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August 27, 1947

EISENHOWER AT GEN. HARBORD'S FUNERAL; FIRST EVER TELEVISED

General of the Army Dwight D. Eisenhower was among the distinguished mourners at the burial of Lieut. Gen. James G. Harbord, Chief of Staff to Gen. John J. Pershing in World War I, and former Chairman of the Board of the Radio Corporation of America, in Arlington National Cemetery, last Friday. General Harbord, who commanded the famous U. S. Marine Brigade near Chateau-Thierry, which stopped the German advance on Paris, died at his home in Rye, N. Y. last Wednesday (August 20) at the age of 81.

The honorary pallbearers at Arlington were:

Maj. Gen. Dennis Nolan, U. S. Army, Ret., Maj. Gen. William D. Connor, U. S. Army, Ret., Brig. Gen. David Sarnoff, President and Chairman of Board, RCA, Maj. Gen. Frank R. McCoy, member of Far Eastern Commission, and Maj. Gen. Fox Conner, U. S. Army, Ret.

In addition to the immediate family, Mrs. Anne Brown Harbord, widow, Lt. Col. Lewis Brown, step child, and Mrs. Anne Brown Whiting, step child, those who came on the special train from New York for the Washington services were:

Niles Trammel, President of National Broadcasting Company; Frank M. Folsom, Exec. Vice Pres. of RCA Victor Division; Orrin E. Dunlap, Vice Pres. in charge of Advertising & Publicity, RCA; Col. T. H. Mitchell, Exec. Vice Pres. in charge of RCA Communications, Inc.; Joseph V. Heffernan, Vice President & General Counsel, RCA; Edward F. McGrady, Vice President in charge of Labor Relations, RCA; S. M. Robards, Manager of RCA Department of Information; Mary Millea, Secretary to Gen. Harbord, and Earl Blakeley, Vice President, Bankers' Trust Company.

Prior to burial in Washington, services were also held for General Harbord Friday morning at St. Bartholomew's Protestant Episcopal Church in New York City. The honorary pallbearers there in addition to those who served at Arlington were:

Owen D. Young, former chairman of the board of the General Electric Company; Fred G. Gurley, president of the Atchison, Topeka & Santa Fe Railway Company; Sloan Colt, president of the Bankers Trust Company; Charles D. Hilles, former chairman of the Republican National Committee; Harry P. Davison, vice chairman of the New York Chapter, American Red Cross, and George L. Harrison, president of the New York Life Insurance Company.

Others who attended the service were Gen. Courtney H. Hodges, commander of the First Army; Maj. Gen. H. C. Ingles, USA,

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retired, former chief signal officer of the Army and president of RCA Institutes, Inc., and Edward J. Nally, first president of RCA. Seven former presidents of the National Republican Club, of which General Harbord had served as president, and a color guard of four nurses from the New York Chapter of the Red Cross also were present in recognition of the General's World War II leadership of the New York City Red Cross Chapter.

The military honors accorded to General Harbord at Arlington were very impressive. It was probably the first notable funeral ever to be televised. Films made by the news-reel cameramen of WNBT, NBC's television station who came down from New York were later telecast by other stations over the eastern television network. In this there was an historic parallel when in 1925 the funeral services of William Jennings Bryan, the first in the United States to be heard over the radio, were broadcast from the New York Avenue Presbyterian Church in Washington, the church attended by President Lincoln.

One minute of silence out of respect to General Harbord was observed by the entire radio network of the National Broadcasting Company at the time of the military ceremony for the General in the Chapel at Fort Myer, Va., preliminary to his burial in Arlington. At the same time, all of the world-wide circuits of RCA were silenced for that period. American flags in Rockefeller Center and at all RCA manufacturing plants, stations and offices remained at half staff until after the burial.

