



Founded in 1924

HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W.

Washington 8, D. C.

Robert D. Heinl, Editor

RECEIVED

NOV 21 1947

HEINL NEWS SERVICE

INDEX TO ISSUE OF NOVEMBER 19, 1947

Country's TV Pace Set By Storer In Detroit; Toledo Soon.....	1
New York Broadcast Cancelled Because Of High Union Fee.....	2
Wayne Coy's Paper Backs FCC In Anti-Press FM Decision.....	3
Philco Drops Entire Promotional Campaign Questioned By FTC.....	4
Forecasts \$6,000,000,000 TV Industry Employing 250,000.....	6
Radar Sends National Guard Searchlights To Scrap-Heap.....	6
Trammell Calls For 4-Net Interim Code; Indies Also Balk.....	7
Frank Stanton, CBS, Tells How Radio Can Count Its Audience.....	8
FCC Encounters Opposition In Clearing 45-50 Mc Band Of FM.....	9
Taft-Hartley Feather-Bed Charges Filed Against Petrillo.....	10
Sarnoff, Trammell, Cowles, Non-Partisans, To Aid Europe.....	10
It's A Good W-I-N-D That Blows No Ill (In Its New Studios).....	11
German Magnetophone May Aid In Checking Broadcast Fidelity.....	11
Foresees Greater Revenue From TV Set Production Than AM.....	12
Crosley Midgets To Include Radio Dealer's Delivery Truck.....	12
Washington Taxis With Radios To Receive Police Alarms.....	12
Scissors And Paste.....	13
Trade Notes.....	15

COUNTRY'S TV PACE SET BY STORER IN DETROIT; TOLEDO SOON

In ordering for Station WTVO, Detroit, the highest powered television transmitter yet authorized by the Federal Communications Commission, the largest order for television equipment ever placed with one manufacturer, Commander George B. Storer, President of Fort Industry, has set the pace for television in the Middle West as well as the rest of the country. Furthermore, Fort Industry will follow through next Spring with another big television station in Toledo - WTVT - now being constructed under the direction of J. Harold Ryan, Vice-President of Fort Industry, wartime U.S. Radio Censor and later President of the National Association of Broadcasters.

WTVO, Detroit, will be erected by the General Electric Company at a cost of upwards of \$280,000 to operate there in connection with the new Fort Industry stations WJBK and WJBK-FM. Thus having forged a chain of successful broadcasting stations in Toledo, Ohio, Lima, Ohio, Wheeling, West Va., Fairmont, West Va., Atlanta, Ga., Miami, and Detroit, the famous brother-in-law team of Storer and Ryan go forward with every indication that they will duplicate their radio achievements in the newer field of television.

WTVO programs will be projected for a radius of 45 miles from the transmitter site in mid-town Detroit.

"Detroiters will have the advantage of receiving picture and sound from the finest television installation possible", declared John Koepf, Television Manager of the Fort Industry Company. "The latest and best equipment, including some newly developed items not yet announced to the trade, will be introduced at the new Motor City video enterprise", he added.

Current plans call for getting a test signal on the air by the second quarter of 1948, with regular programs scheduled for a few weeks thereafter. One of the features of the G-E installation will be the combination television and frequency modulation antenna system. A three-bay super turnstile television antenna above a four-bay FM circular antenna, will be mounted atop a 415 foot steel tower which will become one of Detroit's landmarks. It will be the first of its type to be erected in that part of the country.

Camera dollies and microphone booms, similar to those used in Hollywood movie sets for proper positioning of the studio television cameras and microphones will be of the latest design.

The specifications call for a new type camera control desk, one of the major control points in a television system; the program console at which the director supervises the telecast; and the distribution console comparable to the master control board of a radio station. Two image orthicon cameras and auxiliary apparatus will handle studio pickups, while two iconoscope film cameras will be used in the telecasting of motion picture film. To project the film to the television cameras, WTVO will utilize two G-E 35 millimeter

Synchrolite projectors (a new type to the market), two G-E 16 mm. projectors of the same kind, and one special slide projector for station identification and other announcements.

