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No. 1787

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August 13, 1947

VERBATIM BROADCASTS MAY MAKE DISK JOCKEYS OF COMMENTATORS

The success of the broadcasting of the wire recorded testimony of some of the most exciting moments of the Hughes-Brewster-Roosevelt Senate rumpus by the four network stations in Washington - WRC (NEC), WTOP (CBS), WMAL (AEC) and WOL (MBS) - foreshadows many commentators becoming mere disk jockeys. If a listener can actually hear a sharp exchange between witnesses such as the clash between Howard Hughes and Senator Brewster as to who was telling the truth, or the face to face veracity encounter between Johnny Meyer, the Hughes ambassador of the expense account, and Elliott Roosevelt, there is little a commentator can add.

For instance, WTOP-CBS reports that it used thirteen miles of tape during the hearings - more than 30 hours of recorded testimony - boiled down to four and a half hours which was broadcast at intervals during the week. Phone calls to WTOP jumped as much as 800 percent in one day as a result of the programs.

Thus the listener heard not only what was said but the tone of voice in which it was said which was about all the commentator could do who had been present at the hearing. So, except seeing the witnesses (which will come with television), the listener was in a position to draw his own conclusions instead of having to depend upon a commentator. In which case the commentator in many instances will be reduced more or less to a disk jockey role of telling whose voices the listener is hearing, etc.

Also the recorded broadcasts perform a public service in placing a listener in intimate contact with a national event such as the Howard Hughes Senate investigation and at a convenient hour in the evening when the listener can give his full time and attention to the subject. There is no question after listening to the verbatim recorded broadcasts but that the listener actually feels as if he had been there himself.

Unquestionably the Hughes-Brewster Senate War Investigating hearings have given recorded verbatim testimony broadcasts their big chance.

There is no doubt but what the broadcasts right from the ringside have whetted the appetite of the listening public for more of this. Thus it is believed the day is not far off when recorded broadcasts will form a large part of news commentaries.

Although for years there has been talk of broadcasting the proceedings of Congress, it was only last March, after quite a squabble, that NEC microphones were permitted to pick up and immediately broadcast testimony at a Congressional Committee meeting. It was a session from the Caucus Room of the House Office Building in Washington, where the House Foreign Affairs Committee was questioning Under Secretary of State Dean Acheson on President Truman's

proposed appropriation for aid to Greece. The pickup was reported as of good broadcast quality, despite the fact that the remarks of Under Secretary Acheson, Representative Charles Eaton (R), Chairman of the House Foreign Affairs Committee and others were picked up by a microphone from a public address speaker. Previously recorded portions of the Committee hearings had been broadcast but this was the first live pick-up. For the first time in history those who happened to be listening heard a live radio broadcast of the proceedings of a Congressional Committee.

Oddly enough though Congressional Committees have been pressed time and again to allow recorded broadcasts and Senators and Representatives have considered formal resolutions which would permit this to be done, the initial permission came with no advance publicity and simply by verbal authorization. It is believed by many that Congress may yield sooner or later just as easily as that and the time is near at hand when broadcasts of highlights of general sessions of Congress will be commonplace.

Senator Arthur H. Vandenberg (R), of Michigan, was a pioneer in using a live recorded broadcast when he dubbed the voice of President Roosevelt into a speech he was making in the campaign of 1936. He used some 1932 recordings of President Roosevelt's pre-campaign promises and then asked why Mr. Roosevelt had not made them good. Senator Vandenberg was delivering a country-wide broadcast and the networks in their excitement upon learning the nature of the unrehearsed program, immediately cut the Senator off. The ground for this action was theoretically that the chains allowed no recordings to be broadcast. The real reason, however, was the panic over the political dynamite such a broadcast might contain. The nets quickly woke up to the fact that cutting off as big a man as Vandenberg might kick up as big a rumpus as allowing him to be heard and some of the chains resumed. WGN was said to have been the only station that broadcast the entire address.

The funny part of it was though it was announced at the beginning that President Roosevelt's voice was a transcription and that Senator Vandenberg was speaking in person, some individuals got the impression that it was a joint debate between Senator Vandenberg and President Roosevelt with, of course, the latter getting much the worst of it.

