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INDEX TO ISSUE OF JANUARY 7, 1948.

Watered Radio Liquor Ad Ban Seen Even If Capper Defeated.....	1
Capper - Publisher, Radio Dean - Now 82, Plans Next 25 Years.....	3
Army Develops Radio Interference Measurement Method.....	4
Miniature Walkie-No-Back-Talkie Radio Delights Truman.....	4
"Code Too Long Delayed" - Trammell; "1948 TV's Year" - Mullen.....	5
Coy Apparently Unworried Over Confirmation; Taft Cool.....	6
Business Seen Almost As Usual Despite Cable, Radio Strikes.....	7
Kennally And Carmine Move Upstairs At Philco.....	8
Petrillo Taft-Hartley Hearing Set For Next Tuesday.....	9
Survey Shows TV Audience Receptive To "Pay As You See".....	10
Colonial Radio Sales 130% Over 1946.....	10
Right Of Privacy Tested In Alabama Radio Broadcast Suit.....	11
FCC To Number Its Documents According To Year.....	11
Army Signal Corps Assn. Merged Into Armed Forces Group.....	12
A.C. & R. Radio Telegraph Business Picked Up In 9 Months.....	12
Scissors And Paste.....	13
Trade Notes.....	15

January 7, 1948

WATERED RADIO LIQUOR AD BAN SEEN EVEN IF CAPPER DEFEATED

Apparently whether or not Senator Arthur Capper (R), 82 years old, of Kansas, is defeated for re-election, some kind of a curb is almost certain to be applied to newspaper, magazine and radio liquor advertising. It may even be put on during the session of Congress which has just convened and before Senator Capper's term expires at the end of this session.

The bill which Mr. Capper has been introducing into the Senate for the past 20 years to bar interstate advertising of alcoholic beverages by press or radio was shelved last session by a Senate Interstate Commerce subcommittee and a softer measure substituted which, however, still leaves the distillers unhappy.

The proposed new bill would enumerate types of copy which would not be permitted to be sent over State lines, or, in the limited circumstances where the offense could be committed orally, to be broadcast.

The new approach, distillers say, would limit them to little more than publication of a business card, rob copy of its vitality, and by making the appeal relatively unproductive render advertising almost useless.

It was suggested by the Interstate Commerce subcommittee that it is impractical to offer the Capper measure with its outright bar against liquor advertising but some confidence was expressed that Congress might enact a less stringent bill embodying proposals of the committee members - Senators Clyde M. Reed and Edwin C. Johnson. Senators Capper and Reed are Kansas newspaper publishers and Republicans; Senator Johnson, a Democrat, is a Colorado rancher.

Hearings on the Capper Bill were held last May. "We find", the subcommittee said in summation, "that an extensive campaign on the part of the liquor interests is being carried on especially through periodicals using colors in their advertising pages, undoubtedly with a view of conveying the idea especially to young people that the consumption of liquor is 'smart'."

Two suggested drafts of a bill were submitted. Each would add Federal Trade Commission supervision to the surveillance practiced for many years by the Alcohol Tax Unit of the Treasury Department - an overlapping which distillers say would further tend to reduce the amount of copy to be placed by adding the uncertainties of dual jurisdiction.

The essential part of the first draft states:

"In the case of all alcoholic beverage an advertisement shall be deemed misleading in a material respect if in such advertisement representations are made or suggested 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 upbuilding, (B) will increase social 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 companion draft would declare advertising misleading, if -

"(A) such advertisement includes the likeness or caricature of a woman, child, or family scene, or of any person serving or preparing drinks, or holding a bottle, glass or other container in a manner indicating the consumption of liquor; or contains any illustration or representation primarily appealing to children, such as comic strips or children's pets; or depicts athletes or athletic events; or refers to any religious holiday or festival, or makes use of any symbol, sign or other character associated with such festivals; or

"(B) in such advertisement representations are made or suggested by statement, word, design, device, sound, or any combination thereof, that the use of such alcoholic beverages is beneficial to health or contributes to physical upbuilding; will increase social or business standing or prestige; or is traditional in American family life or should be a part of the atmosphere of the American home."

The term "alcoholic beverage" is defined to include any spiritous, vinous, malt or other fermented liquor which may be used for beverage purposes, containing more than four per cent of alcohol by volume.

That a storm is brewing not only in Kansas but in other States in the Middle West against press and radio liquor advertising may be gathered from an address made by Judge Fred G. Johnson, of Hastings, Nebraska, recently before the Nebraska State convention of the Woman's Christian Temperance Union. Judge Johnson said, in part:

"Those of us who are still possessed of a reasonable degree of common sense, decency, and the virtues of sobriety know from observation, without further presentation of evidence, that the glowing distinctive, misleading, and intriguing advertisements of beer, liquors, and wines in our magazines, newspapers and on the radio are not conducive to temperance. But, the object and purpose of the whole program is to encourage drinking by adults and minors.

