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July 23, 1947

## "VOICE OF AMERICA" IS ADJOURNMENT ISSUE; BENTON OUT SOON?

Those fighting to put the "Voice of America" on a permanent basis through the eleventh hour passage of the Mundt bill were heartened when Senator Arthur Vandenberg (R), of Michigan, Chairman of the Senate Foreign Relations Committee said he would try to push the amended bill through before Congress adjourns.

Decision to press for action in the few remaining days of this session increased the belief that Assistant Secretary of State Benton, in charge of the Office of Information and Cultural Affairs, would resign early in the Fall. From the start, Secretary Benton has apparently been regarded as a sort of a "bull in a china shop" on Capitol Hill.

When Secretary of State Marshall made a final plea to the Senate Appropriations Committee for an additional 3 million dollars for the program, he was told that Benton was the real stumbling block.

The members of the Appropriations group bluntly said to the Secretary that Benton would have to go if the department hoped to persuade Congress to be more generous.

The Senate Foreign Relations Committee last week approved an amended version of the House-passed Mundt bill giving the Office of Information and Cultural Affairs permanent legislative standing.

The Committee recommended that \$100,000 be appropriated for a joint Congressional investigation of the entire program. Under the terms of the amendment a joint committee of five Senators and five Representatives would be created to study "Government information programs", with a directive to report to Congress by February 1.

The comparatively large sum suggested for the investigation, \$100,000, would be needed for travel expenses in first-hand on-the-spot inquiries into America's information centers in Europe, Asia and the Middle East.

An accusing finger was pointed at Senator Taft (R), of Ohio, as trying to prevent the bill's passage. Says the Washington Post:

"Senator Taft is conducting a one-man blockade to thwart the Mundt bill which would give legislative sanction to the State Department foreign information program. Surely this doesn't make much sense. He cannot prevent the Voice of America from continuing. That is already assured, at least on a limited scale, by a rider on the State Department appropriation bill. What he can do, however, is to doom the program to the status of a bastard child. The situation now is exactly the same as it was last year at this time - except that there is far greater need for the program and less money to meet the need.

"We hope that Senator Taft will be persuaded to relax his stubbornness. Whatever his own views, he ought to have enough respect for the opinions of his colleagues to allow the Mundt bill to come to a vote. Anything less is a pernicious abuse of democratic procedure. Furthermore, it is just plain bad business not to take this small precaution to protect our tremendous investment in public opinion throughout the world."

Earlier the Senate's Republican leadership had determined to rest this session on the \$12,400,000 Congress voted in the State Department appropriation bill for the information and "Voice of America" program continuance for one year.

The Congressional cut of funds for the State Department information service and "Voice of America" from the budget estimate of 31 million dollars to \$12,400,000 meant that nearly half of this country's information officers had to come home.

Gen. David Sarnoff, Chairman of the Radio Corporation of America in an address at Princeton in 1946, estimated that the broadcasting job alone would require almost twice as much money as the \$12,400,000 ear-marked for the entire program. Said he:

"The cost of doing this job effectively is quite likely to be \$20,000,000 a year. This figure is less than the amount spent yearly and individually by the British and the Russians. Indeed, as time goes on, the United States may find it necessary to raise this figure substantially, if we are to match their world coverage."

There is now available in printed form "Problems of International Broadcasting" and "Proposals made for their solution", telling of General Sarnoff's efforts to strengthen the "Voice of America" which began in 1938 with a conference he had with President Roosevelt in the White House.

If Congress acts favorably now on the Mundt Bill, the way will be open to seek a deficiency appropriation later if the world situation remains such that the State Department has to expand its services.

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#### NEW BBC HEAD IS HOUSING AUTHORITY

Lord Simon of Wythenshawe new Chairman and Governor of the British Broadcasting Corporation is well known as an authority on housing, and has written numerous works on housing and slum-clearance. He was Lord Mayor of Manchester in 1921, and entered Parliament two years later as Liberal Member for the Withington Division. He joined the Labour Party last year. He is Chairman of the Council of Manchester University.

Nothing is said about Lord Simon's past experience, if any, in the broadcasting field. Lord Simon (formerly Sir Ernest Simon) succeeds Lord Inman, who resigned the BBC chairmanship to accept the Cabinet post of Lord Privy Seal in H.M. Government.