Managing Director, Ralph Elvin, explained that "in programming a television station, films are the equivalent of electrical transcriptions used in radio. This equipment will put us at the top of the field in film transmission." For out of doors events, two cameras, equipped with special lenses, will be accompanied by portable control apparatus. This includes a microwave relay transmitter.

Western Electric microphones will be used throughout, and RCA dual speed turntables will supplement the G-E audio portion of the station. The transmitter is licensed to emit 2500 watts of aural power.

Arrangements have been completed for the technical and productions staffs of the proposed Detroit station to participate in a training program handling G-E equipment and studying its construction. Some of the men will go to WGRB in Schenectady, and handle actual programs, some will visit the Electronics Park in Syracuse, N.Y., where the television equipment is being built. This method will enable Detroiters to receive a better calibre picture and sound right from the opening day of Motor City operation.

Mid-Spring is the date set for WTVT, Fort Industry Television air debut in Toledo. The station's foundations are all in and the equipment, plus a mobile video truck are on order, it is reported.

X X X X X X X X X

NEW YORK BROADCAST CANCELLED BECAUSE OF HIGH UNION FEE

The Town Hall concert of the New Friends of Music in New York Sunday was not broadcast, as scheduled, by FM station WABF, which is carrying the group's Sunday concerts this season on an exclusive basis.

Ira A. Hirschmann, President of the station and founder and president of the New Friends, said it had been decided not to broadcast the performance because the thirty-eight-piece chamber orchestra involved necessitated a greater outlay to Local 802 of the American Federation of Musicians than the station was prepared to pay.

He explained that the fee required by the local to permit the concerts to be broadcast, which is based on the number of musicians participating, constituted in Sunday's instance, an "extra levy" which the station "didn't feel justified" in paying.

X X X X X X X X

WAYNE COY'S PAPER BACKS FCC IN ANTI-PRESS FM DECISION

Because Wayne Coy, whose name has been prominently mentioned as the next Chairman of the Federal Communications Commission, is the Radio Director of the Washington Post in charge of its Station WINX, there are those who read some significance into an editorial in the Post this week which backed up what was construed as the Commission's discrimination against a newspaper owning an FM station. The paper in question was the New York Daily News.

It was argued that Wayne Coy as Radio Director, probably has no more to do with the editorial policies of the paper than any other member of the executive staff. Nevertheless, it would seem that whoever wrote or ordered the editorial might have turned to Mr. Coy for advice or suggestions. If this were true, the line of reasoning continued and Coy didn't side with the News, pressure might be exerted by newspaper broadcasters heretofore supposed to be strongly in favor of him to try to get President Truman to consider someone else who was more in sympathy with the newspaper point of view.

The Washington Post editorial follows:

"With no more than five unallocated frequency modulation channels available for the New York City-New Jersey metropolitan area, the Federal Communications Commission was faced with 17 applications, 2 of them from newspapers. The Commission's difficulty was compounded by the fact that the American Jewish Congress had entered an objection to the application of one of the newspapers, the New York Daily News, on the ground that it was anti-Semitic and incapable, therefore, of satisfactorily serving the public interest. The FCC dismissed the objection but, after awarding four of the frequencies to other applicants, determined to grant the fifth to neither of the newspapers and awarded it instead to the Radio Corp. of the Board of Missions of the Methodist Church.

"The explanation given by the Commission majority in support of its decision is an interesting one: 'We have repeatedly recognized that in comparative hearings, such as this, if all other factors are equal the public interest is generally better served by preferring non-newspaper applicants over newspaper applicants, since this promotes diversity in the ownership of media of mass communication and competition in the dissemination of news and information.' This has indeed been a consistent Commission policy since 1944. It seems to us an eminently reasonable one. The owners of The Washington Post, it is well known, are the owners of WINX and WINX-FM. We by no means believe that newspapers should be barred from broadcasting when they are the sole or the superior applicants for a frequency. But in situations such as that in New York, when the FCC must choose between evenly matched applicants, the promotion of diversity seems to us a valid consideration to throw into the scales.