"I notice that you are especially interested in Senator Capper's bill, which was introduced in our last session of Congress. * * * Perhaps you have noticed a letter, which Senator Capper received, from the Capital District Liquor Stores, Inc., Albany, N.Y. In this letter they say, 'Although we are engaged in the direct sale of bottled wines and liquors to the consuming public, we are also pledged to the principle of moderation, and after approximately 14 years of repeal, we are completely satisfied that the high-pressure press and radio advertising of today is not conducive to temperance. We are further convinced that such advertising is detrimental to the interest of young people whom the law makes every effort to protect

by restrictions against the tavern keeper and package store proprietor. * * * We sincerely trust that you will be successful in obtaining passage of this commendable piece of legislation.' * * *

"As long as we are going to permit the selling of liquor at all, I think it would be a smart thing to enact a Federal law to the effect that whosoever sells intoxicating drinks to anyone causing death, injury, or damages to another person shall reimburse the one damaged in property or injured, and shall contribute a sum of \$10,000 to the heirs of each deceased person. Provided that, if the individual seller cannot be apprehended and identified within 10 days from the date of the accident, then, and in that event, all retail and wholesale vendors of liquor, together with the newspaper or papers carrying liquor advertisements published in the city, town, or village nearest to the scene of the accident shall be liable for their equal proportionate share of said damages, for property and injuries to the person or persons and the \$10,000 to the heirs of each and every deceased person killed in the accident or died subsequent thereto from fatal injuries received therefrom. Then put enough teeth in the law to make it effective and enforceable."

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CAPPER - PUBLISHER, RADIO DEAN - NOW 82, PLANS NEXT 25 YEARS

United States Senator Arthur Capper, the world's largest publisher of farm journals, operator of two highly prosperous broadcasting stations, and owner of two successful daily newspapers, having recently reached the age of 82 is still the life of any party he attends in Washington and is now making plans for the next twenty-five years of his busy life.

For instance, Senator Capper has applied for FM for his Station WIBW and his other radio outlet KCKN at Kansas City, Kansas. Capper, who has now been in the Senate for more than a quarter of a century, even at his present advanced age continues to keep in touch from Washington with his constituents by conducting a column in his newspapers and by radio transactions. One of the first members of Congress to adopt the technique of the latter of keeping himself before his people, Senator Capper makes speech recordings in the Capital which are sent airmail and later broadcast by his stations in Kansas. Senator Capper declares this to be a modern and highly successful method of campaigning. His term expires in 1948 and the chances are if he still desires to serve, he will be returned as usual. Without having served in elective public office, Mr. Capper was chosen Governor of Kansas in 1914, the first native-born Kansan to attain this position. He was elected to the Senate in 1918 and has been returned to office ever since.

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ARMY DEVELOPS RADIO INTERFERENCE MEASUREMENT METHOD

A new method of measuring radio noise interference has been developed by the Signal Corps Engineering Laboratories at Fort Monmouth, N. J. Signal Corps radio engineers believe that this step may lead to the solution of major noise measurement problems now encountered in industry and government as it provides for accurate evaluation by comparison with an established standard and all but removes the fallible personal factor.

In spite of the limitations of the interim method, approximately 50,000 engines, 100,000 engine-driven generators and 3,000,000 vehicles were suppressed in mass production during hostilities, with some degree of assurance that they would not interfere with communications and other electronic systems.

In the last year of the war development of an equipment more suitable for military use was initiated and the new principle of measurement, which uses a stable radio noise generator as an interference reference standard, was evolved.

Work on models for demonstrating this principle of measurement is nearing completion. This equipment (known as Test Set AN/URM-3 in Signal Corps nomenclature) is capable of measuring radio interference within the frequency range of 150 kc to 40 mc.

The Signal Corps is coordinating its interference reduction program with other agencies of the government, and with industry, through such well established groups as the American Standards Association Committee on Interference Measurement and the Society of Automotive Engineers Committee on Vehicular Radio Interference.

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MINIATURE WALKIE-NO-BACK-TALKIE RADIO DELIGHTS TRUMAN

President Truman had the time of his life playing with what was said to be the world's smallest radio transmitter which was presented to him by Dr. Edward V. Condon, Director of the National Bureau of Standards. Dr. Condon described the radio as a "walkie-talkie-no-back-talkie". It is strictly a one-way gadget. President Truman will be able to talk to his staff. They may listen on any commercial receiver but they will be denied the pleasure of saying, "Yes, Mr. President." It precludes absolutely the possibility of a reply beginning, "But, Mr. President * * * *"

The transmitter was made out of wartime secret electronic components designed for the famous proximity (variable time) fuse, regarded as perhaps second only to the atomic bomb as a war invention. Its range was deliberately held down to about 200 feet, the only way some privacy could be assured the President. An eavesdropper would have to get within the White House grounds to tune in. Consequently its power is under twenty milliwatts, induced by a couple of tiny electronics batteries.