Oddly enough the Democrats used Roosevelt's voice and somewhat the same technique in the campaign of 1946. One of the Democratic National Committee recordings dealt with the meat shortage. Professional actors, hired in New York, discussed the matter. One of them said, in effect, "Here's what President Roosevelt had to say about it." Roosevelt's voice, taken from an earlier recording, then came in, explaining the necessity for fighting inflation. Then President Truman's voice was brought in to explain the latest action in the meat controversy.

Another platter dealt with war veterans. A third dramatization, built around "a man who remembers", looked backward to the Harding, Coolidge and Hoover administrations. In both, the voices of Roosevelt and Truman were dubbed in.

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BROADCASTERS MUSIC COMMITTEE REPORTS PROGRESS WITH ASCAP

Progress in its discussions with ASCAP concerning renewal of broadcasting industry licenses was reported by the National Association of Broadcasters' Music Advisory Committee last week, after a meeting in New York City with ASCAP, President Deems Taylor and a special committee appointed by the music licensing organization's Board of Directors.

Theodore Streibert, WOR, Chairman of the NAB Committee, said after the meeting that tentative plans had been made to meet again in about one month.

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GENERAL MOBILE RADIOTELEPHONE HEARING POSTPONED TO OCT. 27

The Federal Communications Commission has postponed the General Mobile hearing now set for September 8th to October 27th, and extended date for filing appearances and written statements to October 1st.

This Order relieves the licensees of taxicab radio dispatching systems and other general mobile experimental radiotelephone systems of the requirement that they apply for renewal of their experimental licenses this year as they would otherwise be required to do prior to September 1st.

The Commission, however, requests that the experimental reports which normally accompany each application for renewal of experimental license be submitted prior to September 1, 1947, or, in lieu thereof, that F.C.C. Questionnaire 7560 be filled out and returned to the Commission by the same date.

It is contemplated that the October 27th hearing will result in the establishment of a regular service for which many licensees of experimental general mobile systems will be eligible. In this event it will be necessary for eligible experimental licensees to apply for authority to operate in such a service, and the extension will serve to avoid a duplication of work involved in the submission and processing of applications for renewals as well as new licenses.

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FCC WARNS STATIONS RE AD CONTRACTS RESPONSIBILITIES

The Federal Communications Commission recently received information concerning certain contracts that were entered into between several licensees and permittees of radio broadcast stations under which broadcast time was sold directly to an advertising agency; the latter in turn sold this broadcast time to participating sponsors, arranged the programs for certain periods, selected the talent when used, and, in some instances, used its own studios for the production of programs which were carried by remote control to the transmitters of the broadcast stations in question; and in at least one case the contract in terms provided that the advertising agency should take over the commercial management of the station. Upon investigation, it appeared that none of the above-mentioned contracts had been filed with the Commission, nor had the stations involved in such contractual arrangements requested the Commission's consent therefor.

In connection with such contracts, or similar arrangements, whether of a formal or informal nature, the attention of all station licensees, permittees, and applicants is invited to Section 310(b) of the Communications Act of 1934, as amended, which prohibits the voluntary or involuntary transfer of a license or of "the frequencies authorized to be used by the licensee, and the rights therein granted", or the transfer of control of a licensee corporation, unless the Commission decides, on the basis of full information, that the transfer is in the public interest and so signifies in writing.

The Commission, in accordance with the foregoing provisions of the Act, has repeatedly emphasized that the licensee is responsible for the management and operation of the station in the public interest, and has required that this responsibility shall not be improperly delegated, whether by contract or otherwise, to another. Thus, in Bellingham Broadcasting Company case, it was pointed out that "*** the licensee of a radio broadcast station must be necessarily held responsible for all program service and may not delegate his ultimate responsibility for such to others." In numerous subsequent cases, the Commission has re-emphasized this principle.

The requirement, therefore, that the station licensee shall exercise full and final responsibility for the operation of his broadcast station, and that he shall not divest himself, directly or indirectly, of the substantial measure of control necessary to fulfill it, is a basic feature of the Communications Act, and, as a matter of administrative practice, the Commission has constantly adhered to such requirement. Arrangements of the nature described above will, therefore, be carefully scrutinized by the Commission to determine whether they involve surrender of the licensee's responsibilities.

