

"Petrillo: 'While we're talking about it (a proposal to sit down with music educators and U. S. military chiefs to work out bandplaying agreements) why not do the same with President Truman? He plays the piano."

"Rep. Carroll Kearns (R, Pa.): 'We'll employ him as a standby!'"

(Laughter)

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## RCA HIGH COMMAND CHANGES; SARNOFF, CHAIRMAN, DUNLAP, V-P

With the retirement of Lieut. Gen. J. G. Harbord last week as Chairman of the Board of the Radio Corporation of America, Brig. Gen. David Sarnoff was elected Chairman. He will serve as RCA Chairman as well as its President.

At the same meeting Orrin E. Dunlap was elected Vice-President in charge of Advertising and Publicity and Maj. Gen. Harry C. Ingles, USA retired, formerly Chief Signal Officer of the Army, now President of RCA Institutes, was elected a Director of RCA.

General Harbord joined RCA on January 1, 1923 and served as President until his election as Chairman in 1930. While he is relieved from active duty, he has been named Honorary Chairman of the Board and will continue as a member of it. A native of Bloomington, Ill., he joined the Army as an enlisted man in 1889, receiving promotions steadily and played an active part in World War I with General Pershing and President Wilson. He received the rank of Lieutenant General on July 9, 1942.

General Sarnoff, born in Russia in 1891, was brought to America when 9 years old and his first employment was as a messenger boy with the Commercial Cable Company. He later became an office boy for the Marconi Wireless Company and lived to become an intimate friend of Marconi himself.

Young Sarnoff, later a ship's wireless operator, came into national fame as wireless operator at Wanamaker's in New York at the time of the sinking of the Titanic, working for several days without sleep receiving names of those lost and saved.

In World War II, General Sarnoff became a Brigadier General in the Army. Along with Secretary of State Marshall and General Eisenhower, General Sarnoff was largely credited with saving the "Voice of America" having first been consulted on this by President Roosevelt.

Mr. Dunlap became Director of Advertising and Publicity of RCA on January 1, 1944, after serving for four years as Manager of the RCA Department of Information.

Before joining RCA in 1940, Mr. Dunlap was Radio Editor of The New York Times for eighteen years, the Times' first Radio Editor. His association with radio dates to 1912, when he built an amateur wireless station at his home at Niagara Falls, N.Y. He was among the first to become a member of the American Radio Relay League and is a life member of the Veteran Wireless Operators' Association and a senior member of the Institute of Radio Engineers.

Mr. Dunlap, who was chief operator of the Marconi Wireless Telegraph Company of America aboard the S. S. Octorora in 1917, served during World War I as a radio operator in the U. S. Navy,



graduating from the U. S. Naval Radio School at Harvard as one of the three honor men of the class. He was assigned to duty at the Naval radio station NBD, Otter Cliffs, Me., the Navy's principal receiving station during the war and where only the best operators were sent.

After graduation from Colgate University in 1920, Mr. Dunlap attended Harvard Graduate School of Business.

Mr. Dunlap is the author of ten books on radio, including two on advertising, "Advertising by Radio" and "Radio in Advertising". His other volumes are: "Dunlap's Radio Manual", "The Story of Radio", "Talking on the Radio", "The Outlook for Television", "Marconi: His Life and His Wireless", "The Future of Television" (1942 and 1947 editions), "Radio's 100 Men of Science", and "Radar: What Radar Is and How It Works."

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#### FEDERAL TRADE COMMISSION CITES RADIO KITS CONCERN

False and misleading advertising of "radio kits" is charged in a complaint issued by the Federal Trade Commission against Radio Kits, Inc., 120 Cedar Street, New York. The correspondents are engaged in the interstate sale of radio parts assembled in kits.

According to the complaint, the respondents have represented that the kits were designed by one of the leading instructors of the national defense program and by graduate professional engineers; that any individual can build a complete radio from the parts contained in the kits without any assistance provided he follows the diagrams and instructions supplied with them; that the kits contain all the necessary parts for the building of a radio; that the radio sets assembled from the parts will receive the broadcasts of all radios operating on wave length frequencies of from 550 to 1500 kilocycles or 550 to 1600 kilocycles; and that they own, operate or directly and absolutely control a plant where the radio parts sold by them are made.

None of these representations is true, the complaint charges.