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PERSHING CALLED GEN. HARBORD THE BEST OFFICER HE EVER KNEW

"James Guthrie Harbord never met a situation he did not master. Pershing called him the best officer he ever knew, Joffre described him as an abler commander than Ludendorff. But he was always a good soldier from the day in 1889 he enlisted as a private." So read an editorial in the New York Times which continued:

"Never in our history was there a more stirring or decisive victory than that at Belleau Wood and Chateau-Thierry. The Germans in their last desperate offensive were breaking the back of British and French resistance. Once more they had reached the banks of the Marne, only thirty-seven miles from Paris. At this last moment General Pershing threw in our best available troops. General Harbord was chosen to lead them -- the Marines at Belleau Wood, Bouresches and Vaux and elements of the Second Division at Chateau-Thierry. It was a Dunkerque in reverse. The Americans fought furiously in the open without regard to losses. For three days of carnage the decision hung in doubt until the Germans started a foot-by-foot retreat. Within two

weeks we had them unsheltered in the valley under the slaughter of our guns. They never recovered their lost initiative."

* * * * *

"In business he was as successful as he had been in the Army. He joined the Radio Corporation of America in 1923 and served it as president and chairman of the board for seventeen years through its period of greatest expansion. Until his recent retirement at 81 he was an executive officer in a dozen business enterprises. He wrote three books and a prodigious number of articles. A forceful speaker with a tart sense of humor, he remained a modest hero who never traded on past glories."

An editorial in the Washington (D. C.) Star read, in part:

"The story of James Guthrie Harbord deserves expansive telling. So various were his gifts and so wide was his employment of them that a book of considerable size would be required for an adequate appraisal. He was too large, too strong, too compelling a person to be crowded into a few paragraphs. Yet it is feasible to brief the man and his work. And the first point to be mentioned in such a summary is that he was self-made.

"Born on a farm in Illinois, General Harbord was the son of a cavalry trooper and grew up in the tradition of the Army. He tried for West Point and lost the appointment through politics. Undismayed by the disappointment, he enlisted as a private. He was in Cuba with the Rough Riders, in the Philippines with Leonard Wood, in France with Pershing. The record of his Marines at Belleau Wood proved his capacity as a leader in the field. He confirmed his country's appreciation of him by his command of a full division in the drive against the Germans at Soissons.

"General Harbord was fifty-six when he entered the second important phase of his career as president of the Radio Corporation of America. The new wireless communications industry needed men of his talents and especially men of his character. He soon demonstrated his ability to guide an enterprise for which the rules had to be made from day to day in response to immediate demand."

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ARMSTRONG TO DEMONSTRATE NEW FM SYSTEM CONNECTING STATIONS

Frequency modulation broadcasting has achieved standards of engineering excellence and acceptance as a technical improvement in the art of radio broadcasting which make it advisable for the National Association of Broadcasters' FM Department to

concentrate its efforts in behalf of FM member stations into business and program channels.

This policy was agreed upon unanimously last Monday (August 25) by members of NAB's FM Executive Committee in Washington, D. C., meeting for the first time under guidance of Leonard Asch, WBCA, Schenectady, N. Y., who was recently appointed to the committee chairmanship.

The NAB, at the committee's suggestion, will invite Major Edwin H. Armstrong to demonstrate, at the forthcoming NAB convention, his new relay system for connecting stations. Time for this purpose will be set aside one evening during the annual meeting at Atlantic City next month.

Following up recent By-Law changes which provide for direct representation for FM stations on the NAB Board of Directors, the FM Committee recommended that elections for this purpose be held at the annual NAB convention next month. FM stations of both classes, A & B, television and facsimile stations, are entitled under the new by-laws to one director-at-large each whenever there are 25 members from each category within the membership of NAB.

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JULY RADIO SET PRODUCTION DROPS; 10,000 TELEVISION SETS

A seasonal decline plus many plant vacation shut-downs resulted in decreased production of radio and television receivers in July, the Radio Manufacturers Association said Monday.

July production of all types of radio receivers by RMA member-companies dropped to 1,155,456 as compared to June's total of 1,213,142. However, a sharp increase in total set production occurred during the last week of July. In the work week ending August 1 a total of 357,240 radio receivers were produced as compared with 269,530; 187,723; 138,030, and 202,933 sets manufactured in the preceding work weeks.