"This can in no real sense be termed dictatorial or a discrimination against the press. Diversity is a prime fountainhead of American freedom. The more varied the ownership of the media of communication, the more varied will be the access of conflicting spokesmen to the public mind. And it is in the clash of opinion that the democratic process operates most fruitfully. It would be ideal if everyone who wanted to do so could operate a radio station or at least have the use of one for the expression of his ideas. But so long as the demand for radio frequencies exceeds the available supply and so long, therefore, as the FCC is obliged to license broadcasting on a selective basis, the fostering of diversity is an inescapable obligation of the Government."

X X X X X X X X

PHILCO DROPS ENTIRE PROMOTIONAL CAMPAIGN QUESTIONED BY FTC

In accepting the agreement of the Philco Corporation of Philadelphia to discontinue trade practices, which the Federal Trade Commission had challenged, the Commission served notice this week that "it will move speedily against any sales promotional plan, in any field of merchandising, found to be an unfair method of competition or a means of deceiving the public."

This warning was sounded as the Commission announced that Philco "had agreed to put an immediate and unconditional end to their 'Sell 'N Win' campaign, which was allegedly designed to induce sales personnel of independent dealers to push the sales of the Philco line, particularly radios, to the exclusion of competitive products."

"Philco advised the Federal Trade Commission that it had notified its sales outlets that the promotional campaign had been abandoned."

The FTC statement continued: "In accepting Philco's stipulation agreement to discontinue the challenged practices, the Commission closed without prejudice the case growing out of the complaint it had issued the respondent only two weeks ago."

"The Philco plan provided for prizes to salesmen of independent dealers on the basis of their sales of Philco products. The campaign was to run until December 31st. Prizes of merchandise were awarded by means of 'points' accumulated by a salesman for each Philco product he sold, and in addition he received 'lucky number' coupons entitling him to a 'chance' in drawing for new automobiles and substantial cash awards. This last feature, characterized in the complaint and stipulation as a lottery scheme contrary to public policy, was abandoned prior to issuance of the complaint, according to the respondent."

"The stipulation recites that salesmen in radio stores are 'expected to have special training in respect to the highly complex electronic instruments sold by them and that the public looks

to the salesman for helpful advice and assistance as between different brands of radio that are being sold by him.' It adds that as a result of the 'Sell 'N Win' campaign, involving a game of chance, salesmen were induced to sell Philco radios in preference to those manufactured by competitors.

"Not only does the Philco Corporation agree to stop the 'Sell 'N Win' campaign but to refrain from using any sales or promotional plans 'substantially similar to it'.

"The Commission pointed out that this type of promotion, even without the lotteries, is already condemned in the practice rules for the radio receiving set manufacturing industry, as well as in trade practice rules for some other industries. Rule Eight of the radio receiving set rules declares, among other things, that it is an unfair trade practice for any radio manufacturer to give sales personnel of dealers handling two or more competitive brands of radios 'push money', 'spiffs', or any other bonus, gratuity or of payment as an inducement to push the sale of his products over competing products, with the effect of causing the purchasing public, when buying, to be deceived into the erroneous belief that such sales persons are free from any such special influences, or with the effect of substantially lessening competition or unreasonably restraining trade."

"Philco's recent selling campaign was one of the most successful in the history of the radio industry", James H. Carmine, Vice-President in Charge of Merchandising, stated. "It benefited not only Philco but a great many other manufacturers by stimulating dealers and their salesmen to extra effort and renewed interest in sales training and real sales effort for the first time since pre-war days. As a result of Philco's sales promotion and advertising campaign, and those of other radio manufacturers, the radio industry will make and sell more than 16,000,000 radio receivers in 1947, which will set a new all-time high record.

"This country must return to real enthusiastic selling and do it better than ever before or we can never continue to provide 60,000,000 jobs. Philco feels that the Federal Trade Commission would be most ill-advised if it sought to restrict competition in the sale of radios or any other products by a general ban on promotional plans. Those who argue against sales promotion are asking the American people to stabilize at a much lower level of business activity than we have today. This is a counsel of despair and one that Philco will never agree to."