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#### ELECTRONICS WENT AHEAD 50 YEARS DURING LAST FIVE

Senator Reed (R), of Kansas, called attention to a remark made by FCC Chairman Denny arguing the need of adequate appropriations that in the science of electronics, 50 years' progress had been made in the last four or five years.

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## KWFT, WICHITA, TEX., SOLD FOR \$700,000; JOE CARRIGAN RETIRING

Joe B. Carrigan of Wichita Falls, Texas, who began back in 1912 as an amateur operator and founded KWFT in that city in 1936, last week sold the station, subject to approval of the Federal Communications Commission, for \$700,000. Purchasers of KWFT, now a CBS outlet on 620 kc., with 5000 watts full time, were Edward H. Rowley and H. J. Griffith, well known motion picture people in that area and Kenyon Brown, Director of Operations of KWFT.

In announcing the sale, Mr. Carrigan said his retirement from radio is upon advice of his physicians. He has been in ill health for several months and proposes to devote his full time to his legal practice in Wichita Falls and Colorado Springs, as well as to his other business interests after his recuperation.

Messrs. Rowley and Griffith would acquire, between them, control of KWFT, holding a majority of the stock of a new corporation, KWFT Incorporated, now in process of formation. Mr. Brown, who became Director of Operations of KWFT last May 1, would hold a substantial minority interest and would become the station's Managing Director. Mr. Brown resigned in March as Vice President and General Manager of KOMA, Oklahoma City, after five years in that post.

Both Messrs. Rowley and Griffith have other recently acquired radio interests and will hold equal amounts in the new KWFT company. Mr. Rowley operates a chain of theaters in Texas and Oklahoma, and Mr. Griffith has theaters in those states as well as in California. Both are interested in KXSA, San Angelo, while Mr. Griffith owns the new KXEP, El Paso. Mr. Griffith also is an applicant for stations in Parsons, Kansas, and Norman, Okla. He, along with Mr. Rowley and others, is interested in pending AM applications for Corpus Christi and Houston.

The \$700,000 figure does not include acquisition of other assets of Wichita Broadcasters, a partnership, which would be retained by Mr. Carrigan and his family. Those include stocks and bonds, oil interests, and quick assets totaling roughly \$225,000. Wichita Broadcasters is owned 25% by Mr. Carrigan, 25% by his wife, 43% by their daughter, Laura Lou, 5% by Dr. P. K. Smith, Wichita Falls physician and Mr. Carrigan's brother-in-law, and 2% by Mr. Carrigan's sister, Mrs. Elizabeth Carrigan Simpson of Boston, Mass.

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Orson Welles, the original man from Mars broadcaster, was quoted as saying he didn't have a thing to do with the flying discs. "Once was enough", he finished.

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## REGULAR SERVICE FOR FACSIMILE BROADCASTING EXPECTED SOON

Cooperative activity by manufacturers, broadcasters, newspaper publishers and others to the Federal Communications Commission and the Commission's attitude towards it indicates that transmission of printed matter and pictures may soon become a regular broadcast service.

At the present time, facsimile broadcasting is on an experimental basis pending the formulation of rules and standards. Several FM stations have from time to time been authorized to experiment with facsimile during hours not devoted to regular broadcasting, and these demonstrations have attracted considerable attention.

Since facsimile transmitters and receivers have a "lock-and-key" relationship, as in television, transmission standards are required so that any facsimile receiver will operate from any facsimile station in its area.

The Radio Technical Planning Board recently submitted proposed transmission standards to the Commission for consideration under Section 3.266 of the Commission's rules which rule provides for facsimile operation by FM broadcast stations. Since there has been a difference of opinion in the development of the proposed standards, however, as to whether both 8.2" and 4.1" scanning lines should be provided at the same line rate of 105 lines per inch, and since there has been a limited amount of experimental operation and demonstrations to indicate public preference, the Commission has requested that further operation and comparisons be conducted. Upon the completion of such tests, it is believed that standards may be adopted promptly.

Other facsimile activity includes a facsimile news service for airplane passengers which has been tested in flight. Radioed press dispatches were printed on an airliner in four columns at the rate of 500 words a minute. Operations by a New York bank were aided through rapid transmission of reproductions of checks and other documents from the bank's downtown central signature file to its uptown headquarters in 57 seconds. By using microwave transmission, facsimile has been relayed from Boston to New York. The Army Air Forces is installing a facsimile system to transmit weather maps over the nation for the information of pilots.