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## MACKAY RADIO HITS FCC OFFERING RCA 6 OF 8 OVERSEAS ROUTES

Mackay Radio isn't happy over the proposal of the Federal Communications Commission to award RCA Communications six of eight overseas radio telegraph circuits arranged for under the Anglo-American Bermuda Agreement. Furthermore, in launching a vigorous attack against the proposal Mackay calls attention to the fact that though hearings in the case were concluded in August 1946, it wasn't until ten months later, June 1947, one day after receipt at the FCC of a petition from Mackay to reopen the proceedings to receive new evidence that the Communications Commission issued its proposed report. At the same time oral arguments on the report were scheduled to be held before the Commission Friday, August 8th.

The report proposed to grant RCA Communications authority to operate circuits on a regular basis with Australia, New Zealand, India, Greece, Palestine and the Union of South Africa. Mackay would be authorized to serve Saudi Arabia, and Tropical Radio to take care of Jamaica.

Chairman Denny and Commissioner E. K. Jett dissented from the conclusions saying there should be more of a distribution of the circuits between RCA Communications and Mackay.

In a 50-page statement of exceptions submitted by Mackay's Vice-President and General Attorney James A. Kennedy, and Assistant General Attorneys John F. Gibbons and John A. Hartman, Jr., they strongly objected "to the lack of basic findings in the Proposed Report and to the attempt, by comparing the relative progress in the execution of its modernization plans with those of RCAC, to draw implications unfavorable to Mackay."

Excepting to the statement in the Proposed Report, as a consideration in determining the comparative qualifications of the carriers, that between April 15, 1946, when hearings in the proceeding were commenced, and August 26, 1946, when hearings were concluded, RCAC made more extensive progress than did Mackay in the realization of their respective plans, Mackay representatives took the position that "the Proposed Report assumes, without so finding, that it was both technically and economically sound for RCAC to plunge headlong into and pursue with accelerated speed the program upon which it had launched, and further assumes, without so finding, that it would be technically and economically sound for Mackay to have done likewise."

Attorney Kennedy and his associates pointed out that whereas Mackay expressed ability and willingness to provide non-telegraphic services such as radiophoto and program transmission services, whenever and wherever the need therefor existed, the Proposed Report placed emphasis upon RCAC's readiness for services of this character. However, in the proposed grant of the Kingston, Jamaica circuit to Tropical Radio, the Proposed Report, while noting Tropical Radio's present lack of equipment for such services, point-

ed out further that program transmission service by the American Telephone and Telegraph Company was available. Yet, the Commission, in dealing with the possibility of program transmission requirements with Australia, New Zealand, India and South Africa, (as to which the Bermuda Agreement is silent), ignored the program transmission services furnished to those countries by the A. T. & T., although the fact that such services are available to Jamaica was weighed as a factor in the award of the Jamaica circuit to Tropical."

Final objections to the RCA proposed award were:

- a. The "findings" upon which this conclusion is based consists solely of reiteration of the claims, allegations and contentions of the parties, or the absence thereof, without Commission determination concerning the merits of such claims, allegations and contentions, and do not constitute proper findings upon which the conclusion reached can be based.
- b. This conclusion is based primarily upon engineering considerations for which the record does not contain adequate evidentiary support and concerning which the Commission has made no findings.
- c. This conclusion virtually prescribes standards of engineering practice and the institution of certain specialized services as conditions precedent to future grants of authorization to operate in the international radiotelegraph field, although the Commission has conducted no technical studies or investigations to determine whether such standards and services are in the public interest.
- d. The sole purpose of this proceeding was to give effect to the terms of the Bermuda Agreement for the establishment of radiotelegraph circuits to the points involved in such Agreement, and the Agreement sets forth no engineering, operating or service criteria as prerequisites to govern the operation of the several circuits.

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#### "HUCKSTERS" MOVIE "SCRUBBED UP AND POLISHED"

Apparently the moving picture version of the "Hucksters" deals more gently with the broadcasting industry than the book.

Bosley Crowther, screen critic of the New York Times, writes, in part, (July 18):

"Not to prolong your anxiety, let's get it said right off that the film versions of 'The Hucksters', which came to the Capitol yesterday, is a considerable re-write of the original, scrubbed and

polished with Beautee soap. Virtually all of the coarseness which was in Frederic Wakeman's dubious book has been neatly eliminated and replaced by a wholesome romance. Much of the sting in the satire of the radio business, which was the novel's singular charm, has been tempered into farce comedy. And the role of Victor Norman has been built up.

