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## INDEX TO ISSUE OF SEPTEMBER 10, 1947

Senators Quietly Prepare To Blast Press-Radio Liquor Ads.....	1
20th Century-Fox, RCA To Begin N.Y. Theatre TV Experiments.....	2
Broadcasters Welcome Threshing Out Radio Editorial Question.....	3
RCA Asks FCC To Reconsider Overseas Rate Increase.....	4
Trammell Reminds Broadcasters White Bill Still In Mill.....	5
Gen. Harbord's War Mementoes Willed To Dawes Collection.....	6
Magazine Gets Rise Out Of NAB For Jumping The Gun On Code.....	7
Reinsch To Write Book On Radio Station Management.....	7
Petrillo FM Music Duplication Awaited.....	8
Gen. Ingles RCA Communications Pres.; Jolliffe RCA Director.....	9
Tube Production Reflects Season Slump.....	9
India's Unrest Causes Bombay Radio Exhibition Postponement.....	9
Experimental Television Relay Demonstrated In Britain.....	10
Unesco Vetoes World Radio Net But Still Plays With Idea.....	10
Great Increase In Radio Exports Shown.....	11
Washington Teachers Attend First Lecture By Television.....	11
Partition Of India May End "All-India Radio".....	12
"Daylight Saving - It's Wonderful".....	12
Scissors And Paste.....	13
New 300-Square-Inch Picture Tele Set Announced By RCA Victor.....	14
Trade Notes.....	15

September 10, 1947

## SENATORS QUIETLY PREPARE TO BLAST PRESS-RADIO LIQUOR ADS

A group of determined Senators are all set for a drastic move when Congress convenes next January which will stir up the biggest fight between wets and drys since the old prohibition days. It will be the launching of another attack on newspaper, magazine, and radio liquor advertising - but from an entirely new angle.

The leaders in this will be two fresh recruits - Senators Clyde M. Reed (R), of Kansas, and Edwin M. Johnson (D), of Colorado, who will be entirely unhampered in his efforts since he is not up for re-election. These Senators entered the fray through being members of an Interstate Commerce subcommittee to revise a bill by veteran Senator Arthur Capper (R), of Kansas under which all liquor advertising would be banned from interstate commerce. Senator Capper who hails from one of the most famous dry states in the Union, has been introducing this bill into every Congress in the past 20 years but it has never gotten anywhere.

However, Senators Reed and Johnson, after the hectic hearings which were held on the Capper Bill last Spring taking note of the growing in the subject came to the conclusion that the Capper bill was too drastic and too direct. They therefore recommended that instead of drafting a new law such as that, better results might be achieved through an amendment to the old Federal Trade Commission Act.

This would make it illegal, they said, for liquor advertisers to "imply that young folks have to absorb a lot of booze if they are going to amount to anything."

The amendment would forbid the publication or broadcast of advertisements which "by word, device or sound" imply that the use of liquor is beneficial to health, would increase social or business prestige, or is traditional in American family life. Ads which contained such "implications" would be classed as "misleading under the Federal Trade Act".

The new version was drafted by Senator Reed. Senator Johnson endorsed it but said that it does not go quite far enough. He suggested an added clause to make it illegal for any liquor, wine or beer advertisement to include a picture of a woman, child or family scene.

The Senators in their recommendation said they found magazine color ads to be the principal offenders. They were particularly concerned that such copy was "persuading young people that it is socially smart to drink".

It is certain the cudgel will be promptly taken up on this measure by the Licensed Beverage Industries. A new champion will be Frank Mason, wartime Assistant to Secretary of Navy Knox, and



ex-president of the International News Association, who recently took over as head of the U. S. Brewer's Foundation. Mr. Mason will give special attention to the radio angle since he is also an outstanding authority in this subject having for years been Vice-President of the National Broadcasting Company. Mr. Mason's argument is that as long as beer is legal, it is advertisable.