Television receiver production in July of 10,007 was slightly below the record of 11,484 sets produced in June but well above the total of any other month reported this year. July's television receiver output was classified as follows: 5,546 radio table models, 2,591 radio consoles, 1,862 radio phonograph combination consoles, and 8 television converters.

FM-AM receivers produced by member-companies in July totalled 70,649, as follows: 14,176 table models, 485 consoles, 55,987 radio-phonograph combination consoles, and 1 table model radio-phonograph combination. July's FM-AM output was below that

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of 76,624 such sets in June as might be expected with the decline in overall set production. So far this year RMA set manufacturers have produced more than a half-million AM-FM and FM receivers-- the July total bringing the 7 months' aggregate to 516,212.

Total radio set production by member-companies for the seven months of 1947 through July was 9,766,100.

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G.E.'s "VOICE OF WASHINGTON" BEGINS THIRD YEAR; LARGE STAFF

Commander T. A. M. Craven, vice president of the Cowles Broadcasting Company, General Manager of Station WOL in Washington, D. C., revealed that the morning edition of the "Voice of Washington" news programs which begin their third successive year under the sponsorship of the General Electric Company on September 1, will on that day be heard one-half hour earlier at 7:30 A.M., E.D.T. The evening broadcast will continue to be heard at 11:00 P.M.

The "Voice of Washington" is said to be prepared by one of the largest staffs of newspaper and radio reporters ever assembled by an individual station.

These programs are delivered by a voice known only as "The Voice of Washington." This voice was selected on the ability to present a straight-away delivery of news without any coloring, inflections or dramatic effects. The news is entirely devoid of editorial opinion or commentary.

The "Voice of Washington" news programs make extensive use of the GE Wire Recorder to bring WOL listeners the actual voices of the persons that make the news.

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GIVES HOLLYWOOD CREDIT FOR FACTORS IN TELEVISION'S GROWTH

We must not underestimate "the enterprise, sincerity, and importance of Hollywood's own fine television activities" in furthering the development of television, stated Warren R. Goldsmith, television worker from New York in an address on "Hollywood and East Coast Television" - presented before the Society of Television Engineers in Hollywood last week.

The speaker was introduced by Harry Lubcke, President of the Society of Television Engineers. Lubcke is Director of Television for the Don Lee Television System. Mr. Goldsmith said that Hollywood's motion picture industry is largely responsible for some major factors in the growth of television, since without

the photographic, optical, and film contributions of the motion picture, television's development would have been spasmodic and more difficult.

As to the important role which films will play in television, Mr. Goldsmith mentioned that "It is estimated that film will constitute 20 to 30% of all programs, and that it will take a relatively more necessary part in television than do transcription programs in present-day radio." Regarding network plans and operations, Mr. Goldsmith stated: "It is not unreasonable to assume that by 1950, radio relays and coaxial cables will bring network programs to the entire East and West, and that television networks will thus bind together the entire nation. Already over three thousand miles of the New York-Los Angeles link have been completed." The public's tremendous interest was emphasized when the speaker mentioned that in New York City, alone, "television is being exhibited in hundreds of restaurants, and over 1000 taverns."

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FCC STUDIES SHIP AND LIFEBOAT EMERGENCY RADIO EQUIPMENT

The Communications Commission last week adopted amendments to its Rules and Regulations for the purpose of deleting therefrom provisions with respect to lifeboat radio installations which became obsolete when, at the conclusion of hostilities, the U. S. Coast Guard cancelled certain lifeboat radio requirements. The effect of this action is to permit those ships which are required by the Safety of Life at Sea Convention or by the Coast Guard to carry lifeboat radio installations to have either one or two possible non-portable types of installations. One type of installation is the same as that permitted before the war. The other type of installation is one of the types of non-portable installations which was permitted during the war for use in lieu of a portable installation.

The Commission recognizes the importance from the safety standpoint of having adequate radio installations on board ship. In this connection, it is considered possible that portable radio installations should be permitted or required as part of the emergency equipment including the lifeboat radio equipment. The data available at this time are insufficient to afford a basis for a final conclusion in this matter and, therefore, the Commission through its Special Marine Safety Survey Group and in cooperation with other interested departments and agencies of the government and other interested persons is conducting a study to determine the facts and to ascertain whether recommendations should be made regarding any changes in the applicable treaties, laws and regulations.