X X X X X X X X X X X

Actual production of radio receivers in Czechoslovakia exceeded the goal set by the Government's planned production program by 28.8 percent during the first 7 months of 1947. Total output was 74,700 receivers; the goal was 58,000. On the other hand, production of radio receiving tubes fell 5.4 percent under the number planned - the target set was 1,003,700 tubes and actual output was only 949,800.

X X X X X X X X X

FORECASTS \$6,000,000,000 TV INDUSTRY EMPLOYING 250,000

Television may well be the "shock absorber" of the American economy, forming a \$6,000,000,000 industry and providing jobs for 250,000 men and women in the coming years, Frank E. Mullen, Executive Vice President of the National Broadcasting Company, told the Radio Executives Club of New York last week.

"After World War I", Mr. Mullen said, "we saw the radio industry brought into being and expanded into a business which today accounts for more than a billion and a half dollars to the American economy. Television should prove to be at least four times as great."

"And by its very nature", he added, "it will provide impetus to our whole industrial machine, for it has the capacity as an advertising medium for stimulating, in a fashion never before realized, the merchandising and hence the manufacturing of products."

By the end of 1948, Mr. Mullen said, "we expect our network to bring television programs to a population in excess of 22,000,000 people. Within another year or 18 months we think another 20,000,000 people living east of the Mississippi will have network television programs available to them."

As to the number of television sets which will be in use, Mr. Mullen predicted "at least a million and a half" in the Eastern seaboard cities alone by the end of 1949, and 2,000,000 by the same date in the area "above a line drawn on the map from Washington, D.C. to St. Louis."

The impact on our national life of this development of the industry will be seen, he said, when the Democratic and Republican national conventions are televised next Spring to "probably 10,000,000 persons."

The NBC Vice-President repeated his prediction that coast-to-coast television would be a reality within two years. "We anticipate", he said, "that by two years from now we will have pictures from New York to Hollywood, and possibly from Hollywood to New York."

X X X X X X X X X X X

RADAR SENDS NATIONAL GUARD SEARCHLIGHTS TO SCRAP-HEAP

Because of the advances in radar, searchlight battalions have become virtually obsolete and will be eliminated from the National Guard's anti-aircraft artillery, the Chief of the National Guard Bureau has announced.

X X X X X X X X X X X

TRAMMELL CALLS FOR 4-NET INTERIM CODE; INDIES ALSO BALK

On hearing of the postponement of action on a code for broadcasters by the National Association of Broadcasters' Board of Directors Saturday, November 15th, Niles Trammell, President of the National Broadcasting Company, issued the following statement:

"It is a great disappointment to the National Broadcasting Company and, I am sure, to most of the NBC affiliated stations, that immediate action on the adoption of a progressive code of broadcast standards has been postponed.

"For some time past, the National Broadcasting Company and the three other national networks have considered the advisability of establishing a network code of standards. We have always postponed any final action in the hope that the industry as a whole would adopt a code. However, now that the industry has postponed action at this time, it is my belief that we and the other networks should reopen discussion as to the advisability of immediate consideration of an interim code to be adopted by all national networks."

Mr. Trammell, noting that NBC always had a code of its own, added: "Despite the high standards of American radio, we and the public want it better."

Mark Woods, President of the American Broadcasting Company, however, said that he by no means had abandoned hope of final NAB action on a code. He indicated concern that independent action by the networks might tend to divide the industry in the matter of adopting new standards. He also emphasized that each network already had a code of its own.

Edgar Kobak, President of the Mutual Broadcasting System, meanwhile said that his network would announce revisions in its own code within a few weeks. He called attention to the fact that Mutual, unlike the other chains, does not own any stations in its own name. Its interest, accordingly, lies purely in the network phases of a code and not in matters governing individual station operation, he said.

There was quite a blow-up at NAB headquarters over a statement which had been given out previously in Chicago which read:

"The broadcasting industry is overwhelmingly against the adoption of the code proposed by its National Association. The proposed NAB Code was promulgated at the NAB Convention in Atlantic City last September without a secret ballot of the broadcasting stations which it would regulate. The Code set up arbitrary mathematical standards as well as ethics for the operation of all radio stations. It was to be policed and enforced by an NAB committee.