"That being clearly recorded and the implications absorbed, we can now go ahead and tell you that the film is amusing - but too long. And we can also carefully warn you that, unless you like Clark Gable very much, you are going to find him monotonous in this hour-and-fifty-five-minute film."

Richard L. Coe wrote in the Washington Post, July 19:

"In 'The Hucksters' the Sleepy Giant of the Arts lectures the Chattering Magpie of Science on how to behave in public. When it sticks to this idea of the movies telling off radio, the Palace's new film is deliciously ironic.

"Expensively scrubbed for the movie public, Frederic Wakeman's widely-read yarn now has a surprising quality of childlike innocence. When it is spoofing radio commercials and that titan of eccentric sponsors, Evan Llewellyn Evans, or when it is solemnly telling radio to mend its airways else the public will snap it off, as it does in a boyishly sincere letter dictated by Clark Gable, it is extremely - and often unconsciously - funny. It has the aplomb of a child telling a story he doesn't quite understand, but which he suspects is pretty good.

"You feel this because the film insists on subordinating the satire, which was the essential of the book, to True Love and its purgative effect on our base natures. True, the book is no unalterable classic and it ran downhill after its broadsides against radio were spent, but in adapting it for the screen, Metro has loaded it down with the very thing which makes one most despair about movies in general, Romance."

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#### NEW ASSOCIATION TO EXPORT ELECTRICAL APPARATUS

Electrical Manufacturers' Export Association has filed papers under the Export Trade Act (Webb-Pomerene Law) with the Federal Trade Commission for exporting electrical apparatus. The Association will maintain offices at 70 Pine St., New York.

Officers of the Association are W. E. Goodman, Chairman; J. R. McFarlin, Vice Chairman; Merritt C. Barrell, Executive Secretary; and Duane E. Akins, Roger A. Black, Edward F. Callahan, Robert A. Currie, W. E. Goodman, E. F. Hartert and J. R. McFarlin, members of the Board of Governors.

Members of the Association are Electric Service Manufacturing Co., Philadelphia; Goodman Manufacturing Co., Chicago; International General Electric Co., Inc., New York; Westinghouse Electric International Co., New York; Jeffrey Manufacturing Co., Columbus, Ohio; Ohio Brass Co., Mansfield, Ohio; and Line Material Co., Milwaukee, Wis.

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## HALF YEAR RADIO SET OUTPUT HIGH; FM, TV ABOVE 1946 TOTALS

A total of 8,610,644 radio and television receivers were produced by RMA member-companies during the first six months of 1947 despite a seasonal slack in June with FM-AM and television sets showing the greatest gains over 1946, the Radio Manufacturers' Association reported.

More television receivers were produced in June alone than in the entire year 1946, while the half year's output of FM-AM receivers was two and a half times that of the previous year.

June's record output of 11,484 television receivers brought the half year's total to 46,389 as compared with 6,476 in the whole of 1946.

A total of 445,563 FM-AM receivers were produced by RMA member-companies during the first six months of 1947 as compared with 181,435 in 1946. June's output, however, declined along with the entire set production below the two previous months. FM-AM receivers manufactured in June numbered 76,624 as compared with 84,507 in May.

However, total June set production dropped to 1,213,142 in an expected seasonal decline as compared with 1,316,373 in May.

The proportion of FM-AM receivers to the total set production rose from 1.4 to more than 5 percent during the first half of 1947. An RMA survey last Spring indicated that total FM-AM set production in 1947 would run between 1.8 and 2.1 million this year, rising sharply during the last half of the year.

Of the 46,389 television receivers produced in the past six months, 32,769 were table models, 9,229 were consoles, 3,517 were radio-phonograph combination models, and 874 were converters.

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## FCC PROSECUTES ILLEGAL RADIO OPERATORS

Three men who resorted to radio transmission in an effort to beat the horseraces, only to be apprehended by Federal Communications Commission field agents, have been sentenced for violating the Communications Act which prohibits illegal radio operation.

In Florida, John A. Campbell was convicted by a Federal court jury of transmitting without a license and received a sentence of six months in jail and a fine of \$500, but appealed. He figured in the Hialeah racetrack case of last March in which transmitting apparatus relayed tips to distant bettors.