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ASCAP WILL FIGURE MOTION PICTURE REVENUE ON NEW BASIS

The American Society of Composers, Authors and Publishers (ASCAP) with the expiration of current licenses to motion-picture theatres to use its music, will use a new method to calculate charges for such use of music. The present method of scaling the license prices to reflect the sizes of theatres will be replaced by a formula in use in many other countries, relating the charge for use of music to the scale of admission prices. This new formula will effect an adjustment of the motion-picture rates commensurate with similar adjustments already effected among other of the Society's licensees.

Deems Taylor, President of ASCAP, defined the new formula as simple. "We merely ascertain the potential income from a capacity sale of the theatre for a single performance, and use that as the amount of the annual license fee. Since there are usually well over a thousand performances a year, it is simple mathematics to estimate that the Society will receive about one one-thousandth of each admission dollar."

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LONDON LISTENERS GO TO BED EARLY

BBC researchers have been looking into the "availability of listeners" in the evenings in Britain. "What they wanted to know was the number of people normally available to listen to the radio at certain times -- not how many actually do listen -- and they unearthed some curious facts" the BBC Overseas Press Bulletin explains. Among their discoveries, they observed that listeners in the North and in Scotland go to bed considerably later than do listeners elsewhere in the United Kingdom. Surprisingly, listeners around London go to bed earlier than those in any other part of Great Britain except the West. Bedtimes tend to get later with each step in the social scale and men tend to go to bed later than women do. Young people (sixteen-nineteen years) are specially likely to be unable to listen before 7.0 p.m. on weekdays, while listeners in the twenty-twenty-nine age group are those who stay up latest. Listening figures are nearest to saturation point between 6.0 and 6.30 and furthest from it between 6.30 and 7.30 p.m.

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DAVIS, ZENITH PATENT COUNSEL, DROWNED AFTER SAVING DAUGHTER

David McClure Davis, patent counsel for Zenith Radio Corporation since 1942, and before that with General Electric, was drowned after he saved a daughter's life when their boat capsized in Santa Rosa Sound on the Gulf of Mexico, near Ft. Walton, Florida.

Mr. Davis was in the boat with his wife, Mary, their two daughters, Rebecca, 8 and Sally, 5, his sister and two other persons. The group was picnicing on a small island off the coast. When they got ready to leave their motor boat wouldn't start and they began drifting. Suddenly the motor started and the prow of the boat shipped water and capsized. Each of the adults took a child and started swimming for shore. Mr. Davis, who was on the crew at Princeton, had Rebecca. Mrs. Davis had already reached shore with Sally and came back and took Rebecca from Davis. When she reached shore again and looked back, Davis had disappeared. The Davises have one other daughter, Nancy, 2, who was not in the boat at the time.

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MOTHER AND BABY KILLED WHEN RADIO FALLS INTO BATH

A warning not to have small portable radios too near the bath tub came from Salt Lake City last week when a 22-year-old mother and her 14-month-old daughter were killed when a small table model radio apparently fell or was pulled accidentally into a bath tub in which the two were bathing last night.

Dr. Clarence R. Openshaw, Salt Lake City physician, said Mrs. Norman Waagen was electrocuted, while the baby possibly died from a combination of drowning and electrocution.

Dr. Openshaw said he believed the baby pulled the electric cord on the radio, causing it to fall into the water.

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NEW BRITISH GUIDE TO BROADCASTING STATIONS

Details of an additional 130 new broadcasting stations are given in the second edition of the British Guide to Broadcasting Stations, published by Iliffe and Sons, Ltd. (1s. 0d. net) London. The compilers have had the help of the BBC Receiving Station at Tatsfield, Kent, in checking the frequency measurements of the 1,200 stations listed in the revised edition. The situation, call-sign, frequency, wavelength, and, where known, the power of some 900 short-wave stations throughout the world are an outstanding feature -- and one invaluable to every long-distance listener.