Editor and Publisher takes a dim view of the proposed Reed-Johnson amendment to the Federal Trade Act, saying:

"The Senate subcommittee interested in the campaign against liquor advertising has been deluded into believing this is the best method of combatting juvenile drinking. Previously, they wanted to ban all liquor advertising. Now, under an amendment to the FTC law, this group would bar alcoholic beverage advertisements containing representations 'by statement, word, design, device, sound, or any combination thereof, that the use of such alcoholic beverage (a) is beneficial to health or contributes to physical up-building, (b) will increase social prestige or business standing or prestige, or (c) is traditional in American family life or is or should be a part of the atmosphere of the American home."

"The sale and consumption of liquor is legal in most parts of the country. Local or State laws are controlling in setting age limits for citizens below which they may not purchase liquor. If Congress is interested in stopping illegal drinking it should attack it at the source, where it is sold and consumed. Attempting to censor advertising for the influence it allegedly has in driving youths or anyone else, to drink is like prohibiting the advertisements for new automobiles because it provides an unconquerable impulse for kids and adults to swipe their old man's or someone else's car and go for a joyride."

It is believed that the Reed-Johnson amendment will be taken up early in the next session of Congress and if approved by the Senate Interstate Commerce Committee will be introduced in the Senate where its proponents will press for immediate action.

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#### 20TH CENTURY-FOX, RCA TO BEGIN N.Y. THEATRE TV EXPERIMENTS

The establishment of New York as the developmental center in the East for uses of television in the motion picture industry was assured with the announcement this week by RCA Victor Division of the Radio Corporation of America and the 20th Century-Fox Film Corporation of the signing of a contract for a joint program of research on large-screen television.

The cooperative project will be centered in the film company's Movietone Newsreel studios in mid-Manhattan. The program of joint research follows closely the conclusion of an identical contract between RCA and Warner Brothers Pictures, Inc. The Warner project is being conducted on the West Coast at the Warner's Burbank studios.

Delivery of the first elements of the large-screen equipment developed by RCA will begin in the early Fall.

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## BROADCASTERS WELCOME THRESHING OUT RADIO EDITORIAL QUESTION

Justin Miller, President of the National Association of Broadcasters, lost no time endorsing a showdown as to whether or not there should be radio editorials. He said:

"I am delighted to learn that the Federal Communications Commission has set January 12, 1943, for hearings on the Mayflower Decision. This decision, which proscribes editorializing on the air, long has stood as one of the most serious abridgments of free speech, and certainly represents a philosophy that is contrary to the principles of the Constitution."

The issues as stated by the Commission are:

(1) "To determine whether the expression of editorial opinions by broadcast station licensees on matters of public interest and controversy is consistent with their obligations to operate their stations in the public interest", and (2) "To determine the relationship between any such editorial expression and the affirmative obligation of the licensees to insure that a fair and equal presentation of all sides of controversial issues is made over their facilities."

The Commission said it ordered the inquiry because of widespread discussion in the industry over "the exact meaning" of the so-called "Mayflower Decision" 1941 FCC ruling which said in part:

"The broadcaster cannot be an advocate."

It said some radio interests have expressed belief broadcasting stations should have wider freedom of expression than that allowed in the 1941 ruling.

That ruling was made in connection with an application by radio station WAAZ, operated by the Yankee Network at Boston for a renewal of license.

The Commission questioned the station's practice of broadcasting "so-called editorials from time to time urging the election of various candidates for political office or supporting one side or another of various questions in public controversy."

A Commission statement at that time added:

"In these editorials, which were delivered by the editor in chief of the station's news service, no pretense was made at objective, impartial reporting. It is clear - indeed the station seems to have taken pride in the fact - that the purpose of these editorials was to win public support for some person or view favored by those in control of the station."

The WAAZ license was renewed only after the editorial broadcasts were discontinued.