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WEISS GOES AFTER PETRILLO PERSONALLY - RARELY DONE IN RADIO

You can count the people in the radio industry on your left hand who have had the courage to publicly tell James C. Petrillo, President of the American Federation of Musicians, where they think he should get off. One of these was Ralph Atlass, who called the turn on the little music dictator in Chicago, and another Stanley Hubbard of KSTP in Minneapolis.

A third last week was Lewis Allen Weiss of Los Angeles, newly elected Chairman of the Mutual Broadcasting System and the first national network head to be chosen from the Pacific Coast. Mr. Weiss, who is a veteran broadcaster, President and General Manager of Mutual's affiliated Don Lee network of 43 Pacific coast stations, told the House Labor subcommittee now continuing the Washington Congressional investigation by probing into the Hollywood music situation, that the AFM "conducts itself differently from any other union with which we have to deal because of the domination of one man - James C. Petrillo, union president." Mr. Weiss said the AFM under Petrillo was a "despotic" union which had engaged in a "racket" and among other activities had effectively stymied the growth of FM and television.

Mr. Weiss declared the music union had repeatedly and "ruthlessly" broken its contracts. That, he said, came in suddenly cutting off the network broadcasts of dance bands in amusement places simply because in some individual locality the union had a dispute with the local network station. This was a device, Mr. Weiss said, to make the network impose a "secondary boycott" on the member station until it acceded to union demands.

The main issue between the union and the network at the moment, he said, was Mr. Petrillo's insistence on imposing a large surcharge when the Western network, because of the four-hour time differential with the East, could not broadcast a program at the same hour as Eastern stations and recorded it for later transmissions.

In the case of one program alone, he said, this surcharge amounted to \$12,000, although no additional services were rendered, there was no question of the program's being broadcast twice in the same area, and the musicians had already been paid on the basis of full coverage of the country.

Mr. Weiss assailed the union's ruling that a metropolitan station should expend an amount equal to five and one-half per cent of its net income on musicians; the "racket" by which the union demanded the employment of "stand-by" musicians when non-union members played (which union officials previously testified was being abolished) and the shifting of authority "without notice" from the hands of union locals to the hands of Mr. Petrillo.

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RCA DOESN'T SEE EYE TO EYE WITH MACKAY ON BRITISH CIRCUITS

The Radio Corporation of America has filed with the Federal Communications Commission its response to the Exceptions of the Mackay Radio and Telegraph Company to the proposed report of the Commission in the case which gave RCA six out of eleven circuits to British Empire points, as against only one to Mackay (The July 23rd issue of the Heinl News Service carried a story on the Mackay Exceptions.)

The oral argument in this case, originally set for August 8th and then postponed to September 24th has been postponed another week until October 1st. It is one of the most important non-broadcast cases ever to come before the Commission, and if the proposed report of the Commission is adopted in its present form many precedents will have been established.

The RCA reply, filed by its attorneys Glen McDaniel, John W. Nields, and Howard R. Hawkins, is in the form of a 56 page printed document which is easy to read because in parallel columns on each page are the pertinent paragraphs of the Commission's proposed report, Mackay's exceptions, and RCA's reply to each exception.

Where Mackay takes exception to the Commission's award to RCA because it "operates more direct circuits, handles more telephone traffic, obtains larger revenues and realizes better net operating results than any other United States radiotelegraph carrier", RCA says "The truth of the facts stated by the Commission is not challenged by Mackay. Mackay does not deny that RCA realizes better net operating results than any other United States radiotelegraph carrier. Since the public interest consists of the best possible service at the lowest possible cost, the realization of better net operating results bears directly upon the public interest. Better net operating results are persuasive evidence that the company realizing them is able to provide more efficient service."

In regard to another exception noted by Mackay, RCA says "Mackay is merely taking exception to its own proposed finding. It would ask the Commission to adopt a finding with respect to one part of the case and insist that it cannot be adopted for another part of the case."

With respect to Mackay's exception covering antennas, RCA says, "The superior performance characteristics of the RCA antennas are set forth in the record. The performance characteristics of the Mackay antennas are not. Mackay cannot expect to obtain a favorable finding, or escape an unfavorable finding, by default."

