

HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W.

Washington 8, D. C.

Robert D. Heinl, Editor



Founded in 1924

RECEIVED

OCT 17 1947

W. S. HEDGES

OCT 16 1947

J. H. MacDONALD

INDEX TO ISSUE OF OCTOBER 8, 1947

Newest Station Credited With Selling TV To White House.....	1
Despite Denial Denny Still Has 'Em Guessing Re FCC Exit.....	3
WBBM Is Given Citation For "Report Uncensored".....	3
Fulton Lewis To Sue Over Dismissal By Farm Cooperative.....	4
RMA To Pass On Final National Radio Week Plans.....	4
Federal Radio Causes I. T. & T. Loss; Situation Now Better.....	5
Syd. Eiges Boosted To NBC V-P; Also Chas. P. Hammond.....	6
Walker, FCC Vice-Chairman, Goes All Out For Television.....	6
Radio Code Must Be Enforced To Be Constructive.....	7
Farnsworth Sets Up Radio and Television Research Laboratory.....	8
Brunswick Goes In For Large Screen TV Sets For Bars, Clubs.....	8
Fireworks Expected At TV Rules Change Hearing Oct. 13.....	9
Petrillo Again Puts Foot Down On FM; OK's Crossing Picket Line.....	9
441 Radio Stations Made Associated Press Associate Members.....	10
Radio Kits, Inc. Answer FTC False Advertising Charge.....	11
French Govt. Turns To Radio To Rebuff Press.....	11
British Beat Argentine Radio Set Embargo By Sending Parts.....	12
Washingtonians Want Daylight Saving Time Again, Poll Shows.....	12
Scissors And Paste.....	13
Trade Notes.....	15

October 8, 1947

NEWEST STATION CREDITED WITH SELLING TV TO WHITE HOUSE

According to a reliable informant it took Washington's baby television station WMAL-TV, which only went on the air last Friday, to sell televising to the White House after WMAL-TV's older competitors WNBW and WTTG had failed to crash the gate on previous broadcasts. Thus, our informant reveals, there was considerable surprise expressed by the two Washington rival television stations to learn that when, as a result of pressure exerted by Kenneth H. Berkeley, General Manager of WMAL-TV, President Truman had at last consented to the televising of his address to the nation on food conservation which he delivered last Sunday night. It was the first time a President of the United States had ever been televised addressing the people of the nation from the White House. He had previously faced television cameras but never before at the Executive Mansion.

Mr. Berkeley, it was said, had been assured that it was useless to try to get the President to reverse himself. Nevertheless, though he was the newest man in Washington in television, although probably the oldest in radio, and knowing his way around the White House, he decided to make another try in cooperation with his assistant Bryson Rasche and Burke Crotty, WMAL-TV director.

Thus a great victory was achieved not only for WMAL-TV but for the other two Washington stations WNBW and WTTG as the White House when it did decide to act, let down the bars to everyone. In that way WPTZ, Philco's station in Philadelphia, WABD, Dumont, WCBW-TV, CBS, and WBNT, NBC, all in New York City, got aboard via coaxial cable and WRG, General Electric station in Schenectady by radio relay. The first White House television program was directed by Mr. Crotty of WMAL-TV with Walter Compton of Dumont station WTTG serving as announcer. Technical facilities, two image orthicon television cameras, and technical staff were provided by the NBC station WNBW.

It is possible the World's Series may have had something to do with the President's change of heart about telecasting his European food plea. Several television receivers had been set up in the White House especially for the World's Series, one in the President's office. One story was that while talking with Henry J. Kaiser Friday, Mr. Truman was keeping a close eye on the game. However, Mr. Kaiser said something which caused the President to turn away just as Pinch Hitter Cookie Lavagetto won the game for the Dodgers in one of the most surprising plays in baseball history. Seeing the game suddenly ended, the perplexed President is reported to have run out to the Secretary's office to find out what had happened.

According to the dope, the sets installed in the White House were RCA, Philco and Dumont.