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## RCA ASKS FCC TO RECONSIDER OVERSEAS RATE INCREASE

The Radio Corporation has filed with the Federal Communications Commission a petition requesting reconsideration of its recent order increasing rates, on the ground that the increases ordered are inadequate. Tropical Radio and the American Cable and Radio companies, as mentioned last week, have filed similar petitions. Thus all of the large carriers involved, except Western Union, have appealed the decision. A table in the Commission's decision shows that the Western Union cables would receive the largest amount of additional revenue and they have apparently decided to accept the new rates without appeal.

RCA's petition, submitted by its attorneys Glen McDaniel and Howard Hawkins, points out that the FCC's own estimate of the increased revenue to RCA would be less than half of the \$3,500,000 which RCA testified at the hearing would be necessary for it to earn the rate of return on its invested capital to which it believes it is entitled.

Furthermore, RCA points out that the actual results from its operations for the first seven months of 1947 are less favorable than estimated at the time of the hearing, so that, together with further increased labor costs effective November 1, 1947, the actual increase will be less than half that estimated in the Commission's decision.

RCA reminds the FCC that in place of the 23 cent rate requested for Europe and South America, the Commission granted only 25 cents to Europe and 22 cents to South America; to Far Eastern points where RCA requested a 42 cent rate, only 30 cents was approved. The Bermuda Conference, RCA states, at which the British agreed to a ceiling of 30 cents per word, had as its basic principle the fact that the rates in both directions would be identical but due to the fact that the inbound rates are substantially in excess of the new outbound rates, RCA is required to pay out to foreign administrations amounts in excess of the gross tolls collected from the American public.

The petition concludes with an affidavit from RCA's Controller Lon A. Cearley including three tables of figures leading up to the fact that the new rates, instead of bringing RCA over a million in net income will in fact produce less than half a million dollars before income taxes.

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The fourth RMA Industrial Relations Seminar in Chicago November 13th will deal chiefly with the application of the Taft-Hartley Act to the radio industry.

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TRAMMELL REMINDS BROADCASTERS WHITE BILL STILL IN MILL

A gentle reminder to the broadcasting industry that the Bill of Senator Wallace White (R), of Maine, to amend the Communications Act still awaits action on Capitol Hill is an 80-page booklet just issued by the National Broadcasting Company, "A Free Radio and the Law." It contains the statement made by President Niles Trammell which attracted so much attent when he appeared before the Senate subcommittee:

"A free press today is one of the basic guarantees of a free society. Recognition of the same freedom for radio will place a powerful ally at the side of the press", Mr. Trammell said. "Together they will be able to withstand any assault upon democracy."

Mr. Trammell declared in addition to allowing freedom of expression, it is of the utmost importance that such new legislation as may be enacted shall allow for the great technical advances in the electronic art and provide encouragement for the industry that must find new capital to finance a vast program of expansion.

"Many radio broadcasters of today will become the electronic publishers of tomorrow", Mr. Trammell continued. "They will be engaged in the distribution of newsreels and motion pictures to the home by electronic means. Radio newspapers will become commonplace. Practically every form of artistic expression will become available to the people direct from studio to home through these modern methods of mass communication."

Mr. Trammell when appearing before the Senators revealed for the first time that RCA Laboratories had developed a revolutionary system of high-speed communications tentatively referred to as "Ultrafax", which incidentally is expected to be demonstrated in Washington perhaps within the next month.

Explaining that "Ultrafax" is an outgrowth of television, Mr. Trammell said:

"In effect, it is a radio-mail system, which will surpass radiotelegraphy, wire telegraphy, cables, and air mail in speed of operation. Here television is used for communications.

"Preliminary tests through the air have revealed that this new system, which utilizes microwave radio relays, is practical, and that it has a potential for handling more than a million words a minute.

"In other words, this system could transmit twenty 50,000-word novels from New York to San Francisco in only 60 seconds. Each printed page is treated as a frame of a television picture, and each page is flashed in rapid succession. At the receiving end, the pages are reproduced by new high-speed photographic processes for quick delivery.



"Letters, business documents, checks, photographs, newspapers and magazines can be handled in the same way. In addition, these microwave circuits can simultaneously carry ordinary telephone speech and telegrams, and also provide inter-city network for television as well as standard and FM broadcast programs.