Other possibilities of facsimile invite interesting speculation. For example, there is talk that facsimile may some day be used as an adjunct to the telephone, so that, failing to get an answer, the caller may leave a message which will be found at the phone when the person returns.

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WARNER BROS. AND RCA LAUNCH JOINT LARGE-SCREEN TELE PROGRAM

The RCA Victor Division of the Radio Corporation of America and Warner Bros. Pictures, Inc., have signed a contract for a joint program of research on large-screen television.

Harry M. Warner, President of Warner Bros.; Jack L. Warner, Vice-President in charge of production; and Frank M. Folsom, Executive Vice President of RCA in charge of the RCA Victor Division, made the joint announcement, calling the cooperative arrangement an historic step toward the development of large-screen television in the motion picture industry. The research and experimental program, it is predicted, will be as important as the first tentative efforts to put sound on film more than 20 years ago, they believe.

New types of black-and-white large-screen television equipment have been developed by the RCA Engineering Products Department in its Camden, New Jersey, plant and the first elements of this television equipment will be shipped immediately to the Warner Brothers Burbank Studio. Other components will be supplied later. In addition, RCA will provide technical and research information and the assistance of engineering personnel and field engineers.

Col. Nathan Levinson, head of the Studios' Engineering and Technical Research Staff, will direct the experimental program for Warner's.

Commenting on the joint program, Frank M. Folsom, drew a parallel between Warner Bros. foresight in undertaking this pioneering work and its early achievements with sound film.

"Last year", Mr. Folsom declared, "Warner's celebrated the twentieth anniversary of the birth of sound pictures. I am confident that in 1967 this company will be observing the 20th anniversary of large-screen television in the motion picture industry."

RCA first demonstrated large-screen television at the New Yorker Theatre early in 1941. At that time scenes televised from Madison Square Garden, Ebbett's Field and Camp Upton were projected on a 15 x 20 foot theatre screen.

Intensive laboratory research and development carried on since then by RCA scientists, working on applications of large-screen television for military purposes, has contributed to vast improvements in tubes, electronic circuits, and components, resulting in pictures of excellent quality by comparison with any previously demonstrated.

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## NEW BRITISH TELEVISION STATION

Orders have been placed with Electric and Musical Industries, Ltd., for the supply of the television transmitter and with Marconi's Wireless Telegraph Co., Ltd., for the supply of the sound transmitter for the BBC's second television station, which will be at Birmingham, England, in a great manufacturing centre.

Orders have also been placed with the Marconi Company for the supply of television and sound transmitters for a subsequent station, the location of which remains to be decided in conjunction with the Television Advisory Committee.

The Birmingham Station will relay the London television program and is expected to serve an area round Birmingham of about forty miles radius.

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## WHITE HOUSE IS SILENT REGARDING TELEVISION SET

No comment was forthcoming at the Executive Offices upon a United Press dispatch from Passaic that President Truman is having a television set installed at the White House. In the dispatch a spokesman for the Allan E. Dumont Laboratories, Inc., was quoted as saying that a set, which the President ordered, but which the company said it plans to present as a gift, is to be delivered at the White House by truck immediately.

The company spokesman described the set as having television, an automatic record changer and FM reception, valued at \$1,795.

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## SOUTH AMERICA, EUROPE SEEK 600 LINES PER TELEVISION PICTURE

Television is broadcast from Alexandra Palace in Great Britain on the basis of 405 lines per picture, but orders for television equipment from South America and Europe received by a British firm call for transmitters and receivers which will broadcast on the basis of 600 lines per picture.

"The additional lines can provide a greater degree of definition than is obtainable in Great Britain", the Commerce Department reports. "American companies have offered to supply apparatus in the standard American system of 525 lines per picture.

"The 600-line transmissions, although better than the 405-line, will not equal the definition of the cinema theater, for which it is claimed a 1,000-line picture will be necessary."

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## TWO NEW TELEVISION COLOR PATENTS ARE ASSIGNED TO RCA

Two new color television systems have been patented by Dr. Alfred N. Goldsmith of New York, which he has assigned to the Radio Corporation of America.

The first (No. 2,423,769) comprises the steps of producing an independent series of signals representative of each of a plurality of predetermined primary colors of the object whose image is to be reproduced, producing a further independent series of signals representative only of the visual brightness of the colors of the object and sequentially transmitting all of the produced series of signals.