In California, Edgar M. Smith and Kenneth McCrea were each fined \$500 and placed on probation for a period of five years. They were taken into custody at the Santa Anita track, also in March, in connection with the operation of a transmitter concealed beneath clothing in a like effort to "beat the bookies". The Commission has taken steps to suspend the commercial radio operator licenses held by both of these men.

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NICHOLAS, FARNSWORTH, RAPS; BONFIG, ZENITH, DEFENDS, PHONE TV

There was a spirited exchange this week between E. A. Nicholas, President of the Farnsworth Television and Radio Corporation and H. C. Bonfig, Vice-President of Zenith over the latter company's proposed "pay-as-you-see" system of receiving television broadcasts over the telephone instead of by radio.

Addressing a national convention of Farnsworth distributors in Chicago, Mr. Nicholas said, "The American people are accustomed to the radio way. They expect to turn on their receivers as they choose, and to enjoy any program they choose.

"They do not pay a tax; they drop no nickels in slots; they receive no bills from anyone. They expect the same of television, and they are going to get the same of television."

Mr. Nicholas labeled proposers of the system which would require set owners to pay for part of their television entertainment "chronic doubters who have constantly sought to talk down television progress."

"If such a system were technically possible on a national scale - which few agree that it is - who would hold this dictatorial power over your reception?" Mr. Nicholas went on to say. "What manner of giant monopoly would this create?"

Mr. Nicholas saw a pay-for-your-program system as giving the set owner less for the price of his receiver.

"After paying for his receiver", Mr. Nicholas said, "the owner would have to pay again and again to use it. His cost would be a continuing cost, unless he were content to receive only those programs which the broadcasters felt obliged to give him free of charge." \* \* \* \*

"Advertisers are showing their confidence in the American way of television", he said. "Sixty-two advertisers, including many of the nation's largest companies, are now sponsoring television programs. Only a short month ago that number was 46. So we have had an increase of 16 in 30 days - or 33 per cent.

"And during the same time there was a seasonal decline in sponsorship of regular radio programs. Does this sound as if we need a new system whereby the set owner buys his program?"

"Scoffing at predictions that pay-as-you-see service would slow down development of television, Mr. Bonfig said Zenith development of a pay-as-you-see-system was the one thing needed to lift television from the doldrums in which it has languished for many years.\* \* \*

"Phone vision", Mr. Bonfig said, "instead of competing with ordinary television, is an added service of great value to

both the public and the television industry. Phone vision sets will receive all television programs broadcast in the conventional manner, just like any other receiver."

Mr. Bonfig stated that public response to the announcement of phone vision had been terrific. "We received thousands of telephone calls", he said, "from people who wanted this new service now. The Illinois Bell Telephone Company and Commonwealth Edison were likewise swamped with similar calls. The public has already demonstrated that it is willing and eager to pay for finer television programming than can be presented by advertisers."

Mr. Bonfig said that the only really popular television programs available today are sports events. New movies are unavailable for television he said because their production costs, in some cases exceeding one million dollars per hour, put them beyond reach of advertisers.

Phone vision, he said, by presenting these costly entertainment features in addition to ordinary television, will greatly stimulate the sale of sets, and in turn aid the development of ordinary television. He pointed out that Zenith stands ready to license any qualified manufacturer to produce phone vision receivers, and said that interest in the industry is keen.

"The public will insist on phone vision", he stated, "because it will bring them two great television services instead of just one."

An editorial in the New York Times (July 23) entitled, "Pay As You See" reads in part:

"There is no technical difficulty in carrying out the idea of receiving on the telephone set in the living room some frequencies which come directly through the ether from the transmitting station and others by wire at apriice. The proposal is ingenious. You pay only for what you want to see and not for a 'commercial' that annoys because it is wedged in just when the heroine of a melodrama is about to face death. \* \* \* \*

"Commander McDonald rightly points out that television could be paid for just as we pay for telephoning. Hollywood's experience is here enlightening. Translated into terms of running time, a film play may cost from \$1,500 to \$40,000 a minute, with \$1,500 representing about the worst that the public will tolerate.