Mackay's claim that the Commission should give it a larger share of the circuits to foster competition is answered by RCA as follows:

"Competitive considerations alone would not lead to the conclusion that additional circuit licenses should be granted to Mackay in this proceeding, in view of the following factors:

"(1) Mackay is part of American Cable and Radio Corporation which is the 'largest American owned international telegraph company'. AC&R in turn is a part of the world-wide IT&T system. The operating entities of AC&R for many years have had more traffic and more revenue than RCA. For the eight and a half years for which comparisons were included in the record, 1936 to the middle of 1943, AC&R had 65.7 per cent and RCA had 34.3 per cent of the revenues of the two companies from combined inbound and outbound traffic. The financial resources of the group are used for the benefit of Mackay.

"(2) In the past nine years the Commission has doubled the number of circuit licenses of Mackay, whereas RCA's circuit licenses have increased only 50 per cent. Between 1936 and 1943 Mackay's traffic increased 560 per cent in comparison to an increase of 186 per cent of RCA. RCA's percentage of total telegraph traffic declined from 20.6 per cent in 1936 to 19.3 per cent in 1943, while Mackay's increased from 2.7 per cent to 6.8 per cent, or two and a half times its 1936 participation.

"(3) There is no evidence that a grant of additional circuits to Mackay for reasons related to competitive considerations will improve rapid communications with countries of the world. As the Commission has heretofore noted, the Commission's duty is to determine the public interest, convenience, or necessity from the view-point of the country as a whole, uncontrolled by the private interest of particular carriers."

In reply to another of Mackay's exceptions, RCA says "It is idle to talk of an RCA 'monopoly' when AC&R for years has had more traffic and more revenues than RCA, and when international telegraph faces increasingly serious competition from air mail and radiotelephone."

With regard to Mackay objecting to the Commission giving RCA credit for greater speed in modernization, RCA says:

"By this Exception, Mackay clearly admits that RCA has made more extensive progress than has Mackay in the realization of the plans of the respective carriers for the improvement of their service. Mackay does not dispute the technical and economical soundness of RCA's modernization plan and did not in the course of the hearings. On the contrary, Mackay repeatedly protested that it had a similar program, thus admitting the technical and economical soundness of such a program. The statement that RCA plunged headlong into its program and pursued it with accelerated speed is an admission that RCA has accomplished what Mackay has been unable to accomplish."

To Mackay's exception that the situation has changed since the hearing began, more than a year ago, RCA says "To some extent, greater or lesser, the records of all proceedings of this character before administrative tribunals are not 'current' at the time

decision is rendered. If the passage of time were a ground for re-opening the record of such proceedings, a final decision would never be reached."

Finally, RCA with regard to Mackay's entire list of exceptions, remarks, "The premise of the Mackay Exceptions, that Mackay and RCA are 'equally qualified carriers' is the premise Mackay failed to establish in these proceedings."

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"TV HAS MEASURED UP, IS MOVING FORWARD", NICHOLAS, FARNSWORTH

"While drawing its first breath, television has been measured against radio, the stage and the motion picture. In the face of this, television has won hearty approval. It has measured up. It has shown itself fully ready for the American home. It has proved its advertising.

"Television is moving forward, inspired by public confidence."

Thus spoke E. A. Nichols, President of the Farnsworth Television and Radio Corporation addressing a national gathering of the company's distributors in Chicago.

"It is an obvious statement that the potential market for television receivers is huge. The sale of five million sets is likely in the next five years. The volume, of course, will depend to considerable extent on retail prices", Mr. Nicholas continued.

"It is only competitive horse-sense that every manufacturer will keep his television products at the lowest possible price levels. And these price levels will be well within the means of a large percentage of the American public.

"Eleven television stations are on the air with regular programs in eight cities. These cities are: New York, Washington, Philadelphia, Schenectady, Chicago, Detroit, St. Louis and Los Angeles. Represented here is a total population of 25 millions.

"Fifty-five additional station construction permits have been granted by the FCC. Fifteen of these stations expect to be operating by the end of this year. Fifty-five permits, of course, do not mean fifty-five different cities. Some of the larger cities now have, and will have, more than one or two stations.

"But this number does include 37 cities, in almost all parts of the country, not now enjoying television service. Chicago, for example, is destined to become a capital of television. Station WCKB has been pioneering here since before the war. The Chicago Tribune is now erecting a telecasting station. The National Broadcasting Company and the American Broadcasting Company have received permits to build stations in Chicago.* * *

"Stations in all the cities now pending should be operating by the end of 1948. The areas they will serve include more than 40 per cent of the nation's population.