"A poll just completed of all commercial stations by a nationally recognized accounting firm shows the industry opposed to the Code by a vote of more than 13 - 1.

"Stations voting against the Code numbered almost as many stations as the entire NAB membership of stations. 670 radio stations voted against adoption and 49 infavor. The stations indicated that they felt individually responsible for their programming and that they could best serve their communities by retaining local control of their station policies.

"The poll was arranged for by a group of network and independent stations headed by Edward Breen of Station KVFD, Fort Dodge, Iowa, and Ralph Atlass of WIND, Chicago, and WLWL, Minneapolis, Minn."

The Fort Industry Co., on behalf of its seven stations in the Middlewest and South, adopted specific suggestions after a meeting of its executives and station managers. The company refused to accept the statement of NAB President Justin Miller that the choice is one of "self-regulation on the one hand, or of imposed government-regulation on the other, and eventually perhaps, of government broadcasting itself."

Fort Industry advocated fluidity in program service, with standards covering only desirable general operating policies; contended the proposed code violates the intent of Congress that control of program service be reserved to individual broadcasters.

Arbitrary action requiring compliance under threat of penalty is an improper effort judicially to determine the intent of Congress, the company contended, adding that the code should not servd as an FCC criterion in license renewals.

X X X X X X X X X X

FRANK STANTON, CBS, TELLS HOW RADIO CAN COUNT ITS AUDIENCE

Radio has dug into wartime radar principles and come up with a device that measures with the speed of light the size of listening audiences and gives broadcasters minute-to-minute trends for all segments of the audience - in large cities, small towns and on farms, as well as on all income levels.

Frank Stanton, President of the Columbia Broadcasting System, told an advertising luncheon meeting in Hollywood Tuesday, according to the Associated Press, that the new technique had been named "IAMS", (Instantaneous Audience Measurement Service) and that it had been developed in CBS research laboratories by Dr. Peter C. Goldmark.

The frequency signal goes out in all directions from the transmitter as far as the station can be heard, and in this area a complete cross-section of homes will be equipped with a special device automatically and continuously reporting back to the transmitter while their sets are turned on.

X X X X X X X X X X

FCC ENCOUNTERS OPPOSITION IN CLEARING 45-50 MC BAND OF FM

Opposing the reallocation of radio spectrum space currently assigned as television channel #1 to other type services for point-to-point communication, the National Association of Broadcasters told the Federal Communications Commission in hearings which began Monday that the loss of these facilities would have an adverse effect upon the development of both television and frequency modulation broadcasting.

Not only would the reassignment of these frequencies "foreclose the development of local community television facilities", the NAB argued, but it would "require the cessation of the operations of more than 20 FM stations now broadcasting in this band, serving thousands of listeners with FM sets not able to be tuned to the new FM bands, as well as the operation of the principal FM network."

Those who have^{been} heard in addition to NAB are RCA, Stromberg-Carlson, Zenith and Dumont. Scheduled for today (Wednesday) are Dr. E. H. Armstrong, inventor of FM and Bill Bailey, secretary of the Frequency Modulation Association.

"The Commission is now considering the assignment to certain fixed and mobile radio services of the 44-50 mc band which two years ago was assigned to television, and which is not now being used by a single television station. This band of frequencies is part of the band which in 1940 was assigned to FM broadcasting, and which is still being used by FM", J. E. Brown, Assistant Vice-President of Zenith stated. "The FM stations operating on this band, some of which have been on the air for more than seven years, are even today giving the best FM broadcasting service.

"It is the position of Zenith Radio Corporation that the Commission's proposal to assign this band to fixed and mobile radio services is incorrect, inadequate, and harmful to the public interest, particularly in rural areas. We believe it inadequate because the number of channels available will prove to be insufficient for the services being considered, and we believe it incorrect and harmful to the public interest because it will deprive a large segment of the population of the finest radio broadcasting service that science has developed.