The other system (No. 2,243,770) is so devised as to produce an independent series of signals representative of each of a predetermined plurality of primary colors of the object whose image is to be reproduced, a further independent series of signals to represent the combined intrinsic brightness of the several colors of the object, simultaneously transmitting the independent series as color signal indicia, transmitting also the combined intrinsic brilliance signals and alternating the two transmissions according to a selected time cycle.

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## SCIENTIFIC RADIO CONFERENCES LARGELY ATTENDED

Maximum attendance marked conferences of radio scientific bodies in Washington. In fact, the joint meeting of the American Section of the International Scientific Radio Union and the Institute of Radio Engineers proved to be the largest such gathering in the history of these meetings, both as to the number of papers and attendance. The variety of subject matter and the scope of the ninety-odd papers presented at the sessions provided further evidence of the expanding horizon of the radio art in the postwar world. For the first time at these meetings, it was necessary to schedule simultaneous sessions. Of 600 registered at the meeting, approximately 150 came from outside the Washington area. The program included papers from Sweden and Canada, as well as the United States.

A Conference on Radio Propagation called by the National Bureau of Standards' Central Radio Propagation Laboratory was attended by about 75 specialists in the various phases of radio propagation. During the conference, sessions were held on the following topics: Ionospheric measurement technics and problems (J. H. Dellinger, Chairman); ionospheric propagation analysis and prediction; physics of the ionosphere; effects of the sun on the ionosphere; cosmic radio noise; and propagation at VHF and higher frequencies.

The status of work in these fields since the war was surveyed and ideas were interchanged on the most desirable lines that should be followed in the future. A number of government, university, and industrial laboratories are occupied in this work. The Conference was conducted by informal discussions and exchange of views, rather than by the presentation of formal papers.

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## RADIO MANUFACTURERS' LEADERS SEE RETURN TO FULL PRODUCTION

Apparently the radio set makers are getting back to normal. Paul V. Galvin, of Chicago, Chairman of the Set Division of the Radio Manufacturers' Association, said:

"The past year has seen a complete change in radio set production as the industry has moved out of a reconversion period, beset by material and component shortages, into a more normal state of free competition in which the industry's output has been at record levels."

Receiving tubes, which were often hard to get in 1946, were in good supply by the end of the first quarter of 1947, retiring Chairman Max F. Falcom of the Tube Division, of Emporium, Pa., and new President of the Radio Manufacturers' Association, reported. A total of 205,000,000 tubes were either produced or sold out of Government surplus during 1946 as compared with 139,000,000 in 1945, and 135,000,000 in 1941, the last prewar year, he said.

Meanwhile, the huge surplus of radio and electronic equipment left over from the war has been screened of the better items and by the withdrawal of other items by the military agencies, Mr. Falcom reported as Chairman of the Surplus Disposal Committee.

While admitting that the movement of surplus had often been slow, Mr. Falcom expressed the opinion that the manufacturer-agent contract system had returned to the government a "substantial portion of its investment". At the same time he pointed out that "many electronic items produced for the war are not usable in commercial markets and should either be salvaged or totally scrapped by the Government."

Former RMA President R. C. Cosgrove, of Cincinnati, in his report concluding three years' service as RMA head, emphasized the return to normalcy of the radio industry and the high rate of production in 1947.

"All of the elements of normality in the radio business are here - very much so", he said, and cited overproduction, unbalanced inventories, and cut prices as indicative of the recent industry trend.

RMA points out that about 15,000,000 radio receivers were produced in 1946 and that the monthly output during the first part of 1947 was higher than in the previous year.

The return of the radio industry to normal competition was not without its casualties, the RMA Credit Committee reported. Twenty-four manufacturers failed during the past fiscal year with liabilities of \$7,844,043 as compared with eight with liabilities of \$4,232,000 in 1945-46, Chairman E. G. Carlson, of Chicago, reported. These included 9 set, 7 amplifier and record player, 6 component, and 2 electric clock manufacturers.

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## FCC ISSUES FIRST POST-WAR FM AND TELEVISION LICENSES

The first FM and television licenses issued by the Federal Communications Commission since the war have been issued to four FM stations and one television station.