WMAL-TV itself only went on the air that same Friday night (October 3), two days before the presidential telecast. It presented

the Georgetown-Fordham football game in Washington as its major attraction.

The station is the third television transmitter to begin operation in Washington and the 14th in the country.

Samuel H. Kauffmann, President of The Evening Star Broadcasting Co. in opening the first program of the new station, declared operation of the television station is another step in the newspaper's policy of rendering service to the people of Washington, Maryland and Virginia. Mr. Kauffmann spoke at dedicatory ceremonies held in WMAL-TV's transmission station on the American University campus.

Pointing out that The Star has been dedicated to the principle of "fair and impartial service" of all news since its inception in 1952, and that Station WMAL has been dedicated to the same type of public service since its purchase by The Star in 1938, Mr. Kauffmann declared:

"Tonight, The Evening Star brings you still a third service - a new and exciting one - WMAL television. In the near future - WMAL-FM.

"Through these four communication services - newspaper, standard radio, frequency modulation and television - The Washington Evening Star will continue its high standard of service to the people of Washington, Maryland and Virginia.

"WMAL-TV is now on the air - dedicated to serving you."

Among the congratulatory messages received by the station were telegrams from Mark Woods, President of the American Broadcasting Company; Edward J. Noble, ABC Board Chairman; Bob Kintner, ABC Vice President, and Frank M. Folsom, Vice President of the RCA Victor Division.

Setting a new speed record as the broadcast industry's quickest installation of a complete television station, WMAL-TV went on the air with the nation's first high band television transmitter less than a month after delivery of the RCA transmitter and other equipment.

The 5-kilowatt television transmitter and complete station equipment were delivered to WMAL-TV at the beginning of September and were completely installed by the station's engineers in time to telecast the football game Friday night.

Following the dedication of the new station, WMAL-TV got off to its official program start, showing a newsreel and a short subject. Then, about 8:23 P.M. the scene switched to Griffith Stadium for the football game. It also began carrying the World's Series games Saturday.

X X X X X X X X X X

DESPITE DENIAL DENNY STILL HAS 'EM GUESSING RE FCC EXIT

Although Charles R. Denny, Chairman of the Federal Communications Commission denied last Sunday that he would resign from the Commission January 1st, a rumor still persisted that he would eventually accept an offer which is now pretty generally believed to have been made to him to succeed Judge A. L. Ashby as General Counsel of the National Broadcasting Company and that the deal as yet had not been closed.

When the question was put up to Mr. Denny, he said:

"I have no plans for leaving the FCC. I am going to clean up a few left-overs from the International Telecommunication Conference and then take a twenty day vacation."

That would be one day for every week the Telecommunications Conference over which Mr. Denny presided has been in session at Atlantic City. It concluded last week when representatives from 78 nations signed two important basic international agreements in the field of communications.

One of the documents is a treaty known as the International Telecommunications Convention of Atlantic City, the other an agreement governing the technical and operating phases of international radio communications, known as the International Radio Regulations of Atlantic City. They brought the international machinery and regulations in the communications field abreast of the technical developments since the conference at Cairo ten years ago.

Mr. Denny also served as Chairman of a third conference, intended to work out high frequency problems, which was reduced to a preparatory meeting in Atlantic City with a regular session set for Mexico City in 1948 on that phase of radio operations.

"We have firm confidence that the machinery we have set up and the regulations which we have written will insure that radio will attain its maximum contribution to the education, safety, and comfort of men everywhere", Mr. Denny said.

X X X X X X X X X X

WBBM IS GIVEN CITATION FOR "REPORT UNCENSORED"

WBBM, Chicago, received a special award October 1 in recognition of its radio series, "Report Uncensored", which dealt with study of juvenile delinquency in Chicago and Cook County. The award, in the form of a gold scroll, was presented H. Leslie Atlass, CBS Vice-President, by the John Howard Association, organization dedicated to rehabilitation of persons after penal confinement.

X X X X X X X X X X

FULTON LEWIS TO SUE OVER DISMISSAL BY FARM COOPERATIVE

Fulton Lewis, Jr., news commentator for the Mutual Broadcasting System, who was dismissed from membership in the Southern States Cooperative Farm Organization said last Saturday he had decided to appeal the action to the State courts.