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FATHER GETS HERO SON'S AMATEUR CALL LETTERS

The Federal Communications Commission, to grant Ernest Melvey of Seattle, Washington, permission to change his amateur station call letters from W7HVS to W7HUX, waived its rules which

require that amateur calls be assigned systematically to prevent partiality. The extenuating circumstances which caused the Commission to make this exception was Mr. Melvey's desire to use the call letters of an amateur station which had been operated by his late son, Robert, who died in action aboard the cruiser Nashville when that ship was hit by a Japanese suicide plane during the war. The Commission was impressed by the father's wish to perpetuate his son's call letters on the air "in remembrance of the good times" the two had together.

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PAUL SPEARMAN, EX-FRC COUNSEL, MENTIONED TO SUCCEED SEN. BILBO

If the lightning should strike Paul D. P. Spearman and he would be elected to succeed Senator Theodore Bilbo of Mississippi, radio would be well represented by a newcomer on Capitol Hill. Mr. Spearman, a native of Mississippi, was former chief counsel of the old Federal Radio Commission. When the late Judge Eugene Sykes, also from Mississippi, former chairman of the FRC, retired he went into partnership with Mr. Spearman. The latter is still an active practitioner in the field of radio and communications and is the senior partner of the law firm of Spearman and Roberson in Washington.

Leading candidates in the race for the vacancy created by Senator Bilbo's death are Rep. Wm. M. Colmer of Mississippi and Paul B. Johnson, Jr., 31 year old Marine veteran of World War II. There is just a chance that Rep. John E. Rankin of Mississippi may also get into the contest.

Decision of Governor Wright of Mississippi to allow the seat to remain vacant until the State's general election November 4, presaged a wide open race with anyone able to get 50 names on a petition eligible for the scuffle, and already more than a dozen names have been mentioned.

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R.C.A. AWARDS FIRST RESEARCH FELLOWSHIPS

The Fellowship Board of the National Research Council, Radio Corporation of America, last Monday announced the first awards in a fellowship program to provide for advanced graduate study and research in electronics.

The awards, providing stipends ranging from \$1,600 to \$2,100 for a year of academic work, plus a maximum of \$600 for tuition or necessary equipment, have been made possible by a grant to the Research Council from R.C.A.

Winners for 1947-1948 are Arnold S. Epstein, Leigh University; Willis W. Harman, the University of Washington; Arnold R. Moore, Polytechnic Institute of Brooklyn; Sol Raboy, Brooklyn College, and H. Gunther Rudenberg of Harvard University.

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ABC GIVES REPUBLICANS EQUAL TIME ON POLITICAL RALLY

That a request by the Republican National Committee for equal time to counterbalance the forthcoming special program of the Democratic National Committee has been granted by the American Broadcasting Company, was learned by Jack Gould of the New York Times. The ABC network is carrying on a sustaining basis the Democratic 'radio rally,' scheduled for 10 P.M. on Tuesday, Sept. 2. The Republicans, who also will have a half hour at their disposal, have not yet indicated what type of program they will offer. The date of their program will be fixed after the Democratic broadcast, it was reported.

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MASTER TELEVISION ANTENNA SYSTEM BEGINS DISTRIBUTION

L. Bamberger & Co. of Newark, N. J. will be the first agent for the master television antenna system produced by Intra-Video Corporation, according to an announcement by Alexander Lewi, executive vice president of the store's home furnishings division.

The system will enable realtors to install one antenna array on an apartment house roof, providing unlimited outlets in the building. Mr. Lewi said it was developed by Telicon Laboratories, in New York City, and had been approved by the Television Broadcasters Association.

Sol Sagall, president of Intra-Video Corporation, predicted that the master antenna system will develop into a \$150,000,000 industry.

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SENATORS OPPOSE U. S. PROGRAM REGULATION, MBS POLL REVEALS

Most of the U. S. Senators who will commit themselves on the matter, even privately, are flatly opposed to government regulation of radio programming -- but there are enough of those who feel otherwise or who won't say how they feel to keep the broadcasting industry from lapsing into any smug attitude toward its freedom of the air. That, at least, is the way Paul Sulds of Mutual's Washington staff sees it on the basis of a confidential poll he took of 79 Senators, according to Variety.