"We know now that the 88-108 mc provision for FM broadcasting is entirely inadequate, and that this allocation was based on engineering errors and failure to consider the facts involved. We believe that the Commission should now consider on the basis of all information available to it not only the importance of the 44-50 mc band to FM broadcasting, but also the full question of FM broadcasting as to the quantity of frequencies required and their position in the spectrum.

"Further in the matter of allocations, we have been of the opinion and have so advised the Commission that too few channels

have been granted to television, and we have seen no plan devised that will overcome this shortage within the present range of frequencies assigned to commercial television. Moreover, the present television allocations, particularly between 44-88 mc, are so hemmed in by other services that their utility is already greatly impaired. The situation is going to get worse, not better. * * * *

"Unfortunately, the public does not know that television's present assignment is only temporary, and is now buying sets on the assumption that television will continue indefinitely on its present frequencies. Would it not be better to move television now to its ultimate home in higher frequencies, and thus save the public from spending additional millions of dollars for television sets which become obsolete as soon as the Commission has made its final television allocations?"

X X X X X X X X

TAFT-HARTLEY FEATHER-BED CHARGES FILED AGAINST PETRILLO

Charges that James C. Petrillo, President of the American Federation of Musicians, and the federation have violated the Taft-Hartley law were filed with the Chicago regional office of the National Labor Relations Board Tuesday by radio station WMLO of Milwaukee.

A secondary boycott, illegal under the Taft-Hartley Act, has been started against WMLO in an effort to coerce the independent station into keeping four unneeded musicians on its payroll, said the complaint, filed by Lee A. Freeman, Chicago attorney.

Petrillo stated to Jack Gould of the New York Times in New York Tuesday that his union never had demanded that "Information Please" hire 300 musicians - one for each station carrying the cooperatively sponsored program - as the price of receiving the services of a single pianist.

Mr. Petrillo was in New York in anticipation of his meeting this (Wednesday) afternoon with the network representatives on a new contract.

X X X X X X X X X

SARNOFF, TRAMMELL, COWLES, NON-PARTISANS, TO AID EUROPE

Members of the newly formed national non-partisan committee to back the Marshall plan include David Sarnoff, President of the Radio Corporation of America, Niles Trammell, President of the National Broadcasting Company, and Owen D. Young, Honorary Chairman, General Electric Company, and Gardner Cowles, Jr., President of the Cowles Broadcasting Company.

Henry L. Stimson, former Secretary of State is National Chairman.

X X X X X X X X X

IT'S A GOOD W-I-N-D THAT BLOWS NO ILL (IN ITS NEW STUDIOS)

W-I-N-D on the Lake Front in Chicago last week was favorable and pleasant when, under the guiding hand of its president, Ralph Atlass, the growing and prosperous station moved into its spacious new air-conditioned studios in the Wrigley Building, 400 North Michigan Avenue.

WIND's facilities consist primarily of a small news studio, a medium sized general purpose studio, a larger concert studio and a 1,000-square-foot large main and separately controlled studio.

RCA control board consoles have special features designed to feed stations many midwest sports network programs. Studios are completely sound insulated and each entire room floats on cushioned mountings.

WIND, which operates on a frequency of 560 kc., 5000 watts power also has an application pending with the FCC for a television license.

X X X X X X X X X

GERMAN MAGNETOPHONE MAY AID IN CHECKING BROADCAST FIDELITY

A German Magnetophone, K-7 Model, has been obtained by the Signal Corps and its military characteristics for both field and fixed station equipment are being evaluated by the Coles Signal Laboratory at Fort Monmouth, New Jersey.

According to Charles C. Comstock, Chief of the Recording Equipment Section, no original development work is in progress at present but several changes have been effected including a conversion from 50 to 60 cycles.

Of interest to commercial concerns in the United States is the prospect that the set would serve as a useful device in radio, particularly as a check on the fidelity of an original broadcast. By using the magnetophone, it is considered possible that a delayed broadcast could be as successful as an original broadcast.

The K-7 model is the Allgemeine Elektricitate Gesellschaft, (AEG), designation of a new equipment currently in production. It is believed that only a few prototype models have been completed. No circuit diagrams have yet been obtained.