"If we are to have every day a new full length television comedy or tragedy lasting an hour and a half (British experience indicates that 'shorts' are not so popular) the studios will incur a staggering outlay. Whole acres must be given over to 'lots' on which half a dozen companies are rehearsing for coming productions. An army of artisans must be kept busy preparing sets. Even at the average rate of only \$15,000 a minute the director must reckon with an expenditure of about a million if each day only a single full-

length play is to be presented with the opulence to which we are accustomed. And if each of the twelve channels assigned by the Federal Communications Commission to television transmits plays for six hours a day the outlay is terrifying. Commander McDonald's estimated \$10,000,000 a year seems much too modest. But whether or not he has solved the biggest problem in television he has given the telephone and broadcasting companies something to think about."

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#### A.T. & T. WITHDRAWS COAXIAL TV RATE BID; REVISION DOWNWARD SEEN

As had been anticipated because of complaints from the industry that they were too high, the American Telephone & Telegraph Company last Monday, July 21, withdrew schedules for proposed rates for intercity coaxial cable television program transmission services which were to have become effective August 1st. The withdrawal notice to the Commission gave no reason for the action, but said the action was taken "without prejudice" to the filing of new schedules at a later date.

It seemed to be the opinion at the Federal Communications Commission that the forthcoming rate proposals would be considerably lower than those first proposed. Allen E. Dumont, the Television Broadcasters' Association, and others have filed objections to the rates originally proposed by A. T. & T.

A. T. & T.'s coaxial cable has been used for some time for relaying television broadcasts between New York and Washington, D.C. the service being provided by A. T. & T. without charge while the operation was on an experimental basis. The coaxial cable is an underground multiple cable capable of carrying numerous telephone conversations and television relays in two directions simultaneously.

In New York, a statement by the company said the action in withdrawing the proposed tariffs was taken to "permit further studies of the technical problems".

Present experimental television service over the New York-Washington coaxial cable "will be continued until final tariffs are filed", the company said.

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#### RALPH ATLASS CHI STATION BIZ UP 15%; TIME SALES 21%

Revenue of WIND, Chicago, independent station, which Ralph L. Atlass heads, has shown a marked increase of 15.2% for the first six months of 1947 over the same period in 1946, with time sales currently running at increased rate of 21.3%, it has been announced by John Carey, station sales manager.

Commenting on figures, Mr. Carey stated that trend in commercial copy is toward pre-war, hard merchandise selling and that advertisers are watching expenditures with increasing care.

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## WTOP-CBS WASHINGTON, D.C. OUTLET JOINS FM PARADE

Station WTOP, Washington outlet for the Columbia Broadcasting System, was granted a permit for an FM station in the Capital, Carl Burkland, Station Manager, said this week. Mr. Burkland added that station engineers will soon begin engineering experiments with mobile equipment to determine the location of the transmitter.

The authorization brings the number granted in the District to 12 - the total set aside for Washington by the Federal Communications Commission. Five FM stations are now on the air.

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## HOUSE VOTES TO DISCONTINUE RADIO INSTALLMENT BUYING CURBS

The House voted yesterday, the 22nd, to strip the Administration of all authority to control installment buying. The measure proposed to end immediately the restraints on credit purchases of such things as automobiles, refrigerators and radios.

The Senate had approved a bill to continue the controls in modified form to December 31st, but the House rejected this and sent its own measure to the Senate.

The controls require one-third down payments, with installments running no more than 15 months.

Since President Truman has advised Congress he will lift the controls imposed in wartime - unless Congress gives him peacetime authority - Tuesday's House action pointed directly toward an early end of all installment-buying regulations.

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## C. & O. APPLIES FOR TRAIN RADIO TELEPHONES

The Chesapeake & Ohio Railway Co. on Tuesday filed the first application with the Federal Communications Commission for authority to set up public toll telephone service on its moving trains. The railroad said it plans to inaugurate the service on two trains between Washington and Cincinnati, Ohio. The plan involves construction by the railroad of its own telephone lines along the right of way.

The C. & O. proposes to set up these telephone lines parallel to its tracks. Conversations will involve a 30-foot radio span between the side of the car and the telephone wires. For outgoing calls, passengers will dial the operator, and the call signal, picked up by the telephone wires, will be received at the nearest regular telephone exchange. Incoming calls will be relayed through booster stations to be established along the right of way.

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FM ASSN. OBJECTS TO FCC CALLING AM STATIONS "STANDARD"

Objection to use by the Federal Communications Commission of the term "standard" when reference is made to AM radio stations was made in a letter from J. N. Bailey, Executive Director of the FM Association to the Federal Communications Commission.