Sulds, who revealed last week that a majority of Senators aren't opposed to "messages" in Hollywood films, disclosed this week his tabulation of the Senators' answers to another of his 25 questions: "Do you think the Broadcasting industry should be regulated as far as program content is concerned?"

The solons' answers, which could be interpreted as no less than mixed viewing, if not a frown, for the FCC's Blue Book, were tallied by Sulds as follows:

NO - 38 (24 Republicans, 14 Democrats).

YES - 19 (9 Republicans, 10 Democrats).

UNDECIDED - 6 (3 Republicans, 3 Democrats).

NO COMMENT - 15 (8 Republicans, 7 Democrats).

The Mutual poll-taker pointed out that undecided and the "no comment" Senators, added to those answering "yes", totalled 40 - one more than the number opposed to controlling program content.

Those who answered the question in the negative, Sulds reported, generally took the stand that the government should stay completely away from restrictions on freedom of expression in radio or any other medium. On the other hand, those who wanted some form of controls over program content were concerned almost entirely with news broadcasts and commentators. Oddly enough, Sulds added, the latter group included some of the most liberal as well as some of the most reactionary Senators. Almost to a man, they feared slanting of political news and comments in the opposite direction from which they themselves leaned.

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GOV. DONGAN BROADCASTING CO. RECOMMENDED FOR WOKO FREQUENCY

The Communications Commission last Tuesday (Aug. 26) announced adoption of its Proposed Decision of a Hearing Examiner's recommendation looking toward granting the application of the Governor Dongan Broadcasting Corp. for a construction permit for a new standard broadcast station at Albany, N. Y., to operate with 5 KW power on 1460 kc, unlimited time, which is the frequency to be relinquished by Station WOKO Albany pursuant to the Commission's denial of renewal of license to that station.

At the same time the Commission concurred in its Examiner's recommendation proposing to deny the mutually exclusive applications of Van Curler Broadcasting Corp. and the Joseph Henry Broadcasting Co. Inc., for the same facilities; also an additional

application of the Joseph Henry Broadcasting Co. Inc. for a license to operate the present facilities of WOKO.

The proposed grant would be conditioned to the Governor Dongan Broadcasting Corp. filing within 60 days, and approval of an application for modification of a construction permit incorporating the nighttime directional antenna system proposed by the Joseph Henry Broadcasting Co. and the selection and approval of a site which would enable it to give complete coverage to the city of Albany. By separate order, the Commission extended for one month from August 31 the temporary authority under which WOKO is operating.

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NEW YORK TELEVISION PICTURE REPORTED SEEN NEAR CHICAGO

Although television broadcasts are supposed to be limited in distance to the horizon -- somewhere around thirty miles -- R. E. Nord of St. Charles, Illinois reports partial reception of WCBS-TV, Columbia's television station in New York City. St. Charles, located thirty miles west of Chicago, is approximately 1,000 miles from New York.

"The lines in your test pattern were very sharp and clear cut and the name New York stood out like a printed sign," commented Nord who received the signal on a 30-tube table model. As proof of the pickup, he accurately drew the WCBS-TV test pattern on his letter paper.

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PETRILLO TO CONFER WITH NETS ON FM -- GOVERNMENT STUDIES CASE

James C. Petrillo, president of the American Federation of Musicians, has accepted the proposal of the heads of the four networks for a further meeting on the problem of simultaneous duplication of network musical programs on both frequency modulation and standard stations. The meeting is expected to be held the second week of September in Chicago, Jack Gould writes in the New York Times. Last week Mr. Petrillo formally rejected the plea of the four networks to authorize such duplication.

Meanwhile, representatives of the networks are scheduled to meet tomorrow afternoon with officials of the Department of Justice in Washington on the legal implications of Mr. Petrillo's refusal to permit duplication. The Frequency Modulation Association, which originally took the FM matter to the department, claims that there is nothing in the contract between the networks and the musicians to prevent duplication. The networks maintain that their contracts apply only to standard broadcast stations.