"Television service need not be limited to the large cities. Smaller communities will have television too. Like radio, which in many ways has blazed a path for television, the new service can be made economically feasible in the smaller market areas. The networking of television programs will be helpful. That networking already is under way.

"About 6,500 miles of coaxial cable are to be operating this year. Another means of linking stations has begun with the use of microwave radio relay systems. A system of this kind is now in operation on the East Coast. It may well be the forerunner of a new kind of network facility, which will carry national programs to remote smaller stations as well as the larger ones. Very possibly, the ultimate will be a combination service by coaxial cable and radio relay."

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NEW RADIO TUBE MAY REDUCE COST OF TELEVISION

A "traveling wave" radio tube twice as powerful as any existing model was disclosed by Dr. Lester M. Field, Stanford University, Palo Alto, Calif., electrical engineering researcher.

The foot-long tube will make it possible to amplify simultaneously 250,000 telephone conversations, 300 black and white television broadcasts or 100 color telecasts.

Fields said the radical tube appears to supply the answer to one of television's major problems. It doubles the ability of earlier models to cover a wide range of frequencies and handle a huge volume of radio traffic.

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LISTENERS GET THEIR LEONS MIXED UP

An amusing incident in connection with Leon Pearson "pinch-hitting" for his brother Drew Pearson over ABC each Sunday night is that some of his fan mail is going to Leon Henderson. Mr. Henderson's secretary said letters had been receiving thanking Henderson for his Sunday evening radio show. Since he has no such program, they were puzzled to know the reason for the letters. Apparently the explanation lies in the fact that the names are so nearly alike.

Thus, however, between Drew Pearson on the one hand and Leon Henderson on the other, Leon Pearson, who is the head of the International News Service in Paris and a radio commentator in his own right, seems to have lost his identity completely.

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UP-TO-DATE FCC RADIO PRIMER GOES TO PRESS

Copy for the latest edition of what is sure to be one of the Federal Communications Commission's best sellers - "Radio - A Public Primer" - has just been sent to the Government Printing Office.

The revised edition does not carry the name of the author but of course, as always, it is George O. Gillingham, head of the Press Section of the Federal Communications Commission, who in his anonymity has probably been read by more radio listeners than anybody on earth.

"Radio - A Public Primer" is primarily to answer questions of the lay man. Broadcasters also will find this revised edition helpful as they are the target for about the same queries as the Communications Commission.

The following FCC publications may be obtained from the Superintendent of Documents, Government Printing Office, Washington 25, D.C., at the prices indicated:

<u>Title</u>	<u>Price</u>
"An ABC of the FCC"	5¢
Communications Act of 1934, with amendments	15
Annual Report of the FCC for fiscal 1946.	20
Report, "Public Service Responsibility of Broadcast Licensees" (Blue Book)	25
Statistics of the Communications Industry for 1944.	40
Part I of the Commission's Rules and Regulation Relating to Organization and Practice and Procedure.	30

Printed copies of "Radio - A Public Primer" will be available at the GPO around October 1 and probably for approximately 10¢ a copy.

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COMMANDER KOEPF IS NEW FORT INDUSTRY DETROIT TV MANAGER

Commander John Koepf, formerly in charge of the Washington Office of The Fort Industry Company, has been transferred to their Detroit headquarters as Television Manager. Commander Koepf before entering the Navy was associated with Proctor and Gamble and Station WLW in Cincinnati.

Fort Industry is now constructing a television station in Detroit, in connection with Fort Industry's recently acquired WJBK, Detroit, the home of Commander George B. Storer, President of the company. The Detroit television station will have a 500 foot antenna tower which is expected to become a landmark in that part of the city.

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STATIONS DEVOTE 34% OF TIME TO SUSTAINING PROGRAMS, NAB FINDS

Member stations of the National Association of Broadcasters spend one-third of their time on the air presenting "sustaining" programs, according to an extensive analysis just completed by the NAB Research Department.

These programs, which are not supported directly by advertisers, constitute 34% of the program fare broadcast by NAB members. The remaining time is devoted to sponsored programs.

For purposes of this survey, a "sustaining program" was defined as: "Any uninterrupted segment of the station's time which is five minutes or more in length and from which the station derives no income."