The new FM licensees are: WFEL-FM, Onondaga Radio Broadcasting Corp., Syracuse, N.Y.; WIBW-FM, Topeka Broadcasting Association, Inc., Topeka, Kans.; WINC-FM, Richard Field Lewis, Jr., Winchester, Va.; WOPI-FM, Radiophone Broadcasting Station WOPI, Inc., Bristol, Tenn.

These, together with the 48 FM stations which functioned during the war, make a total of 52 FM broadcast stations now licensed. However, 245 FM broadcast stations are actually on the air. The latter include some of the 821 FM stations currently authorized - 636 of which hold construction permits and 195 others with conditional grants. In addition, there are 151 applications for FM broadcast facilities.

The first commercial television station license issued since the war goes to WNET of the National Broadcasting Co., Inc., at New York. This license, however, covers changed facilities for this station which was one of the six commercial television broadcast stations which functioned during the war.

At the present time, there are six licensed television stations, 59 under construction, and 10 pending applications.

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## MRS. DAVID SARNOFF TO MAKE FIRST BROADCAST

Mrs. David Sarnoff, wife of Brig. Gen. David Sarnoff, President and Chairman of the Board of the Radio Corporation of America, will make her first radio appearance on the "Betty Crocker Magazine Of The Air" over ABC on Monday, July 21, at 10:25 A.M., EDT.

Mrs. Sarnoff will answer Life Magazine's recent article on the "American Woman's Dilemma". She will point out many interesting and constructive careers which she considers tailor-made for women over 40 - activities and pursuits which are, in her opinion, within the reach of any intelligent woman, regardless of financial status or whether she lives in an urban or rural area.

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A wide-ranging sales promotion and advertising campaign on RCA Victor portable radios has been launched which is expected to call the attention of about 100 million people to these portable sets this Summer.

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## RADIO EXPORTS TO BOOM IN 1947

During 1946, Radio Receivers came into volume production in the United States for the first time since 1942 and were exported in substantial quantities to most foreign countries, according to George R. Donnelly, Office of International Trade, Department of Commerce.

During the past year, exports of radio receivers, radio receiving tubes, components and accessories reached the second largest volume since this group was separately classified in foreign trade statistics in 1922. Exports of this group totaled \$39,637,427 in 1946 - one-third greater than in the prewar peak year 1937 and almost double the 1939 trade. However, exports were about \$5,000,000 below the all-time record radio export year 1944, when the total was \$44,781,289, including \$32,941,637 of lend-lease exports.

Exports of radio receiving equipment in 1947 will undoubtedly greatly exceed those of 1946. During the first 4 months of 1947 alone, exports totaled \$31,175,055 - more than five times as much as in the corresponding period of 1946 and equaling 85 percent of the total for the entire year 1946. If exports should continue at the same rate for the remaining 8 months, the year's sales abroad would reach the amazing total of \$93,566,000. Although this figure is not expected to be achieved, a record volume of more than \$80,000,000 is practically certain to be attained.

The most important obstacle to the maintenance of the current rate of our exports is the foreign-exchange situation. In 1946, United States goods were purchased by many foreign countries at a much greater rate than was anticipated by their governments, so their dollar reserves are now becoming depleted.

Mr. Donnelly writes at length upon the radio export situation in the Foreign Commerce Weekly published by the Commerce Department in Washington (July 5 issue).

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## FORMER SECRETARY BYRNES BECOMES RADIO STATION STOCKHOLDER

The Federal Communications Commission last week approved a plan by which former Secretary of State James F. Byrnes will become part owner of a radio station in his home town of Spartanburg, S. C. The plan involves a rearrangement of holdings in Spartanburg stations WORD and WORD-FM, and WSPA and WSPA-FM. Mr. Byrnes, now practising law at Spartanburg, will become a 5 per cent stockholder in WORD and WORD-FM in association with Walter J. Brown, his long-time special assistant during Mr. Byrnes' Government service.

Brown, former Washington correspondent, had been connected with WSPA but will leave this station to join Mr. Byrnes.

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 ::: SCISSORS AND PASTE :::  
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Calls "Pay As You See" Ruml Plan For Television  
 ("Indianapolis Star")

Several possibilities and problems come to mind with E. F. McDonald's proposal of pay-as-you-see home entertainment, which is a sort of a Ruml plan for television. Mr. McDonald, President of Zenith Radio, would connect your receiver to the telephone and charge up your entertainment on the telephone bill. This, of course, would do away with sponsored television. You'd pay for your television show as you do for any public entertainment, except that you'd pay for it the first of the month.