"In view of the definite superiority from an engineering standpoint of FM broadcast service", Mr. Bailey wrote, "and based upon FM's present growth, it is apparent that the number of stations in operation in the FM band shortly will equal and soon will exceed the number licensed in the AM band."

"Thus it appears", he continued, "that FM will become the accepted system of broadcasting and AM will eventually become obsolete. Inasmuch as the term 'standard' is applied to that which is accepted generally by the public, and since the present trend indicates that within a comparatively short space of time FM will become the accepted method of broadcasting, the FM Association objects to the terminology in the proposed Commission forms insofar as these forms identify AM broadcasting as 'standard'. As an alternative, we respectfully submit that the forms should designate AM as 'AM (amplitude modulation)'."

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ZENITH REPORTS PROFIT; BRICKBAT FOR OPA

The Zenith Radio Corporation and its subsidiaries are operating in the black in the first three months of the fiscal year that began on May 1.

"A year ago we were running into substantial losses on production of automobile radios, resulting in a net loss of \$649,649 for the six months ended October 31, 1936", E. F. McDonald, President, declared. "At one time we were losing \$5 to \$6 on every car radio we delivered. As soon as OPA went out of business we were able to raise our prices 25 per cent with no complaints."

He explained that the company continued to produce automobile radios at a loss because Zenith was the only supplier for Ford, Lincoln, Nash, Hudson and Willys. He told shareholders to consider the good-will the company had been able to build up with these manufacturers and added: "The automobile business is one where saturation will never be reached. It insures us a good car radio market. We have had to refuse the car radio business offered by such other companies as Packard, Chrysler, Kaiser-Frazer and DiamondT and International Harvester trucks."

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CHICAGO TRIBUNE THANKS WORLD PRESS IN FIRST NET FACSIMILE

A message of thanks to the press of the world extended by the Chicago Tribune last week read:

"More than 10 million readers in 46 countries and territories outside the United States got a look at the front page of the Centennial issue of the Chicago Tribune at almost the same hour Chicagoans pored over this newspaper's 100th birthday number.

"This almost instantaneous dissemination was made possible by twin milestones in world journalistic history. First was the international cooperation of 80 leading newspapers in 52 capitals and principal cities of foreign nations and American territories, 56 of which already are known to have reproduced the Tribune's Page One.

"Second was the unique feat of news transmission created to commemorate the Tribune's 100th birthday - the first international news-facsimile network in history. By wirephoto and telephoto networks, and by radio facsimile from New York and San Francisco stations, the reproduction of the Tribune's front page was flashed across the country and throughout the world."

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PROTEST CANADIAN BAN ON NEWSPAPER RADIO LICENSES

Following a recent report by the Canadian Broadcasting Commission that no more licenses would be issued to newspapers, the Canadian Daily Newspapers Association presented a brief to the Radio Committee of the House of Commons which held that it was essential that this discrimination be removed because of the imminent introduction of facsimile which may make it necessary for newspapers to own radio stations to stay in business.

"This ruling is not by virtue of any provision in any statute or regulation dealing with broadcasting", said the brief. "It is an arbitrary decision of the governors which is unwarranted, unfair and contrary to the public interest."

The brief went on:

"If radio licenses are refused to newspapers on the grounds that monopolies must be avoided at all cost, the very possible, if not the probable, result will be a monopoly of news in the hands of people without the standards and the experience of newspaper publishers, and the disappearance of the press as we know it today, with all that may mean not only in injury to the public interest, but in the loss of millions of dollars of capital investment, millions of dollars of taxable revenue and thousands of jobs."

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 ::: SCISSORS AND PASTE :::  
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Press Must Act Quickly For Newsgathering Frequencies  
 (Jeremiah Courtney, Washington Attorney, Formerly with  
 FCC, writing in "Editor and Publisher")

Broadened use of radio now available for news gathering furnishes another proof of the old adage that it's an ill wind that blows no good. For 25 years progress in radio research was crowded into the war years, according to Commissioner E. K. Jett of the Federal Communications Commission, formerly the agency's Chief Engineer. And, as a result, there are radio frequencies available for non-broadcast use today that might not have been tapped for many years to come.