Dismissal of Mr. Lewis, owner of a 250-acre farm near Leonardtown, Md., came after a day-long session in Richmond, Va., of the 14-member Board of the organization which claims to have 211,000 farmer members in six States.

Charging him with "lack of sympathy with the objectives of the farmers", the cooperative asserted Mr. Lewis had embarked on a radio "propaganda campaign" designed to "mislead the public into believing that farmer cooperatives are socialistic, if not communistic and are tax dodgers."

The Board found that Mr. Lewis "in his public utterances beginning February 20, 1947 and continuing at frequent intervals, has acted and is acting contrary to the aims and purposes and the best interests of this Association."

Consequently the Board resolved "that by reason of the foregoing findings, Fulton Lewis, Jr., be and he is hereby dismissed from membership in this Association and that he hereafter be denied the rights and privileges of membership."

The radio commentator, who appeared at the sessions in Richmond with his attorneys, claimed he "had no reasonable opportunity to defend himself."

He called the meeting "a star chamber proceeding, a drum-head court-martial, with unsubstantial accusations, without support in proof and fact."

Declining an appeal to the cooperative's annual membership meeting in Richmond November 10, Mr. Lewis said he would take his case to court.

X X X X X X X X X

RMA TO PASS ON FINAL NATIONAL RADIO WEEK PLANS

Final plans for observance of National Radio Week, Oct. 26, in which the nation's broadcasters will participate as co-sponsors, will be presented to the annual Radio Manufacturers' Association's Fall Conclave in New York, Monday, October 13.

The Advertising Committee, with Vice Chairman Victor A. Irvine, of Chicago, presiding, will meet Tuesday afternoon, October 14th, to review the National Radio Week program and the progress of the continuing Radio-in-Every-Room sales promotion campaign.

The Board of Directors meeting, presided over by President Max F. Balcom, of Emporium, Pa., will highlight a series of committee meetings extending over four days. The RMA Directors will meet on Wednesday, October 15, at the new headquarters of the Institute of Radio Engineers, 1 East 79th Street, on invitation of IRE President, W. R. G. Baker, of Syracuse, N. Y., who is also an RMA Director and head of the Engineering Department. All other meetings will be at the Roosevelt Hotel as usual.

Several new projects for aiding television broadcasters and promoting television's development will be considered by the RMA Board of Directors, along with a variety of new Association service for RMA members.

The first sessions will be held Monday morning, October 13, when five sections of the RMA Parts Division hold membership meetings. On the following day, the Executive Committees of the Set Division, under Chairman Paul V. Galvin, of Chicago, and the Executive Committee and Section Chairmen of the Parts Division, under Chairman J. J. Kahn, of Chicago, will meet, along with members of the RMA Tube Division, under Chairman R. E. Carlson, of Newark, N. J. The Transmitter Division Executive Committee and Section Chairmen, under Chairman S. P. Taylor, of New York, will meet Thursday morning, October 16.

X X X X X X X X X

FEDERAL RADIO CAUSES I.T.& T. LOSS; SITUATION NOW BETTER

Reporting a consolidated net loss of \$3,109,870 for six months ending last June, as compared with a similar loss of \$1,230,611 for the corresponding period of 1946, Sosthenes Behn, Chairman of the International Telephone and Telegraph Corporation, said:

"The consolidated net loss for both periods is attributable to the losses of Federal Telephone and Radio Corporation, the manufacturing subsidiary in the United States. The losses of Federal, which have continued through the third quarter of 1947, are disappointing. The Management, however, can now advise that considerable progress has been made in solving many conversion problems and that since the recent solution of Federal's labor difficulties, production has been increasing and the results from operations of Federal are showing steady improvement.

Unfilled orders of Federal now total approximately \$44,100,000 as compared with \$38,600,000 at December 31, 1946.

Cash advances to Federal for working capital and plant construction and equipment in 1947 to date total \$22,480,000.