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::: SCISSORS AND PASTE :::
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Tavern Television Proves Sharp Competitor to Juke Box
("Variety")

Jukebox operators are beginning to feel the competition from television sets located in taverns in the Chicago area. Loss of revenue from such spots, compared to the takes of a year ago, ranges from 10% to 50%, according to such major firms in the juke-box operating field as the Universal Automatic Machine Co. and the ABC Music Service Corp.

(Reports from all over the country also reveal jukebox declines in taverns as a result of television).

It's in the early evening hours when television in the taverns gets heaviest attention. Diskbox have found that during the videocasts, which average three hours nightly, nickel-dropping is at its lowest ebb. On a typical 100-box route collections are down from an average of \$7 per box to \$6 and \$5, directly attributable to tele interference. This reflects a minimum loss of \$100 a week to the distributor. Other ops figure their losses are running as high as \$300 on a 100-machine route.

Projecting the situation nationally, the loss, if the \$1 per week reduction were made the norm, could easily reach \$250,000 for the year, without taking into account the anticipated expansion of video sets. New York is figured to have a minimum of 2,000 sets in taverns, while in Los Angeles it's at least 500. An additional 500 may be counted on in such videocasting areas as Washington, Philadelphia and St. Louis.

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Moscow Radio Committee Samples Alka-Seltzer
("Editor and Publisher")

During the recent Foreign Ministers Conference in Moscow broadcasts, Russian radio authorities would gather in the studio to listen to the feedback programs from the U.S.

Henry C. Cassidy of the Associated Press staff in Russia said one of them asked: "What is this Alka-Seltzer we hear so much?"

Cassidy produced a bottle of the stuff and passed it around. Each of the Russians took a sip, whereupon a censor asked Cassidy: "Is this stuff poison?"

Assured it was not, the censor commented slyly: "You could have poisoned the whole Moscow radio committee."

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Radio Audiences O.K. Sometimes; Sometimes Not

On a straight vote, says the radio critic of the London Observer, W. E. Williams, in the latest issue of The BBC Quarterly, the majority of listeners would probably favour the abolition of the studio audience. "But," he goes on, "if the question were broken down into components, the decision might be far less of a foregone conclusion."

Mr. Williams analyses, in his article, a problem that has long provoked professional, as well as lay, controversy. There are programmes, he says, in which the audience is an indispensable partner -- "Have a Go," for example; there are others -- he cites Variety productions -- in which an audience "is required as a catalyst," and of these he is critical, deprecating reliance on visual stimulus as incompatible with the nature of radio.

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BBC Gets Its Foot Into It Broadcasting Spanish Bullfight
(L. Marsland Gander writing from London in "New York Times")

The summer doldrums of British radio have been enlivened by a sudden squall caused by a bullfighting broadcast. Edward Ward, formerly a BBC war reporter, went down the old Spanish trail at Easter, and, among the recordings which he made on old Spanish customs, was a bullfight commentary. Though at times Ward seemed carried away by the poetry of an exciting spectacle, it was not a particularly callous commentary.

The BBC included the bullfight record, which lasted eight minutes, in a program lasting an hour and a half describing Easter festivities in Denmark, Greece, Austria, Spain and Italy. Soon the humanitarians were in full cry. The Performing Animals Defence League sued in the High Court for an injunction to restrain the BBC from broadcasting the commentary again. The motion was dismissed and the BBC then proceeded to rebroadcast the whole program, this time on the sacred and serious Third program wave lengths.

This brought 91-year-old George Bernard Shaw bounding into the arena and calling, in a letter to The Daily Telegraph, for an inquiry into the mental condition of the BBC. In his youth, said Shaw, England was proud of having abolished bear baiting and all such savageries. But now!!

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Paul Porter Will Tell Why It Was All Greek To Him
("Washington Post")

Paul Porter, ex-FCC chairman and the former special Ambassador to Greece, has written his first magazine piece about his mission. It will be published by Collier's September 12 and is called "Wanted in Greece -- A Miracle." Porter presented the check for this article to the Americans for Democratic Action.