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First the idea must get FCC and probably ICC approval. Up to now, radio and television have been licensed according to the quaint notion that the air is free. That doesn't hold with Mr. McDonald's Ruml plan. You get a blurred image free with your television set. But you have to call the telephone operator and get some key frequencies piped in before you can see what's going on. The key frequencies are what you pay for. There is also a ruling in some States that you can't attach "foreign devices" to Mr. Bell's invention

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Those are some of the unsolved problems. But we don't say they can't be solved or that the result would be disastrous. The player piano was supposed to end private study and performance. The movies were supposed to kill the theatre. Radio in turn was going to kill both of these, and such things as phonograph records and baseball to boot. But they all seem to be going strong. So there's probably room for television.

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Nine New TV Stations In Sight  
 (Codel's "Television Digest and FM Reports")

"Television Digest and FM Reports", made a survey among construction permit holders for television stations to determine how soon they expect to begin operation. Here are the results:

Washington Star's WTVW - October; WWET, Baltimore - October; WMAR, Baltimore - December; WGNA, Chicago - October; WEWS, Cleveland - November; WTMJ-TV, Milwaukee - December.

The following indicated they expect to get on the air "sometime this Fall": WFIL-TV, Philadelphia; WBZ-TV, Boston; KCPN, Fort Worth; WTVR, Richmond, Va.

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Render Unto Caesar  
 (Fred Othman in "Washington Daily News")

The way the movie lights were searing the small black eyes of James Caesar Petrillo you'd have thought he was undergoing the third degree.

He was. The House Labor subcommittee used everything on him but a rubber hose. It wouldn't even let him cuss.



"I'll be da--", began the exasperated Little Caesar of the union musicians.

"Ah, ah, Mr. Petrillo", cautioned Rep. Carroll D. Kearns (R., Pa.), the Chairman. "Remember, you're on the air."

The portly Petrillo in sounding the sour note sat down in the beam of three photographic spotlights, planted his two-tone shoes on the carpet and testified he was boss of every professional musician in the United States and Canada. When he says "frog" they jump. So do the recording companies, the radio networks, the movies, the frequency modulation broadcasters and the television people.

Petrillo said the curse of the professional musician is the phonograph record. Juke boxes are bad enough in saloons and in hotels to provide the music for weddings, he said. "But now they bury people to juke boxes", he cried. "Yes, sir", insisted Little Caesar, "Right under the casket they got the juke box."

The Congressmen mentioned complaints from radio stations, mostly about his union insisting on them hiring musicians they don't need.

"By G--", replied Petrillo, checking himself with another glance at the microphones. "The radio don't like our contracts. It makes complaints. So we're contemplating to allow no station to hire musicians and feed any other station."

"You mean to eliminate all chain broadcasting of music?" demanded Rep. Kearns.

"Yes", snapped Caesar. "They're unsatisfied now. So let 'em be satisfied."

"Yes, we'll satisfy 'em", the boss musician continued. "If they want music, let 'em hire musicians to play it and no more of this wire stuff. If they want to hear Mr. Toscanini down in Chattanooga, say, let 'em hire Mr. Toscanini to go down there and play."

He won't allow Hollywood to sell musical films to television, he said, nor will he let the radio folks pipe in music from Europe. One Congressman called him a monopoly in restraint of trade.

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The Night McGuinness Talked To The Whole United States  
(Richard H. Rovere in the "New Yorker")

Peter J. McGuinness, Democratic leader of the section of Brooklyn called Greenpoint, likes making speeches, marching in parades, attending weddings and funerals, and running Kiddies' Day outings. He says that the greatest thrill he ever had came during the 1936 Democratic National Convention in Philadelphia, when Jim Farley asked him to read, over a national hookup, the convention resolution thanking the radio companies for their coverage of the convention. "Sejesus", he says, "I stood up there on the platform with the Vice-President of the United States behind me, and senators, and governors from States that are Democratic, and I talked to the whole United States. I'm telling you, you could just see the sweat run down me back. Right then me whole life passed before me eyes."

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::: TRADE NOTES :::  
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Production of television receivers this year will exceed 250,000 and for 1948 will reach 1,500,000, Dorman Israel, Vice-President of Engineering and Production, Emerson Radio & Phonograph Corporation, predicted addressing a distributors' meeting in New York. Mr. Israel ruled out immediate price reductions for television receivers but said that production techniques are being developed so that the instrument will "inevitably" follow a course similar to that of radio.