X X X X X X X X

SYD. EIGES BOOSTED TO NBC V-P; ALSO CHAS. P. HAMMOND

Two more NBC executives now have "Vice-President" painted on the doors of their offices in New York. They are Sydney H. Eiges, Manager of the Press Department, and Charles P. Hammond, Assistant to the Executive Vice-President.

As Vice-President in Charge of Press, Mr. Eiges will continue to report to Frank E. Mullen, Executive Vice-President.

Mr. Hammond was named assistant to Mr. Mullen earlier this month. He will assist the Executive Vice President on various operational matters, especially those concerned with sound broadcasting.

Mr. Eiges came to NBC as a writer in the Press Department in 1941. A year later he was made Assistant Manager and on Jan. 3, 1945, Manager. Before he joined NBC he was with International News Service for 11 years, latterly as night editor and cable editor in the New York office. He was graduated from the University of Pittsburgh.

Until his recent appointment, Mr. Hammond, a graduate of Cornell, was Director of Advertising and Promotion for NBC, a position he had held since 1944. He joined the network in 1943, leaving a post as Manager of the Advertising Bureau of the American Newspaper Publishers' Association. Prior to that he was a reporter on the New York Post, the New York World and also worked on the old Literary Digest.

X X X X X X X X X X

WALKER, FCC VICE-CHAIRMAN, GOES ALL OUT FOR TELEVISION

There were no ifs, ands or maybes about what Paul A. Walker, Vice-Chairman of the Federal Communications Commission said about television last week. Speaking in an NBC television salute to the inauguration of General Electric regularly relaying its programs back and forth from New York to its television station WRGB in Schenectady by microwave, Chairman Walker declared that of all the new developments "television promises to take the lead as the most forceful mass communication medium of our times."

The FCC official continued:

"For many of you in the Schenectady-Troy-Albany area, television is no longer a novelty. Your community is one of the few in the United States where television service has been available for some years. You have been fortunate in having one of the pioneer television stations - General Electric's WRGB - right in your midst. You have come a long way since the first experimental efforts of G.E. in 1928. You have even enjoyed a relay television system, connected with New York City, since 1940.

"Some of us of the Federal Communications Commission were present at that time to witness the earlier relay operations. The relay system which we are inaugurating tonight is still another step forward in the history of television - and will bring to your area more and better programs. This new transmission system will provide a great improvement in the pictures you receive and enable WRGB to transmit daytime programs from New York.

"Your station at Schenectady is one of twelve now on the air in eight cities. Fifty-six additional stations are now, or soon will be, under construction throughout the United States.

"The relay system being used for the first time tonight between Schenectady and New York forges another link in the nationwide television chain which lies ahead.

"The day is not far distant when you in the Schenectady area will be able to see television programs originating not only in New York - but in Boston, Los Angeles, Miami and other distant places. In the early days of our country, the pioneers built vital roads across the wilderness. Today, electronic highways serve to bind our people closer together, making neighbors of us all."

X X X X X X X X X

RADIO CODE MUST BE ENFORCED TO BE CONSTRUCTIVE

Relief of excessive commercialism in broadcasting is the responsibility of radio executives directing the industry, Jack Gould, Radio Editor of The New York Times, said at the luncheon meeting of the Radio Executives Club at the Hotel Roosevelt.

He told the radio men that in being committed to the adoption of a code to correct such abuses, the code would have to constitute a positive step in meeting the issue. The code is scheduled to become effective February 1, after final approval by the National Association of Broadcasters Board of Directors at its November meeting.

Means of enforcing the code also will have to be determined if it is to be a constructive instrument, he said.

X X X X X X X X

Replying to the attack upon him by Vichinsky, Soviet Deputy Foreign Minister, Walter Winchell, ABC commentator, said;

"I do not flatter myself that you intended to attack me personally. You struck back at a member of the American press because there is nothing in the world that you - and Mr. Stalin - fear more than a man with a free typewriter and a microphone."