"World-wide radio and domestic telegraphic communications as we know them today will, in the light of this development, make present-day communications appear as slow as the ox cart compared with a Stratoliner."

Mr. Trammell concluded his appeal to the Senate with:

"In the United States the free radio we have enjoyed is threatened by the continued encroachment on the rights of the public to receive a broadcasting service free from federal regulation. In the legislation which we hope that Congress will enact, we ask for equality with the press under all the laws that govern our society. We reaffirm our previous requests for legislative safeguards to protect the freedom of this great medium of mass communication. We urge that Congress strengthen one of this nation's greatest assets for the preservation of the American way of life."

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#### GEN. HARBORD'S WAR MEMENTOES WILLED TO DAWES COLLECTION

The will of Lieut. Gen. James G. Harbord, who was Chief of Staff to General Pershing in World War I and later, and Honorary Chairman of the Board of the Radio Corporation of America, was filed for probate in White Plains, N.Y. last week in the Westchester County Surrogate's office. It gave his collection of war mementoes to the Dawes Arboretum, a foundation in Newark, Ohio. The collection includes maps, letters, decorations and pictures of World War I.

General Harbord, who died on August 20th at his home in Rye, directed in the will that his widow, Mrs. Anne Lee Harbord, receive the home, jewelry, personal effects and life income from the residuary estate. His entire property was valued at "more than \$40,000".

Six persons who had worked for the General in his office and home received \$1,000 each and a provision was made for souvenirs for four former military aides. The will stipulated that on Mrs. Harbord's death the residuary estate is to be distributed among nephews and nieces, George H. De Baun of Washington, William G. De Baun of Wakarusa, Kan., James R. De Baun of Greenvale, L.I., Mrs. Katherine D. Davidson of Nevada, Mo., and Mrs. Faith D. Healey of New York.

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## MAGAZINE GETS RISE OUT OF NAB FOR JUMPING THE GUN ON CODE

Taking exception to a report of the proposed code published prior to the meeting of the Directors Board of the National Association of Broadcasters' convention at Atlantic City next Monday (September 15), Justin Miller, President of the Association sent the following telegram to the NAB Directors:

"The September 8 issue of Broadcasting Magazine contains what is purported to be test of the 'NAB Proposed Code'. This is to reassure you that the proposed NAB Standards of Practice have not been released by this office and will not be released before Board members have had an opportunity to review them. The material contained in the Broadcasting Magazine report is substantially incorrect particularly with reference to the important limitations on commercial copy."

With the addition of Robert R. Wason, Chairman of the Board of the National Association of Manufacturers, Paul Whiteman, and James F. O'Neil, newly elected Commander of the American Legion, as speakers, arrangements for the Atlantic City Convention are complete.

Prior to the Atlantic City gathering the FM Association will hold its first annual meeting in New York City Friday and Saturday, September 12th and 13th. The principal speaker will be FCC Chairman Charles R. Denny, who will also address the NAB the following Wednesday. FM Association meeting attenders are likewise expected to go to the Atlantic City convention.

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## REINSCH TO WRITE BOOK ON RADIO STATION MANAGEMENT

J. Leonard Reinsch, radio advisor to President Truman and manager of radio stations in Atlanta, Dayton and Miami owned by former Governor Cox of Ohio, has just returned to Atlanta from New York where he signed an author's contract for his new book which will appear early in 1948. The title will probably be "Radio Station Management" and will cover all phases of radio station operation.

Regarding reports which appeared in the Chicago Sun, PM, Time, and Variety that a coolness had sprung up recently between President Truman and Mr. Reinsch, the latter had no comment. The story was that Charles R. Denny, Chairman of the Federal Communications Commission might resign by the end of the year, and that the President was displeased at the report that Mr. Reinsch was to succeed Mr. Denny.

"It has been my observation in Washington", Mr. Reinsch said, "when such stories appear, it is best to have no comment. Subsequent developments are a much better answer."