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Look published by Gardner Cowles, Jr., who is also president of the Cowles Broadcasting Company, advertises it has gained 3,000,000 readers in 1947 over 1946, largest gain among the Big Three magazines whose magazine audience now is: Life, 26,000,000 readers; Look, 15,650,000, and Saturday Evening Post, 13,750,000.

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The Clear Channel hearing, which was scheduled to reopen September 29, at the FCC, has been postponed until October 14.

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"Information Please," will become a weekly half-hour coast-to-coast attraction of the Mutual Broadcasting System beginning at 9:30 E.D.T. Friday, September 26, when it is offered for the first time for sponsorship locally in areas as the network's newest co-op show.

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Offering a potential circulation of 200,000 at little cost, plus an opportunity to experiment with advertising commercials in the new medium, George Moskovics, WCBS-TV Commercial Manager, addressed his third sales letter in the CBS program availabilities series to the membership of the Association of National Advertisers on the subject of commercial films. 70% of the ANA roster, it is reported, has such films for promotion purposes.

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The American Radio Relay League has appointed Albert E. Hayes, jr., radio amateur of Baltimore, to the full-time post of National Emergency Coordinator to promote and supervise amateur preparedness to supply disaster communication.

"A study of past experiences," ARRL states, "particularly in the recent Texas City catastrophe, has shown that to be prepared for efficient performance requires not only a highly-organized local planning program but also the co-ordination of existing nation-wide amateur radio networks as relay routes for emergency traffic. Organization at the national level must therefore be tightened."

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Had the pilot of the plane in which Ambassador Atcheson crashed enroute from Japan sent an earlier warning that he was in trouble, radar could have expedited rescue efforts, an expert observed.

Naval Capt. Walter S. Mayer, jr., of Staten Island, N.Y., who helps direct the Hawaii Air-Sea Rescue Center, said, however, that the warning did not come until the plane was 30 minutes from disaster.

With a two-hour warning, he explained, a rescue plane could have been guided by radar to the imperilled plane to pinpoint the crash position and direct rescue vessels to the exact spot.

On his morning show over WTOP-CBS, Washington, Arthur Godfrey told of the need for relief for the Chinese people ravaged by floods.

The next day Godfrey got a letter from Congressman Walter H. Judd, 5th District of Minnesota, asking for the script of the broadcast. In his own hand, the Congressman added a P.S.:

"As a result of your broadcast, a physician in D.C. has called to donate \$300 worth of drugs to China Relief. It must have been good!"

At the time of ABC's birth in January 1942 as the Blue Network it had a total of 116 affiliates of which 80 were in the leading market areas of the U.S. At the close of 1947, ABC will have a total of 265 affiliates of which it says at least 167 will serve the nation's top 200 markets.

Owners of portable and midget "personal" radios, formerly limited to the use of ordinary flashlight cells as "A" batteries, are now offered a new-type, sealed-in-steel radio "A" battery especially designed for use in smaller sets and recently placed on the market by the Tube Department of the Radio Corporation of America.

Davy Jones' locker soon may be opened to the public as a result of an underwater television experiment in Bikini lagoon, the Navy announced Tuesday night (Aug. 26).

A group of scientists and naval officers sat on a deck of a surface ship and watched the fish swim by a television camera 160 feet below the surface of the sunken submarine Apogon.

Deep sea divers who recently explored the sunken craft reported the five-inch square deck television screen approximated in clarity what they saw on the bottom during underwater searches.

The Navy said the television camera was lowered to the deck of the Apogon, a target ship in the Bikini atom bomb explosion. It was focused from the vessel floating atop the lagoon.

Listening to a radio program is an important part of the week's work for half a million students in 4,000 Western schools. Every Thursday at 10 a.m., school radios are tuned in to the Standard School Broadcast, presented from San Francisco by Standard Oil of California.

Then, back in their classrooms, the children relate the classical music they have heard to their studies. Often they meet and discuss music with the musicians who have performed for them.