X X X X X X X X X

FARNSWORTH SETS UP RADIO AND TELEVISION RESEARCH LABORATORY

Farnsworth Television & Radio Corporation has incorporated in Indiana the Farnsworth Research Corporation to handle all research and patent activities of the parent company.

"With the advent of commercial television, more emphasis is being placed on television research and manufacturing of television products", E. A. Nicholas, President of the company, said. "Separation of research and its related patent activities from the parent company's manufacturing activities is in keeping with the trend in industry today.

William Clausen has been appointed Manager of Operations for Farnsworth. He will be responsible for all manufacturing and related activities at the company's plants. Prior to joining the Farnsworth company, he was Vice President and General Manager of Victor Products Corporation, Hagerstown, Maryland.

X X X X X X X X

BRUNSWICK GOES IN FOR LARGE SCREEN TV SETS FOR BARS, CLUBS

Radio and Television, Inc., producers of Brunswick radios, last week introduced its first television received in a press demonstration in New York. The set has a screen 48 by 36 inches, and is designed for hotels, bars, clubs and other public places. It will include FM-AM radio facilities, a wire recorder, and an automatic record changer.

Retail prices have been set from \$2,000 to \$3,000, depending upon the facilities ordered. Initial shipments will be made in the next four or five weeks, David Kahn, Chairman of Board said and estimated the number of customers at 100.

The company also announced that two home console television sets with 10 and 15 inch direct view screens, now are in production. Deliveries will be made in six to eight weeks. The sets also have FM-AM radio, wire recorders and phonograph facilities. They will retail from \$375 to \$1,100.

X X X X X X X X X X X X

Radar storm-spotting equipment, apparatus for transmitting weather maps by radio or wire to distant points, and a mechanism for measuring the height of cloud ceilings over airports were among the features of a show put on by the Air Weather Service of the U. S. Air Force for delegates of the First Meteorological Organization convention in Washington last week.

X X X X X X X X

FIREWORKS EXPECTED AT TV RULES CHANGE HEARING OCT. 13

If predictions come true there will be a warm welcome home from the nice long Summer siesta at the International Telecommunications Conferences at Atlantic City when Federal Communications members make their first formal Fall appearance in Washington next Monday, October 13, to hear arguments on the matter of proposed amendments to the rules governing the sharing of television channels with other services and the proposed deletion of Television Channel No. 1, 44 to 50 mc. This channel would be assigned to non-government fixed and mobile services.

By reducing the television channels from 13 to 12 some six cities, including Chicago, would lose a television availability. Allocations in 11 other areas would also be affected.

The proposed change has also aroused the ire of the Frequency Modulation people as it is charged that FM would also be adversely affected. Major Edwin H. Armstrong, inventor of FM, is reported to be on the warpath and is expected to be FM's star witness. The National Association of Broadcasters is in the scrap with the argument that there are more than 20 FM stations now operating in this band "and thousands of listeners use FM receivers not able to be tuned to the new FM bands. Finally the only FM network now in existence operates in this band. Any action which will narrow the already limited portion of the spectrum allocated to AM, FM or TV will not serve the public interest."

The Federal Communications Commission has announced that any request for the assignment of any frequency within the band 44-50 or 72-76 will be held up until the outcome of next Monday's meeting is known.

X X X X X X X X X X

PETRILLO AGAIN PUTS FOOT DOWN ON FM; OK'S CROSSING PICKET LINE

Hopes of FM stations faded Monday when James C. Petrillo, President of the American Federation of Musicians, stated that his original decision stood banning the duplication of network musical programs over both standard and frequency modulation stations. Thus the FM Association, which had been fighting for at least a temporary respite, lost another round.

On the other hand, Petrillo granted permission to Station WHFM, Rochester, N. Y., to resume its weekly broadcasts of the Rochester Philharmonic Orchestra, a sponsored feature on the Continental (FM) Network.

The action by the musicians' union head rescinded the earlier order which had forbidden such broadcasts on the new network of FM stations.

It is understood that the music union president was convinced, on reconsideration, that a contract between the station and the orchestra, which had been approved by the AFM local, was a binding instrument, and that his order forbidding the broadcasts would have opened the AFM to suit under the Taft-Hartley Act.