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PETRILLO FM MUSIC DUPLICATION AWAITED

Despite reports that James C. Petrillo, President of the American Federation of Musicians would stand pat on banning the duplication of music on FM (frequency modulation) and AM (standard) stations, no statement as yet has been issued following a meeting of network leaders with Mr. Petrillo in Chicago last Monday.

Representing the broadcasters were Robert Swezey, Vice-President and General Manager of the Mutual Broadcasting System, and Frank P. Schreiber, Manager of WGN, for Mutual; Mark Woods, President, American Broadcasting Company; Frank Mullen, Executive Vice-President of the National Broadcasting Company, and Frank White, Treasurer of the Columbia Broadcasting System.

Referring to the Chicago meeting, the New York Times said editorially:

"Mr. Petrillo has an opportunity to further the interests of his membership by announcing an affirmative reply.

"FM radio holds two great promises of particular interest to the musician. The first and more publicized is its reproduction of music with a fidelity and freedom from noise. The second, and probably more important from Mr. Petrillo's standpoint, is that it will mean the injection of vitally needed new competition in the field of programming through new FM stations taking to the air. That this will redound to the advantage of Mr. Petrillo's members would seem evidenced by the fact that on Friday there will be broadcast the first commercially sponsored orchestral program ever carried by an FM network.

"But manifestly the FM industry will not be able to enjoy a sound financial start if it cannot have the popular national favorites represented by the network offerings. Duplication is the essential prerequisite to the sale of sets and adapters in sufficient proportions to make possible the new mass FM medium which has elicited the enthusiasm of such diverse groups as labor unions, cooperatives, newspapers, department stores, returning GIs and the more progressive of the present broadcasters.

"In radio circles Mr. Petrillo always has been known as a thoroughgoing realist and, when the chips were down, not lacking in a sense of the practical. Surely, he and his colleagues on the Federation's Executive Board will recognize that before they can strike a bargain with a new industry the new industry should have a chance to come into being."

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## GEN. INGLES RCA COMMUNICATIONS PRES.; JOLLIFFE RCA DIRECTOR

Maj. Gen. Harry C. Ingles (ret.) last week was elected President of RCA Communications, Inc. At the same time Dr. C. B. Jolliffe, Executive Vice-President in Charge of RCA Laboratories, was advanced to membership on the RCA Board of Directors.

General Ingles is also a Director of Radio Corporation of America and of the RCA Communications. David Sarnoff will continue as Chairman of the RCA Communications Board. Thompson H. Mitchell continues in the position of Executive Vice President of RCA Communications, Inc., the position which he has held since December 1945.

Dr. Jolliffe joined the Radio Corporation of America in 1935 as engineer-in-charge of the RCA Frequency Bureau. Later he became Vice President and Chief Engineer of the RCA Victor Division. In March, 1945, he was elected Vice President of Radio Corporation of America in charge of RCA Laboratories, and in December, 1945, he became Executive Vice President in charge of the same division.

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## TUBE PRODUCTION REFLECTS SEASONAL SLUMP

A seasonal slump, including plant shutdowns for vacations, resulted in a more than three-million decrease in the number of radio receiving tubes produced in July as compared with June, the Radio Manufacturers' Association has announced.

RMA member-companies manufactured 11,244,202 receiving tubes in July as against 15,057,109 in June. Total tubes produced during the seven months of this year amounted to 114,606,634.

Of the July total, 7,020,316 were for new set equipment; 2,291,735 for replacements; 1,810,944 for export, and 121,207 for government agencies.

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## INDIA'S UNREST CAUSES BOMBAY RADIO EXHIBITION POSTPONEMENT

The American Consulate General at Bombay, India, reports that the All-India Radio Merchants Association is organizing a Conference and Exhibition of radio and allied goods of both foreign and national make. The Conference and Exhibition were originally scheduled to be held in August 1947, but a subsequent communication received from the Association states that (in view of the momentous political developments taking place at the present time in India) they have been postponed to the last week of December 1947. Interested American firms should communicate directly with the All-India Radio Merchants' Association, Fateh Manzil, First Floor, Opera House, Bombay.