The unit, made by Dr. Clelio Brunetti and his staff in their spare time at the Standards Bureau, is housed in transparent plastics. Dr. Condon said it was the size of a pint whisky flask, then corrected himself to say the size of a cigarette case. It weighs six ounces.

Dr. Condon said the FBI and other police agencies are interested in the new transmitter.

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"CODE TOO LONG DELAYED" - TRAMMELL; "1948 TV'S YEAR" - MULLEN

Calling attention to the fact that the coming year will be one of grave decision for the country faced as it is by the Marshall plan, recurring crises arising from the policies of Russia and so on, Niles Trammell, President of the National Broadcasting Company, has this to say regarding his own industry:

"Broadcasting, and its rapidly expanding sister act - television - will provide the widest possible coverage in the history of the political conventions and campaigns of the elections. The most extensive facilities ever devised will be utilized by broadcasting and television for this purpose. By the time of the actual elections next November, television will be available to homes in almost half the States of the Union. What effect the use of television on such a wide scale will have on the elections is, of course incalculable, but it can safely be said that the American voter with free press, radio and television at his command, will be the best informed in the world.

"As the nation faces the necessity of achieving unity to resolve its problems, so does the broadcaster. The broadcaster has before him the problem of establishing an industry-wide code of improved commercial and program policies. Action on such a code has already too long been delayed. It is my hope that in 1948 the broadcasters will be able to take this forward step to improve radio broadcasting as a service both to listeners and advertisers."

Frank E. Mullen, Executive Vice-President of the NBC said:

"In the coming twelve months, television will appear as a new force in the United States. It will far outdistance the progress made by sound broadcasting in its early days. By the end of next year, television will reach the Midwest, and by 1950 or perhaps earlier, the West Coast. The income figures for television will overshadow those for radio in a similar period. In 1948, NBC will pass the \$1,000,000 mark in income from television - and the television broadcasting industry will expend for facilities and programs at least \$10,000,000."

The NBC this week is carrying page advertisements in the newspapers captioned "1948 Television's Year". It read in part:

"Television becomes a widening reality in 1948. NBC's new eastern television network - WNBT, New York; WNBW, Washington; WPTZ,

Philadelphia; WRGB, Schenectady; WBAL-TV, Baltimore and soon WBZ-TV, Boston, is only the beginning. But it is the beginning of a working reality. 1947 marks the end of television's interim period. 1948 signifies the appearance of television as a new force in the United States. The greatest means of mass communication in the world is with us."

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COY APPARENTLY UNWORRIED OVER CONFIRMATION; TAFT COOL

If Wayne Coy, who following the President's direction that he begin serving immediately, lost no time taking over the Chairmanship of the Federal Communications Commission, is apprehensive as to whether or not he will be confirmed by the Republican Senate, he has shown no signs of it. The only discordant note heard thus far has been from Senator Robert A. Taft, of Ohio, who said that the Senate Republican Policy Committee would study the qualifications of Mr. Coy, a disciple of FDR and Paul McNutt, before deciding whether or not to oppose the nomination. Senator Taft said he personally was "not very favorably disposed" toward the appointment. When Mr. Coy's name was first mentioned for the chairmanship, Carroll Reece, Chairman of the Republican National Committee, sounded off saying it was disturbing that the President was considering the appointment of a man who had been "so closely associated with the left wing of the Democratic administration" and "a graduate of the Indiana Democratic machine in the days of the notorious 2-percent Club."

On the other hand, an Indiana Republican Senator who ordinarily would have quite a finger in the pie and, in fact, could block Coy's nomination, Senator Homer Capehart, said just before the appointment was made that he would not oppose the nomination. Furthermore, Capehart revealed the fact that he had conferred with Senator William E. Jenner, the other Republican Senator from the Hoosier State, and "they couldn't see why they should attempt to block the nomination just because Coy had been a New Dealer."

It being campaign year, anything might happen, of course. Mr. Sterling, a Republican, with Senator Wallace White from his native State behind him, will most certainly be confirmed.

In the meantime, Mr. Coy has lost no time getting things going again at the Commission. George E. Sterling, formerly Chief Engineer of the Commission, was later sworn in. Following this, Chairman Coy and Commissioner Sterling paid their respects to the President at the White House.

Retiring Commissioner E. K. Jett had previously received the following letter from Mr. Truman:

"It is with genuine regret that I accept your resignation as a Member of the Federal Communications Commission, effective at the close of business on December 31, 1947. Yours has been a long and distinguished service to the Government, first in the Navy and

then with the predecessor agencies of the Federal Communications Commission and with the Commission itself. In view of the personal problems which you have outlined to me, I cannot insist upon your continued service.