Petrillo characterized picketing of Senator Taft during his current speaking tour as "wrong and not the American way".

"Any American has the right to speak his mind", Mr. Petrillo was quoted as saying, "no matter how much you might dislike him."

The paper says Mr. Petrillo explained the matter was brought to his attention when the Des Moines local of the AFM asked whether it should cross picket lines expected when Senator Taft addresses the annual convention of the Iowa Bankers' Association next Wednesday.

"I told the local that it should pass the line by all means" he said.

The first move by an employer to resort to the Taft-Hartley Law for relief from union "feather-bedding" practices was made by the State Theatre in Hartford, Conn., in an unfair labor practices case. The theatre has filed a complaint with the National Labor Relations Board in Boston.

Accused of "feather-bedding", or forcing the employer to hire and pay more men than he needs, is the Hartford local of the American Federation of Musicians. The theatre filed the papers on Sept. 19 against Local 400, Hartford Musicians Protective Association.

The basis of the theatre's charge is a clause in the Taft-Hartley Act pronouncing it an unfair labor practice for a union to force an employer to pay "in the nature of an exaction for services which are not performed, or not to be performed."

X X X X X X X X X X

441 RADIO STATIONS MADE ASSOCIATED PRESS ASSOCIATE MEMBERS

Four hundred and forty-one radio stations were elected to associate membership in the Associated Press last Friday in New York by the Board of Directors.

The stations included all those owned and operated by the National Broadcasting Co., the Columbia Broadcasting System, the Texas State Network, Inc., the Yankee Network, Inc., which operates in New England and the Don Lee Broadcasting System, which operates on the West Coast.

The Associated Press, world-wide news organization, has two types of membership. Regular members are required to supply their news exclusively to the AP. Associate members, which include both newspapers and radio stations, supply their news on a non-exclusive basis. Associate members do not vote. AP facilities are shared by both classes of members.

X X X X X X X X X X

RADIO KITS, INC. ANSWER FTC FALSE ADVERTISING CHARGE

Radio Kits, Inc., 120 Cedar St., New York, has filed an answer denying charges in a Federal Trade Commission complaint of false and misleading advertising of "radio kits".

The answer declares that one of the kits referred to in the complaint is no longer being manufactured, and that some of the challenged representations have been discontinued. Otherwise, it denies the allegations of the complaint with respect to the falsity of the corporation's advertisements, alleging that "many thousands of people have built their own radios from our kits".

The complaint charged, among other things, that the respondents falsely advertised that their kits contain all the necessary parts for the building of a radio and that any individual can build a complete radio from the parts contained in the kits without any assistance provided he follows the diagrams and instructions supplied with them. It also took issue with representations as to the broadcast reception afforded by such sets and as to the origin of the parts in the kits.

X X X X X X X X X X

FRENCH GOVT. TURNS TO RADIO TO REBUFF PRESS

French Government departments are replying by radio broadcasts to criticism in the press. So far these replies have been to criticisms of economic policy as carried out by Government departments.

Such responses, when made, are introduced along with the news summary under a heading of their own, "Avant de juger, il faut savoir." (Before passing judgment, one must know the facts.) There is also a set apology for them, the speaker announcing that as Government departments have no newspaper, their only means of replying to statements is by way of the radio.

There is no lag between the offending article and the rejoinder, to judge by the most recent instance. France-Soir carried a banner line on page one. "In order to bring down prices in France there must be an end to the exportation of 90% of national production.

The same evening a spokesman of the Government's department involved made a categorical denial of the statement, and then criticized the article, paragraph by paragraph. The spokesman's arguments were also a defense of the planned economy as now practiced in France.

X X X X X X X X

BRITISH BEAT ARGENTINE RADIO SET EMBARGO BY SENDING PARTS

An arrangement has been entered into between a British radio manufacturer and the largest engineering concern in Buenos Aires, Argentina, whereby British radio parts will be shipped in unfinished form to Argentina where they will be assembled and placed on the market almost as soon as the manufactured product appears in the United Kingdom, according to the U. S. Commerce Department. The agreement covers a 5-year period.