Mr. Israel revealed that the company now is experimenting with a projection view model utilizing a three-inch tube with an image 1.8 inches by 2.4 inches. The picture, when projected on a screen should produce a maximum image of 18 x 24 inches. He said that the receiver may be ready to market in six to eight months.

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KPD-FM, NBC outlet in San Francisco, construction permit calls for an antenna height above the terrain 1,220 feet which calls for one of the loftiest towers in the United States. Power will be 45 KW.

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Federal Judge Gunnar Nordbye, of Minneapolis, last week denied the motion of summary judgment made last December by Benny Berger, operator of a chain of theatres in Minnesota and Wisconsin, in the action which had been brought by ASCAP members for infringement of their copyrights.

Berger had alleged that the method by which ASCAP licensed the theatres was a violation of the Sherman Act in restraint of trade. The Court threw the claim out, and upheld ASCAP in all of its contentions.

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Radio stations allocate one-third of their selling expenses to advertising, promotion and publicity, a study made by the National Association of Broadcasters shows.

The study reveals the station's total selling expense is 10.6% of net revenue. Salaries, wages and commissions account for 5.8%; advertising, promotion and publicity 3.6%; and other selling expenses, 1.2%.

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Stating that he had heard many people say "Television isn't radio, it isn't movies, it isn't theatres, it calls for a new technique. It needs instantaniety, spontaniety and a lot of other "eities", Ralph B. Austrian, President, RKO Television Corporation, commented. "I don't believe it. What it needs is a new selling technique coupled with high grade professional showmanship. Movies today offer the lowest cost per hour visual entertainment in the world. You may give your entertainment to the public free, but if it isn't top grade, professional polished and competitive, you will find your public saying, "Let's turn this thing off and go to the movies."

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A new electronic timer, particularly adapted for use with a falling-ball viscosimeter in the study of the rapidly changing viscosity of an opaque fluid, has been designed by P. J. Franklin of the National Bureau of Standards. The device consists of pulse-sharpening and trigger circuits, and the passage of the ball through two coils around the viscosimeter tube is used to trigger a radio-frequency oscillator, starting and stopping a timing device.

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Daylight saving time for Washington, D. C. was recommended last week by the Senate District Committee. The Committee approved and forwarded to the Senate the bill of Senator J. Howard McGrath (D., R.I.) to make daylight saving time an annual event in Washington.

McGrath led the fight to get daylight saving time for Washington this Summer. the present law, however, is good for this year only.

The Senate District group endorsed the plan by a unanimous voice vote.

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A new parts-packaging program affecting some 33,000 radio phonograph, television and miscellaneous parts and products comprising the entire line of the Renewal Sales Section of the RCA Tube Department has just been completed.

In addition to aiding customer identification, the bright, familiar colors of the new packages are attractive saleswise, in contrast to the old concept that plain "utility" cartons are good enough for the spare parts shelves.

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Made recently by telephoning over 500 known set owners in the New York City area, while a WCBS-TV was televising the ball game between the Brooklyn Dodgers and the Chicago Cubs, a CBS-Hooper survey found that:

1. More than six persons per home set watch sports television on WCBS-TV.
  2. Of those watching the telecast, three out of four could identify the sponsor - Ford Motor Company.
  3. Sets tuned for the game that night had an average audience of 6.26 persons, including 3.74 men, 1.52 women and 1.0 children. This compares with 2.5 persons per set who listen to radio.
  4. Television sets-in-use were 54.5 per cent, more than double the Hooper-June evening average of 23.0 per cent for radio sets-in-use.
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An excited caller reported that a flying disc had become "tangled in the television tower" of Station WNBW in Washington at the Wardman Park Hotel. A quick check with NBC's television staff turned up the information that there is a large black disk at the 210 foot level of the tower, but it didn't fly there. It is simply a "radio microwave receiving dish" a black saucer-shaped disc, six feet across, used to pick up high frequency television signals.

The dish was mounted on the tower this week-end, and a similar appearing one is atop the National Gallery of Art in downtown Washington. The disc on the Art Gallery is a transmitting antenna to be used in sending a special television program from the National Gallery to the Wardman Park Tower where it was broadcast last Saturday night.