Not the least of the beneficiaries of this wartime research are the newspapers and press associations. For these organizations today have a supply of frequencies that may be used for two-way radio communications between the editor's desk and the reporter's car, four of these frequencies being located in the choice portion of the radio spectrum between 152-162 megacycles and ideally suited for communications of 15-20 miles coverage in metropolitan areas.

\* \* \* \* \*

Although the rapid growth in use of two-way radio by the newspaper industry is foreordained under the broadened scope of communication now permitted, nevertheless a word of warning may not be amiss. If newspapers and press associations are to keep the frequencies now available for their purposes, there is little time to be lost. Unless two-way radio is used for newspaper and press association work, the FCC cannot be expected to reserve frequencies in the crowded spectrum for a service that does not demonstrate its needs and the contributions made, through use to the public interest, which is the touchstone of all frequency allocations.

An ever increasing group of interests is discovering the efficiency and economy of two-way radio and the demand for frequencies is now far in excess of the supply for certain categories of users. Unless newspaper and press association begin to use radio on a much more extensive basis than formerly, they may in time find themselves precluded from such use in consequence of the rigorous competition for frequencies now prevailing.

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The Man Behind Television By Telephone  
 (From an article "Two Fisted Dreamer" by Ted Leitzell in  
 the "American Weekly" of July 13th)

Gene McDonald has won another fight. The two-fisted dreamer who gained a decision over a balky machine shop file at the cost of a pair of blistered hands, when he was 16 has just subdued television, problem child of radio and is ready to bring it into America's living room wearing its company manners. Which means first-run movies, Broadway plays and - no commercials.

McDonald, who has fought monopolies, bureaucracies, physical handicaps and the elements while climbing from machinist's

apprentice to the presidency of the Zenith Radio Corporation with a personal fortune of millions, never did feel pessimistic about television, or its future.

Years ago he summed up the situation:

"Televisionaries think we can pay for television the same way we paid for radio. They are wrong. The public will demand programs equal to the movies in entertainment value, and that will cost more money than advertisers can afford to pay. Until they get it, television will be a colossal flop."

But the televisionaries went ahead anyway, several times. Each time their boomlets flopped. After each collapse McDonald said:

"There's nothing wrong with television that money won't cure."

Well, then, he reasoned, why not let the consumer pay for it? Mr. and Mrs. Citizen pay to see movies at the theatre. Let them pay to see similar entertainment in their living room. \* \* \* \*

Cost of the service is added to his telephone bill at the end of the month. \* \* \*

Those who own phone vision sets but are unwilling to pay for the key signal service will still be able to see things on their screens, but the distorted masses on view won't be comprehensible. They will, however, be able to see all of the free television programs that are regularly broadcast.

With the consumer footing the bill, instead of the sponsor, commercials will be unnecessary.

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### Possibility Of Home TV Hurting Movie Theatres Seen ("Variety")

Television might some day take acut out of the gate receipts of sports events and film theatres, if the type of crowds watching baseball games, fights and other events on tele screens in New York neighborhood bars is any indication.

Survey conducted this week by Variety reveals that the majority of lookers in the neighborhood cafes are regular customers who spend their evenings before the screens in their favorite bars. Fact that many of these are young couples who would almost certainly attend a nabe filmery otherwise shows how tele has caught on to the potential detriment of nabe box offices. And statements by inveterate sports addicts to the effect that they'd much rather watch a ball game in the cool comfort of a bar, where they can sip a few beers inexpensively, rather than buck the crowds to pay admission at the gate, indicates that sports promoters also feel tele's bite.

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During the recent eclipse of the sun, the Argentine Naval Communications Service conducted experiments with the cooperation of Argentine amateur radio operators to determine the effects of sunlight on radio waves in the ionosphere. The results of the experiments have not been announced. The experiments were to consist of transmitting radio waves both across and within the shadow of the eclipse in order to study the differences in reception caused by the absence of sunlight in the ionosphere.

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 :::: TRADE NOTES ::::  
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The four networks will seek to arrange duplication of network AM musical programs on FM radio stations, network representatives reported to the Employee-Employer Relations Committee Monday. The latter Committee, holding sessions at NAB headquarters in Washington on labor legislation, endorsed the report of the networks by resolution and urged them to proceed with the plan "as quickly as possible".

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 Cody Pfanstiehl, formerly of the publicity staff of Warner Brothers Theatres in Washington, D. C., becomes Director of Press Information for WTOP-CBS, succeeding Carl Gebhur who moves to the Sales Department under Maurice E. Mitchell.