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## EXPERIMENTAL TELEVISION RELAY DEMONSTRATED IN BRITAIN

A demonstration was given in Great Britain recently of an experimental television relay link by Marconi's Wireless Telegraph Co. The Alexandra Palace transmission was received at Danbury, near Chelmsford, and retransmitted to a receiving site at Great Bromley, close to Colchester, the distance of the relay being about 24 miles.

The vision channel was 510 Mc/s (60 cm) and employed a carrier power of some 5 watts. Frequency modulation was used, largely because of the constancy of the receiver output obtained through the use of limiters. The transmitting aerial took the form of a horn radiator mounted on a mast 40 feet above ground and energized by a probe.

At the receiving end a paraboloid reflector was used and carried at the 200-foot level on a mast. For the sound channel the transmitting aerial was a Yagi with a cylindrical reflector and eight directors. Frequency modulation was used here also and a power of 100 milliwatts.

"The program for the demonstration originated in Ascot, so that, as seen at Bromley, it traveled by the BBC outside-broadcast link to Alexandra Palace, from there to Danbury by the normal television transmission, and from Danbury to Bromley by the Marconi link", the U. S. Commerce Department was advised. "Despite its many transformations the received picture was extremely good and appeared to have suffered little, if at all, in the last stage of its journey.

"In order to judge the precise effect of the link on picture quality it would be necessary to compare relayed and unrelayed pictures side by side. It is understood that the Marconi Co. hopes to carry out such a trial by erecting a further link back from Bromley to Danbury. It will then be possible to have cathode-ray tubes side by side, one showing the picture received directly from Alexandra Palace and the other a picture relayed to Bromley and then back to Danbury. By comparing the two pictures the effect of a two-step relay will be immediately obvious."

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## UNESCO VETOES WORLD RADIO NET BUT STILL PLAYS WITH IDEA

Radio experts from 16 nations, during a six-day conference at Unesco House, recommended "most extensive collaboration" with existing national radio organizations but proposed no immediate establishment of a world-wide radio network by the United Nations Educational, Scientific and Cultural Organization.

The Committee urged the creation of a permanent Unesco Commission of program experts from 18 nations to meet annually in Paris. The Commission would examine the general nature of Unesco

radio programs, would review activities in this field and propose action for the removal of obstacles to international exchange of programs.

On the proposal for setting up a world radio network, to be operated and sponsored by Unesco, there was considerable disagreement by European delegates. The suggestion was forwarded by the American representative Lloyd A. Free, State Department consultant. The group finally voted against such a network with the provision, however, that if the United Nations network were not established the question of a Unesco network should be re-examined.

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#### GREAT INCREASE IN RADIO EXPORTS SHOWN

By way of backing up the prediction that United States radio exports would exceed \$60,000,000 in 1947, George R. Donnelly of the Office of International Trade in the Department of Commerce offers the following comparison between the regional distribution of U. S. Exports of Radio Apparatus in 1939 and 1946:

<u>Region</u>	<u>1939 Value</u>	<u>1946 Value</u>
Canada	\$2,368,021	\$ 6,016,654
Latin America	7,790,902	23,615,930
Europe	4,826,106	2,841,048
Asia	1,689,037	4,149,153
Africa	1,790,410	2,144,528

United States exports of radio receivers alone during 1946 totaled 832,377 units, valued at \$23,232,973, compared with 551,846, valued at \$10,448,017, in 1939.

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#### WASHINGTON TEACHERS ATTEND FIRST LECTURE BY TELEVISION

Kids who fire paperwads at teacher will find themselves frustrated if schools make use of a precedent set in Washington yesterday (September 9). And 200 D.C. teachers saw how it was done.

For the first time in District of Columbia schools, a man was in full view of a class while he lectured to them from two miles away. It was done with television. Edward Scoville, WTOP-CBS Director of Television, lectured from the DuMont station WTTG downtown. Two miles away, at Wilson Teachers College, teachers attending the third annual WTOP-CBS Radio Workshop heard the talk on television screens.