This study was the first of a series of such surveys which will be made by the NAB. It was based on station logs for the week of November 21-27, 1946. Already the NAB Research Department has begun a similar analysis of logs for a week in February of 1947. It is expected that these studies will be continued regularly on a semi-annual schedule.

A scientifically selected sample of station program records was used as the basis for the study just completed. This sample was limited to commercial AM stations in continental United States which were actually on the air and were NAB members on November 1, 1946. The stations had no advance knowledge that their records would be requested.

"The selection of the sample", NAB Research Director Kenneth H. Baker pointed out, "was by a randomized procedure so that the results would be projectable to the membership. Although the actual selection of the stations was determined by the use of tables of random numbers, definite controls were established to produce representativeness in the following variables: station size, city size, geographic distribution, network affiliation, and part-time--full-time operation. Of this number, 85 ret

"One-hundred stations were selected at random according to the above controls. Of this number, 85 returned usable data."

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LES ATLESS, CBS CHICAGO VICE-PRESIDENT, IN HOSPITAL

H. Leslie Atless, a Vice-President of the Columbia Broadcasting System and founder of Chicago Radio Station WBBM, collapsed of a heart attack Monday night on his yacht in Lake Michigan and was revived by an inhalator rushed by speedboat, according to an Associated Press dispatch. He was removed to a hospital where attendants said his condition was fair.

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NAB AND RMA CONCENTRATE ON "RADIO-IN-EVERY-ROOM" CAMPAIGN

In an exchange of letters with RMA President Max F. Balcom, NAB President Justin Miller pledged the cooperation of broadcasters in the RMA year-round "Radio-in-Every Room" campaign as well as in the joint observance of National Radio Week October 26-November 1.

"'A-Radio-in-Every-Room' and 'A-Radio-for-Every-Purpose' eventually means more listening hours by more individuals to our program offerings and, of course, those are goals toward which the members of our industry constantly strive", Mr. Miller said.

Referring to National Radio Week, the NAB president wrote: "I do want to assure you that no effort will be spared by NAB to make Radio Week in 1947 a happy and successful undertaking for both of our industries".

RMA President Balcom, in his letter to Mr. Miller, pointed out that the RMA "Radio-in-Every-Room" campaign will benefit broadcasters as well as radio manufacturers.

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FM NOT LIMITED TO 30 MILES; CAN BE EXTENDED FOR REBROADCAST

A demonstration of network broadcasting without the use of long distance telephone wire circuits, was given last week before the delegates representing 77 nations attending the International Telecommunications Conference through FM programs originating at Alpine, N. J., received by Station WOAB-FM in Atlantic City, a distance of 116 miles, and rebroadcast to the delegates in their hotel a few miles away.

It was said the demonstration, originating in Dr. E. H. Armstrong's FM station W2XEA-W2XMN at Alpine, proved that FM broadcasting in the 100-megacycle range is not limited to a 30 mile radius, but can be extended over much greater distances for rebroadcast purposes; in other words, it disproves the impression held by many that FM broadcasts cannot be sent beyond the "line of sight" without the use of long telephone wire circuits.

The program demonstrating this technique used musical selections which particularly emphasized high fidelity and noise reduction properties. It was picked up by a special receiver at a point near Atlantic City, carried by a short high-fidelity wire circuit to station WBAB-FM and rebroadcast by a 3-kilowatt transmitter employing the frequematic modulator and square loop antenna of the Federal Telephone and Radio Corporation, Clifton, N.J., affiliate of International Telephone and Telegraph Corporation.

Many of the delegates showed interest in the demonstration as a means of providing rebroadcasting without the attendant expense of long telephone lines - that is, one major high power station could be utilized for supplying programs to any number of smaller satellite stations suitably equipped with elevated antennas&sensitive receivers.

Dr. Armstrong, a well known radio inventor who has contributed much to radio art and who developed the FM system used in the demonstration, also addressed the delegates of ITC.