X X X X X X X X

Governor Clarence W. Meadows (D), of West Virginia, and associates in the newly formed Wyoming Broadcasting Company, has been granted a construction permit for a new standard broadcasting station at Pineville, West Va. It will operate on 970 kc., 1 KW, daytime only.

X X X X X X X X

FORESEES GREATER REVENUE FROM TV SET PRODUCTION THAN AM

Addressing the RMA-NAB Liaison Committee, R. C. Cosgrove, Chairman and former President of RMA, said:

"The Radio Manufacturers' Association expects that by next June the dollar revenue from television will be greater than from standard broadcasting receiver production. One distributor says he expects four times the activity in television sets."

Mr. Cosgrove added to his statement a summary of RMA figures showing a total of 16,771 receivers with both AM and FM produced in the week ending October 19th. He said that seven per cent of all sets produced have FM, and estimated that a total of about a million sets with FM circuits will have been manufactured this year.

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

CROSLEY MIDGETS TO INCLUDE RADIO DEALER'S DELIVERY TRUCK

Powel Crosley, Jr., President of Crosley Motors, Inc., in New York Monday displayed three new 1948 models his firm is producing for the low cost, "smaller" automobile field - a station wagon, a sports utility model and a panel delivery truck.

Mr. Crosley said the panel type delivery truck was designed to meet needs of grocers, druggists, radio and other service establishments.

Mr. Crosley also said current production on all models totals 2,700 cars and trucks a month, but was due to be boosted to 3,000 monthly early next year.

X X X X X X X X

WASHINGTON TAXIS WITH RADIOS TO RECEIVE POLICE ALARMS

Washington taxicab companies with radio service will broadcast Police Department emergency lookouts to their drivers starting this week.

Three companies - Combined Cab Service, Veterans Cabs and Yellow Cabs - have 186 radio-equipped cabs to receive lookouts on the streets now, Major Robert J. Barrett, Police Superintendent, said. Messages will include lookouts for persons wanted for murder, robbery, rape, and hit-and-run accidents involving personal injury.

Hackers who furnish police with information leading to the arrest and conviction of criminals will receive rewards.

X X X X X X X X

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

Newspaper Circulation Men Told Radio Is No Threat
 (Editor and Publisher)

"Circulation growth of newspapers proves we need not fear further growth of radio, according to Matthew G. Sullivan, Circulation Director of the Gannett Newspapers, in an address at the Tuesday session of the New York State Circulation Managers' Association's 30th anniversary meeting in Utica, N. Y.

"Although people will listen to the news, they must see and read it", he declared. "They depend upon newspapers for accuracy, readability and completeness. Proof of that was emphasized during the Labor Day weekend of 1939 when Poland was invaded and the war was on. Folks listened to the radio and all its dramatics with the result that they were confused. Telephone calls for news jammed newspaper switchboards all over the nation. Publishers had to issue newspapers on Sunday afternoon so that the people could have reliable and accurate news; from that time on, circulation climbed faster and higher than ever before."

"Everything indicates that radio has helped newspaper circulation", Mr. Sullivan said. "Our daily circulation has nearly doubled, so although more radio stations will go on the air, we can look forward to even more circulation."

- - - - -

Stassen Rated Best; Taft Worst On Radio
 ("Variety")

Harold Stassen has the best and Senator Robert A. Taft the worst radio voice among the present crop of presidential hopefuls. That's the opinion of Robert Coar, coordinator of the joint Senate and House Recording Rooms, who has coached most of Washington's political brass in radio speaking technique at one time or another. As Coar sees it, three GOP candidates cop off the top honors in radio appeal.

Here is the way he rates the present lineup of 1948 presidential candidates:

"First, Stassen - extremely easy to listen to, friendly, direct, slow, warm.

"Second, Eisenhower - needs coaching because he talks too fast, but has a basically smooth, friendly, non-oratorical delivery.

"Vandenberg - lively but uneven and occasionally oratorical.

"Dewey - technically superb but somewhat lacking in feeling.

"MacArthur - while rich, his voice has a crisp, commanding overtone that might antagonize potential voters.

"Truman - dry.

"Taft - dry and arbitrary."