The Argentine concern will be furnished complete test equipment and jigs, as well as the necessary technical knowledge and assistance for completion of the imported sets, which are reported to be much in demand. This method of handling Argentine imports of British radio equipment was made necessary, the report states, by an embargo placed by the Argentine Government on the importation of complete radio sets.

X X X X X X X X X X

WASHINGTONIANS WANT DAYLIGHT SAVING TIME AGAIN, POLL SHOWS

The majority of Washingtonians, thinking over their Summer experience, feel Washington should go on daylight saving time again next Summer.

Sixty-six per cent of the residents in this area favor pushing the clocks ahead next Summer. A minority of 27 per cent hope the city will stick to standard time. The remainder are undecided.

Nearby residents of Maryland and Virginia are as much in favor of the extra hour of daylight as those living in the District.

Asked how they feel about daylight saving time after being on it a while, 50 per cent enthusiastically said they like it very much. An additional 25 per cent like it fairly well, and only 23 per cent don't like it at all. The rest were indifferent.

X X X X X X X X X X

A joint press release sent out by the three television stations in Washington - WMAL-TV, WNBW, and WTTG - states that when President Truman delivered his food conservation address last Sunday night, he "could be seen by the television audience gathered before the 58,000 receivers known to be installed in the four cities where the White House telecast was received (Washington, New York, Philadelphia and Schenectady) - an estimated audience of well over 100,000 people."

X X X X X X X X

:::
 ::: SCISSORS AND PASTE :::
 :::

Teen-Agers Take Over A Radio Station
 ("Look Magazine")

It was a big day when teen-agers took over WTAG, leading radio station in Worcester, Mass. From 6 A.M. until midnight, they produced, directed, wrote and acted on local programs. They even had a glamorous guest - Gloria Swanson.

Months before, WTAG had formed the Radio Club made up of 150 high school students interested in various phases of broadcasting. Weekly classes were held under the supervision of staff members. This day-long broadcasting stint, the idea of sports announcer Phil Jansen, was a kind of graduation day designed to show parents what had been accomplished. The local paper found the story newsworthy, devoted columns of space to it. CBS was impressed, sent Ned Calmer to its affiliate station. He played up the story on his evening broadcast. Even the Mayor dropped in to give his blessing on this national hook-up.

- - - - -

Wrist Watch Radio Transmitter Which Can Broadcast A Mile
 ("Life")

Although Dick Tracy, the supersleuth of the comic strips, has long used a miniature wrist radio with great success, it is only recently that science has managed to catch up with the comics. Before too long real-life policemen may be equipped with tiny transmitters. Eventually even ordinary citizens may be able to buy personal miniature radios with which to complicate further their already highly electrified lives.

The wrist radio has been built by Dr. Clelio Brunetti, chief of the Ordnance Engineering Section of the National Bureau of Standards in Washington, D. C. It is an outgrowth of the proximity fuze, which utilizes a tiny radio in the nose of a shell to explode the shell when it comes within close range of a target. The compactness of the proximity fuze depends on two new electronic developments: the subminiature tube and the printed circuit. Both are used in the wrist transmitter and are responsible for its small size. The subminiature tubes are only 1-1/8 inches long and weigh .07 to .09 ounces. Printed circuits are mere lines of silver or graphite paint stenciled or printed on a plastic or ceramic base. These lines carry electric current just like wires but save enormously in weight, space and assembly time. The Bureau of Standards has applied for patents on the printed circuits of the radio in the name of the U.S. Government. The Bureau cannot produce the set commercially, but private companies may do so with the Bureau's help and cooperation. To date 63 companies have expressed interest.

- - - - -

Says It Took Benton To Wake Up State Dept. Re "Voice"
("New York Times")

An advertising man was a somewhat disturbing innovation in the State Department. So was the Department of Cultural Affairs and Information, organized for peacetime activities out of the Office of War Information. But it needed an advertising man of William Benton's energy and persistence to tune up and get this new organ going and to persuade and browbeat a reluctant Congress not to cut the whole overseas program, including the "Voice of America", out of the budget. Mr. Benton and his program were targets of controversy, but as he resigns it is generally recognized that he has performed a service to the Department and the country that required the zeal and drive he manifested.