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::: SCISSORS AND PASTE :::
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Cowles Says Must Have Greater Production To Avoid World War III
("Washington Post")

A blunt statement by Representative Charles A. Eaton, Chairman of the House Foreign Affairs Committee, adds fuel to the flames. "Let's Have a Showdown With Russia", in the American - and Eaton doesn't mean maybe. Russia has shown her imperialistic intentions, Eaton states, and must be stopped. "I think we can still block Russia with psychology", he says. "If we don't, we must defeat her by force of arms." * * * * *

This same policy is advocated in another blast at the Russians by Gardner Cowles, editor of Look in an article in the current issue of that magazine, called "Stalin Is Blocking Willkie's One World". Cowles, who is President of the Cowles Broadcasting Co. and who recently returned from a trip around the world in inaugurating Pan American's World Airway Service, also accompanied Wendell Willkie on his famous wartime global trip. He thinks only substantial and immediate aid will save the democracies in Europe. Their productive capacity must be restored, whether Russia likes it or not.

This does not mean the destruction of Willkie's "one world" idea. Conditions for this were destroyed already by the increasingly despotic Russian regime, Cowles says. But if Europe is to be helped, it must be with goods produced here, not only with dollars. We must have greater production than ever in order to avoid World War III, even if this conflicts with such goals as shorter working hours and a higher standard of living, he declares.

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Another Huckster
("New York Times")

The hucksters - and their kind - are still riding. Their gaudy station wagons, half-timbered like Elizabethan houses (what you might call the Stratford-upon-Detroit-River school of automobile design), continue to tool in, loaded with characters for new novels about the entertainment industry and allied arts. The people themselves don't look so new any more. And the neon-lit pandemonium of their lives has begun to seem somewhat routine. But they still provide a fair amount of satiric entertainment.

The latest venture of this kind is Richard Mealand's "Let Me Do the Talking", which his publishers blandly call "a witty, behind-the-scenes novel about a literary agent." Well, it is that, we agree, though the wit sometimes gets pretty desperate. It is also more than that, in that it inevitably gives encores to the big-time picture executive, the choleric radio manager, the widely gifted writer, the murderous vendettas between New York and Hollywood agents, and the familiar night-club and barroom scenes.

Radio Folk Labor Till Dawn On Lincoln Papers
(Sonia Stein in "Washington Post")

"We have plenty of black coffee and we'll be here until daylight." "We have plenty of black coffee and we'll be here until daylight." "We have plenty of black coffee and . . ."

Over and over again the booming voice of Carl Sandburg repeated the ironic words while the sandry-eyed members of the CBS documentary unit "rocked" the tape recording back and forth across the pickup head. The ice water jug was long since dry and daylight was indeed approaching.

At the witching hour of midnight, betwixt Friday and Saturday, Lincoln scholars had joined the Library of Congress staff to open the vaults containing the famous Lincoln papers. Hard, and noisily, on the heels of the Lincoln scholars came a horde of news-reel cameramen, photographers, reporters and the CBS documentary unit.

With a tape recorder, the CBS men had picked up the alternating babble and hush, the reading of Robert T. Lincoln's bequest of the papers by Dr. Luther Evans, the muffled clicking of the tumblers in the safe. As soon as the historians had one quick peek at the 164 bound volumes of documents, Commentator John Daly had slipped a microphone in front of them to catch "a few words" for posterity.

By 1:30 A.M. the Lincoln scholars had begun working on the 18,350 documents and the "plenty of black coffee". By 1:30 the CBS men were back at the WTOP studios, drinking ice water and processing the tape.

From 1:30 until 4 A.M. they processed. Excess verbiage, long pauses and unseemly noises like "down in front, you guys"; were cut out. How? With scissors. The pieces were sutured together with sticky tape.

In two and a half hours, approximately two and a half minutes had been snipped - by word, by sentence and by paragraph - from the tape recording. Originally it had been a haphazard, protracted piece. When it was finished, it was well-integrated and polished - a dramatic seven-minute prelude for the half-hour broadcast into which it was fitted the following afternoon.

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South American Ban Hits Radio Exports
("New York Times")

Recent restrictions on importation of "luxuries" by Central and South American countries, except Cuba and Venezuela, constitute a serious threat to export volume of radio producers, Max Abrams, Treasurer, Emerson Radio and Phonograph Corporation, said in an interview last week. He explained that the full effect of the ban imposed during June on imports of radios, refrigerators and automobiles by most Latin-American countries is being felt acutely here.

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::: TRADE NOTES :::
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The Radio Manufacturers' Association export committee will meet Aug. 19 in Chicago to launch plans for further promotion of the export trade and to discuss barriers raised by foreign nations against radio imports from this country.