- - - - -

They Watch For Commercials To See The Eliminator Work
(Sidney Lohman in "New York Times")

Radio commercials which do not please the listener's fancy may now be eliminated with the flick of a finger through use of a gadget called "Commercial Control" now available locally at several department stores. The attachment sells for \$2.95 and is easily installed by plugging into the light socket from which the radio set operates.

Encased in a plastic box about the size of a package of cigarettes and with about ten feet of wire attached, the control is equipped with two buttons. Pressing down one button silences the radio for approximately one minute and pressing down the other makes the set inoperative for about twenty seconds. The time sequence is variable by a simple screw adjustment of the buttons. The product is an invention of Erskine Gray of Beverly Hills, Calif.

P.S. - A test of the device last week brought one ironic result. The set owner listens more carefully than ever for the commercial, if only to know when to press the button.

- - - - -

For Stronger "Voice of America"
("Washington Post")

Almost without exception members of Congress who toured Europe this Summer have come back convinced of the necessity for expanding our international information program. As Senator H. Alexander Smith, Chairman of the Senate group investigating the program in operation, said in a radio broadcast last week: "We found in every country we visited that we are losing this war of words. Our own Voice of America is pitifully weak compared not only with the efforts of Russia and her Communist satellites but also with the efforts in the same field that are being made by friendly countries such as Great Britain and France."

There is one danger which we hope Congress will avoid in augmenting the Voice of America. In their zeal to meet the attacks the Communists are making on us, some members may be tempted to insist that we fight fire with fire. Nothing could do our cause more harm than to have our information program perverted into a mere anti-Communist crusade or a vehicle devoted solely to extolling our virtues as benefactors. Either of these courses would convince the people for whose minds we are contending that we too were merely engaged in propaganda. What our information program needs is facts, not invective or self-adulation. The objective truth can be just as devastating as Moscow's name-calling, and far more effective.

X X X X X X X X X

Plans for greater dealer participation in the Radio Manufacturers' Association's "Radio-in-Every-Room" campaign and in the observance of National Radio Week in 1948 were considered by the RMA Advertising Committee at a meeting last Wednesday in Chicago.

X X X X X X X X X

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

To make way for the hearing which opened Monday, November 17th, on TV and non-Government frequency allocations, the WBAL sessions have recessed until Tuesday, November 25th.

The R.C.A. Service Corporation, a division of the Radio Corporation of America, has leased 30,000 square feet of space on the first and third floors of the former Clark Thread Company mill at Ogden and Gouverneur Streets, Newark, N. J., and will use the space as a warehouse and for servicing television sets.

Because of the success of a civic celebration of National Radio Week in Cincinnati, under the sponsorship of the Cincinnati Gas and Electric Company, a special effort will be made in 1948 to enlist all public utilities in the radio industry anniversary observance. While no date for next year's National Radio Week has been fixed, it will probably be held earlier in the Fall to avoid conflict with the national elections.

A new, high-speed, direct radiotelegraph circuit between the United States and Surinam (Dutch Guiana) by the Mackay Radio and Telegraph Company, an operating subsidiary of American Cable & Radio Corporation, was opened last Monday. The Mackay Radio end of the circuit in the United States will be located in New York while the terminal in Surinam will be operated by the Government Communications Administration, Lands Telegraaf Telefoondienst Suriname.

The League of New York Theatres' Board of Governors last week approved the proposal to curtail first night press tickets. Under the new plan, which must be ratified by the League's general membership before it can become effective, only drama reviewers and editors of metropolitan newspapers will be invited to attend Broadway premieres. Other drama department personnel, radio commentators and newspaper representatives will receive accommodations to second nights.

Cody Pfanstiehl, Director of Press Information at WTOP-CBS, has been appointed Promotion Manager in addition to his Press Information duties, Carl Burkland, General Manager of WTOP announced this week.

Mr. Pfanstiehl came to WTOP-CBS in July, 1947, after 11 months on the publicity staff of Warner Bros. Theatres in Washington. He served four years in the AAF. For three months after his discharge he was announcer and special events man for WFBC in Greenville, S. C.

X X X X X X X X X