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PARTITION OF INDIA MAY END "ALL-INDIA RADIO"

With the partition of India, the title "All-India Radio" will presumably no longer be used by the broadcasting organization of either India or Pakistan, advices to the Commerce Department indicate.

Broadcasting is one of the many "assets" being considered by special committees for division between the two States.

In 1927 the Indian Broadcasting Company opened its first station - a 1.5-kw. medium-wave transmitter in Bombay. In 1930 broadcasting was placed under the direct control of the Government of India and was called the Indian State Broadcasting Service. The service, which by 1936 was provided by three transmitters, was re-organized and renamed All-India Radio. At the end of 1939, 14 transmitters - 9 medium-wave and 5 short-wave - were in use in Dacca, Delhi, Bombay, Calcutta, Lahore, Lucknow, Madras, Peshawar, and Trichinopoly. During the war additional short-wave transmitters were installed at Delhi for the oversea service.

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"DAYLIGHT SAVING - IT'S WONDERFUL"

Taking pen in hand, F. P. Guthrie, Assistant Vice-President of RCA Communications, Inc., in the Capital, wrote as follows to the Editor of the Washington Post:

"On August 18, under the heading 'Daylight Saving', you printed a very peculiar letter from a correspondent who asks how the advocates of daylight saving feel about it now, as if the passage of time had anything to do with it.

"I am very glad to answer the question: Daylight saving is one of the finest things ever invented. That is the way I felt about it yesterday, today and how I will feel about it tomorrow.

"Tonight, for example, there was not only time enough after dinner to clean the spark plugs of the car, but also to fix a window in the house. Last week I cut the grass before dark. Over the week-end there was time to get back from a trip to the beach before dark.

"It's wonderful."

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::: \_\_\_\_\_ :::  
::: SCISSORS AND PASTE :::  
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Repair-It-Yourself Radio  
("Life", Sept. 8)

The radio (a picture of which "Life" shows being crushed under the foot of an 180 pound man) is, temporarily, a total loss. But not for long. Ten minutes after it was thus ruthlessly stamped on, it was again playing perfectly. Had it been a conventional radio, several days' work costing two or three times the instrument's original purchase price would have been required to restore it to operation. This radio was quickly repaired because it has almost no wire connections and all its parts are replaceable simply by plugging new ones into the plastic chassis after faulty parts have been removed.

Called the Cosmo Compo, the set is based on a new construction principle. All of the many small and intricate parts which clutter the undersides of ordinary radios have been built into six sub-assemblies, or "components", which are sealed in metal cylinders. These components, the speaker and tuning condenser plug into the chassis like standard vacuum tubes, which the set, of course, also uses. There are no soldered wire connections between them and the tube sockets, condensers and other parts because the current is carried by metal tapes stamped on the plastic chassis.

The new radio's debut on the market this month will be watched with interest by the manufacturers of other low-priced radios. It will also be watched with dismay by those radio repairmen who have relied on the customer's ignorance of electronics to foist huge repair bills on him. With this new radio the customer can become his own repairman. He can take his disabled set to a store, interchange its components with new ones until he locates the trouble source himself, then pay a modest \$1.85 for a new component, tube or speaker.

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FM Program Listings Bother Newspapers  
("Editor and Publisher")

Most daily newspapers in this country have been carrying daily radio program listings gratis for many years. In this way they have contributed millions of dollars of free publicity to a competitive medium. But few publishers have objected in the belief this was a public service.

The advent of FM broadcasting which promises to at least double if not triple the number of radio stations in every community raises the problem anew for the serious consideration of every publisher. If the old procedure is followed, newspapers will be contributing more than twice the space formerly given to program listings. This is valuable space in any newspaper. Space that is under constant demand from both advertising and editorial departments. To continue gratis listings is going to cost publishers



considerable money. The cost must be weighed again against the public service involved.