The President and the Secretary of State agree that he has laid the solid foundations for a work that must go forward.

(Editor's Note: In contrast to the above, a letter was received from a subscriber which read:

"I have noticed the item on Bill Benton in your issue of Sept. 24. I wonder if you recall the long telegram E. F. McDonald, Jr., President of the Zenith Radio Corporation of Chicago, sent to Congress protesting against "The Voice of America"? It hit Congress two days before Benton presented his bill which got the axe. I still say that Benton should be named "frustrated Bill!"

- - - - -

Senator White's Talented Granddaughter
("Life")

Hollywood and Washington don't mix, most newspaper readers decided after following the sensational Howard Hughes investigation. But the eye-filling ex-debutante above (here picture) is flying in the face of this dictum. She is Nina Lunn, born and reared in Washington in the midst of gilt-edged congressional society, now launched on a film career. Her Hollywood duties include supplying advice on Washington dress and manners for a political comedy somewhat injudiciously titled "The Senator Was Indiscreet". She also has a small bit in the picture. Miss Lunn's qualifications for the job stem from her position as granddaughter of Maine's superdiscreet senior senator, Wallace H. White, Jr., an item which press agents have widely heralded. Indeed, as a child in Senator White's home, she received many a pat on the head from political bigwigs, even has a picture of Calvin Coolidge inscribed to her. But, unfortunately, her "granddaughter" distinction weakens on close inspection, for her grandmother married Senator White after a previous marriage had already produced Miss Lunn's mother.

X X X X X X X X

10/8/47

::: TRADE NOTES :::
::: TRADE NOTES :::
::: TRADE NOTES :::

The National Association of Broadcasters has gone on record before the Federal Communications Commission as approving "in principle" the FCC's pending proposal to create three grades of broadcast operators' licenses to replace the present type of single authorization.

Expanded services for the manufacturer-members of the RMA Parts Division and the RMA Transmitter Division will be undertaken at once with the appointment of Staff Assistants to the respective Divisions and their Chairmen, J. J. Kahn, of Chicago, and S. P. Taylor of New York.

Ralph M. Haarlander, of New York, has been selected as Staff Assistant to Mr. Taylor and James D. Secrest, RMA Director of Publications has been designated as Staff Assistant to Chairman Kahn.

Mr. Haarlander was engaged in contract negotiations for the Procurement Division of the U. S. Signal Corps in 1941-43. Prior to his wartime service Mr. Haarlander was with the Allied Chemical and Dye Corp., Buffalo, N.Y.

Mr. Secrest has been with RMA since March, 1945, as Director of Publications. Previously he was with the Washington Post, later with the Office of War Information, and just before joining RMA was handling publicity and advertising for the War Activities Committee of the Pulpwood Consuming Industries with offices in New York.

More than \$35,000 worth of two-way radio equipment for the Washington, D. C. Fire Department trucks will be purchased in the near future, Purchasing Officer Roland Brennan revealed this week. Bids for 72 mobile transmitters and receivers have been received. Lowest of six bidders was Fred M. Link of New York City, who offered the sets at \$495 apiece - a total of \$35,641, Mr. Brennan said.

A pulse radar system, for use in radio and other electrical systems, was patented last week (No. 2,428,038) by Arthur Rothbart of Brooklyn, who assigned his rights in it to the Federal Telephone and Radio Corporation of Newark, N. J.

An article "Electronic Passenger Entertainment Distribution Systems for Railroads" by John A. Curtis, Manager, Mobile Communications Division, of Farnsworth, has been reprinted in pamphlet form from the July issue of Tele-Tech.

Edward J. Noble, Chairman of the Board of the American Broadcasting Company, has accepted the General Chairmanship of the Salvation Army's 1948 annual maintenance appeal.