A member of the Press Relations staff at the University of Chicago before the war, Mr. Pfanstiehl served four years in the Army Air Forces. For three months after his discharge, he was announcer and special events man for WFEC in Greenville, S. C.

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 Farnsworth Television & Radio Corporation in its annual report to stockholders announced a net loss of \$435,742, after Federal tax credit carrybacks, for the year ended April 30, 1947, compared with net profits of \$401,189 for the previous year.

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 Demanding an inquiry because the British Broadcasting Corporation broadcast a bullfight, George Bernard Shaw indignantly wrote to the editor of a London newspaper:

"In a bullfight an innocent animal is driven into an arena, where it is goaded, tormented and infuriated until it is exhausted, in which pitiable condition it is murdered by a swordsman splendidly attired, giving himself the airs of triumphing in a fair fight with a dangerous bull.

"In my early days England was proud of having abolished bear-baiting and all such savageries, and made bullfighting a national reproach to Spain. But now!"

Shaw demanded a public inquiry into the mental condition of BBC.

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 To provide space for improved service to its radio dealers and for the expansion of its M-G-M record distribution, Zenith Radio Distributing Corporation recently purchased the two-story and basement building at 912-22 Washington Blvd., Chicago, Hugh Robertson, Executive Vice-President and Treasurer of Zenith Radio Corporation, announced Monday.

Mr. Robertson said that the continued demand for Zenith radios and the rapid growth of its recently acquired record business made the distributing corporation's facilities at 680 North Michigan Avenue inadequate. This building will be retained as a display salon for both Zenith radios and Zenith hearing aids, as well as a service and a sales outlet for hearing aid batteries and accessories.

Contents of the July issue of Radio Age published by the Information Division of RCA, include "Outlook for the Radio Industry", by Brig. Gen. David Sarnoff; "Uses of Television" by Noran E. Kersta, an illustrated description of RCA Exhibition Hall in Radio City, and "Plane-to-Shore Message Service Opened".

----- and former radio  
Powel Crosley, Jr., Cincinnati automobile manufacturer said Monday he was negotiating for the purchase of historic Bull Island in the Atlantic Ocean, about fifteen miles south of Savannah, Ga. The island is about seven miles long and four miles wide, Mr. Crosley said, with about 2,000 acres of land above high tide.

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Sam Norris, associated with Ampere Electronic Corporation, Brooklyn, N. Y., since 1929, has been elected Executive Vice-President.

The expanding Ampere line will include new tubes for FM broadcasting.

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Three specialists in television have joined Richard W. Hubbell and Associates, television consultants, the firm announces. Dr. Alfred Norton Goldsmith, former RCA Vice President, will concentrate on engineering and research, policy and management, continuing his regular consulting practice. Thomas H. Hutchinson, formerly with Ruthrauff and Ryan and RKO Television, will specialize in program production and station problems. Philip Booth, formerly with CBS Television, London Films and Westchester Playhouse, will concentrate on program structures and personnel training.

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The Stewart-Warner Corp. has appointed the National Radio and Television Service of Washington, D. C., and the Arlington Television Laboratories under the company's service and installation plan for its television receivers in the Capital.

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James L. Fly, former Chairman of the Federal Communications Commission, who has been arbitrating issues between the American Communications Association, CIO, and operators, awarded wage increases Tuesday to radio officers aboard East and Gulf Coast tankers, raising their monthly pay from \$230.75 to \$288.45. The award provided that \$25 of the increase should be retroactive to Sept. 26, 1946, and also increased the overtime rate from \$1.25 to \$1.60 an hour.

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Nineteen cabinet variations of the 12 model line were previewed by distributors of Westinghouse in Atlanta Tuesday in the first of a series of meetings to be held throughout the United States. The line includes five consoles, five table models, a consolette, and a new portable. Edgar G. Herrmann, Sales Manager, explained that while prices had not been firmly set, they will range from \$37 to \$600.

Mr. Herrmann said the special new Westinghouse FM circuit is incorporated in all consoles and one table model. He did not reveal technical details, since a patent is pending, but he pointed out that the new circuit results in improved tuning characteristics and reduces to a minimum noise and distortion of broadcast signal.

Although no television receivers were shown, Mr. Herrmann said the development of the first set is completed and Westinghouse will market a new television receiver.