A few newspapers have charged local stations for listings in the past. But the new situation caused by FM has been met squarely for the first time, we believe, by two Miami newspapers. They have successfully sold local radio stations, including those whose programs were formerly carried free, on paying a new low rate for this space.

All publishers will study this development closely. Many radio stations will strongly oppose institution of such charge for their listing. But the justification for establishing this new rate for program listings is apparent. Station owners will have to admit that the cost of carrying more and more listings free for the new stations being started is an unjust burden of expense for newspapers that should be shared by the medium getting the direct benefit from it.

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Toothsome Detail Of FDR Broadcast  
(From the book "Reilly of the White House" published by Simon and Schuster, New York)

As the broadcast time approached the President would dig into his pockets, search around, and then grin helplessly at one of us. Whichever of us he grinned at would nod, walk quietly out of the Oval Room, then run like blazes up to the President's bedroom, where we'd search out the little silver box in which he carried a pivot tooth. We'd bring the little box to him as unobtrusively as possible and often, even as radioman Carlton Smith or John Daly was making his brief introductory remarks preceding a speech, the Boss would be sitting before his mike, grimly screwing the tooth into his lower jaw.

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#### NEW 300-SQUARE-INCH PICTURE TELE SET ANNOUNCED BY RCA VICTOR

First of RCA Victor's new large-screen television receivers, providing pictures almost as large as a newspaper page and 50 foot lamberts in brightness or about five times as bright as the average motion picture, was announced this week by Henry G. Baker, General Sales Manager of the company's Home Instrument Department. most movies have a brightness of 10 foot-lambers or less.

The set, presenting a 15 x 20 inch television picture (300 square inches in area), also includes standard broadcast, FM, and shortwave radio. Suggested retail price for the unit is \$1195, plus \$11.05 Federal Excise Tax and \$95 for the RCA Victor Television Owner's Policy, which covers the antenna, installation of antenna and receiver, and a year's service and maintenance of the complete instrument, including any necessary replacement of parts.

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TRADE NOTES

Stromberg-Carlson Company this week introduced its 1948 line of FM-AM radio receivers at the conclusion of a two-day Middle Atlantic and Eastern States regional distributors meeting in New York City. Feature of the presentation were the first two post-war television units produced by the company. Both are consoles with direct-view ten-inch tubes. The first unit is a straight video model, while the second has AM-FM radio and an automatic record changer.

When Major Edwin H. Armstrong, the inventor of FM, decided to give the 75 delegates to the recent International Telecommunications Conference in Atlantic City FM/AM table receivers, he put Zenith Radio Corporation on the spot.

Hurried calls went out to Zenith's distributors and to dealers' stores throughout the country, but only 22 of the desired model could be found. When Zenith employees returned from vacations, the first 53 FM receivers off the assembly lines went direct to Major Armstrong in Atlantic City.

Samuel H. Northcross has been appointed Vice President of Audience Research, Inc. in charge of radio research, Dr. George H. Gallup, President announced Tuesday.

Ten persons who had attended "You're The Top" quiz program at WTOP studios on the upper floors of the Earle Building in Washington, got stuck on the bottom floor when the elevator jammed last week.

After juggling the controls for a few minutes, the operator of the elevator called for help. The operator of the adjoining car heard her and summoned the building engineers.

An adjoining elevator was parked parallel with the stalled car between the lobby and the first floor. Emergency escape panels were removed from the sides of each elevator and passengers were able to board the other car.

Radio coverage has been extended to 15 additional pieces of fire apparatus by the Washington Fire Department which is now operating its own station WAKY.

The American Broadcasting Company added another 50,000 watt station to its roster as KCMO increased its power and improved its frequency on September 9th.

Tom Mason has been appointed Regional Manager, Central District, for the Crosley Division of the Avco Manufacturing Corp. He has had extensive experience in the radio field; was Manager, Cincinnati Branch, Ohio Appliances, Inc., RCA distributors in Cincinnati, following his release from the Army.

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