Exports of American-made radio receivers and components are expected to set a record this year, despite the fact that some countries, notably Mexico, have taken steps to restrict imports to conserve dollar credits.

Scott Radio Laboratories, Inc. - Year to May 31: Net income, \$178,663 or 45 cents a share, against \$111,075 or 28 cents a share for previous year; net sales, \$3,222,863 against \$4,544,649.

The number of installed television sets in the Chicago area, which includes the suburbs, has jumped over 1,000% within the past eight months, according to a survey conducted for WBKB, the Balaban & Katz television station. It was found that as of July 29 that these sets totalled 4,331, as compared to the 425 sets that prevailed in the same area in November, 1946.

A disclosure of the checkup was that despite the demand among tavernkeepers for tele receivers since the first of the year the number of video screens in the home led the tavern group.

The Federal Communications Commission has appointed Max Goldman to the position of Assistant Chief of the Litigation and Administration Division, anew post created to aid in the handling of the greatly increased volume of litigation and other work of the Division. Mr. Goldman served with the Commission since August 1941, except for the period from September 1944 through October 1945 when he was employed as Law Clerk to Judge Learned Hand of the United States Circuit Court of Appeals for the Second Circuit.

Hytron Radio & Electronic Corp. - Five months to May 31: Net earnings, \$43,855. No comparison available.

Seven thousand employees of the nationwide Japanese Broadcasting Corporation in Tokyo have demanded special "crisis" allowances averaging 7000 yen per worker by August 18. The workers' union also asked management to raise the basic wage scale from 1800 yen to 2500 yen per month.

The Government disclosed this week that it was using radar to search for new sources of oil in the tidelands off the continental United States. With the country facing a shortage of petroleum and light fuels, the Federal Communications Commission revealed that it had authorized several exploration parties to use radar bands as modern "divining rods" to find hidden oil resources.

Three new books on television have made their appearance:

"Television Techniques", by Hoyland Bettinger, 237 pp, Harper and Bros. \$5.; "Television Primer of Production and Direction", by Louis A. sposa, 237 pp., illustrated, New York: McGraw-Hill. \$3.50, and "Getting A Job In Television" by John Southwell, 120 pp. illustrated, New York: McGraw-Hill. \$2.

Weston Electrical Instrument Corporation - Six months:
Net income, \$406,652 or \$2.53 each on 160,583 shares, against \$618,820 or \$3.85 a share last year.

Winston Churchill will broadcast to the British nation from London Sunday at 9:15 P.M. (4:15 P.M. EDT) in reply to Prime Minister Attlee's broadcast appeal to the people last Sunday.

At this writing no announcement has been made, but it is expected the speech will be carried by at least one of the U.S. Networks.

Two Zenith radios play parts in MGM's movie "The Hucksters". A Zenith provides the musical setting as Ava Gardner prepares dinner for two. The company's Transoceanic shortwave portable was chosen by MGM to provide outdoor music for the swimming pool scene.

Decca Records, Inc. - Sixmonths: Net profit, \$889,149, equal to \$1.14 a share, compared with \$967,534, or \$1.25 a share last year.

Edward Delaney, American born author and radio announcer, was held in \$10,000 bail last Friday in New York on a charge of treason alleging he broadcast political propaganda from Berlin during the war.

Delaney, born in Olney, Ill., had been in Europe since 1939 and was brought back under Army orders but at his own expense. He was indicted by a Washington grand jury for treason in July, 1943, but the case will be presented to a New York jury under a requirement that persons accused of treason be tried in the district in which they land from abroad.

To assure the privacy of facsimile machine communications, Charles J. Young of Princeton, N.J. has invented and assigned to the Radio Corporation of America, a secret communication system (No. 2,425,076) wherein a movable member at the transmitter and a corresponding movable member at the receiver are caused to have substantially identical speed variations. Any desired synchronizing and phasing scheme may be employed, the secrecy feature being obtained locally at the transmitter and at the receiver by a predetermined speed plan.

The National Broadcasting Company's television network will televise the home football games of the Navy this Fall. It is planned that the games will also be transmitted to NBC's New York television station W NBT by Bell System coaxial cable for integration with the NBC television network's coverage of other leading college football games.