"I should like to express specifically my commendation of the fine work you have done as the United States representative at many international communications conferences and on interdepartmental committees coordinating governmental activities in the communications field.

"You carry with you as you return to private life my best wishes for your success."

Mr. Jett is immediately taking up his new duties in Baltimore, his native city, as Vice President and Director of the Radio Division of the Baltimore Sun.

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BUSINESS SEEN ALMOST AS USUAL DESPITE CABLE, RADIO STRIKES

Although now going into its second week, the strikes of the employees of the four international communications companies had apparently interfered very little with the regular service.

The companies, against which strikes were called last Friday, January 2nd, by the American Communications Association, CIO, and the All-America Cable Employees Association, independent, include the cables department of Western Union and three units of the International Telephone and Telegraph Company - Mackay Radio, Commercial Cables and All-America Cables.

Forest L. Henderson, Executive Vice-President in charge of the I. T. & T. units, said they had handled 15,232 messages on Saturday, or more than the normal Saturday figure. A Western Union spokesman said his company was having no difficulty maintaining normal service.

RCA Communications, Inc., which is not involved in the strike, reported there had been a small increase in the amount of traffic as a result of the strike but nothing to compare, for instance, with the increase in the number of messages just before Christmas.

Contending that the mere threat of refusing to handle "hot copy" constituted a secondary boycott, three of the four international communications companies struck on Friday by the American Communications Association, Tuesday asked the National Labor Relations Board to seek a court injunction against refusal of copy by a non-striking ACA local.

Mr. Henderson, discussing the strike, said:

"The principal points of disagreement are the unions' demands for a 30 per cent increase in pay and other demands involving

heavy increases which, in the aggregate, would call for an overall increase in annual operating expenses of approximately \$4,000,000, and the unions' request for the insertion in the contract of provisions which would, in effect, continue in force the existing closed shop.

"The consolidated loss from operations during the first nine months of 1947 totaled \$1,925,661, or more than double the loss from operations of \$853,753 for the same period in 1946. These losses were reduced somewhat but only by the application in each year of certain tax and other non-recurrent credits. Mr. Henderson stated that the companies could not consider another round of wage increases in the face of such losses, but on the contrary, were engaged in a program of reducing their operating expenses in every way possible in order to maintain and protect the present weekly salaries of their employees."

In explaining that world-wide radiotelegraph services of RCA Communications, Inc., are not affected by the strike, H. C. Ingles, President, said:

"Under its existing labor contract", Mr. Ingles said, "RCA Communications, Inc. has assurance from the union that the company will receive full cooperation in the handling of its traffic. The union - the American Communications Association, C.I.O. - has stated this publicly.

"RCA's world-wide mechanized and modernized radiotelegraph system is capable of handling, without strain, any increased volume of traffic due to strike conditions in other companies."

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KENNALLY AND CARMINE MOVE UPSTAIRS AT PHILCO

Thomas A. Kennally, who has been Vice President in Charge of Sales, has been appointed Vice President and Assistant to the President of Philco Corporation to assist in the over-all direction of the Corporation's activities. At the same time, James H. Carmine, who has been Vice President in Charge of Merchandising, was named Vice-President in Charge of Distribution for the Corporation and in this newly-created position will be responsible for all Philco sales, merchandising and advertising activities.

Mr. Kennally joined Philco in 1924. In 1941, he was named Vice President in Charge of Sales and he has been a member of the Corporation's Board of Directors since 1940.

Mr. Carmine has been connected with Philco since 1923, when he became District Representative in Pittsburgh. He later was manager of the Syracuse office handling Philco distribution in New York State. In 1939 he was transferred to the home office of Philco in Philadelphia to become Assistant General Sales Manager and in 1941 he was made General Sales Manager. For the past five years he has been Vice President in Charge of Merchandising and a Director of Philco.

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PETRILLO TAFT-HARTLEY HEARING SET FOR NEXT TUESDAY

As one of the first moves in the new session of Congress, Chairman Fred A. Hartley (R), of New Jersey, has ordered hearings next Tuesday, January 13, on "the bans issued and threatened to be issued" by James Caesar Petrillo, President of the American Federation of Musicians.

In the meantime, it is understood a bill is being framed aimed at breaking Petrillo's strangle-hold on musical recordings. The measure, it was reported, would subject the union to anti-trust prosecution. The union could be charged with putting "an undue burden" on interstate commerce by its refusal to make records.

The Committee made a preliminary investigation of the union in anticipation of Mr. Petrillo's action. Legislation was withheld, however, in the hope that the labor leader would not carry out his threat to end recordings.

But he went ahead, and the committee has reserved the large House caucus room through this entire month for full-scale hearings on the measure.

The appearance of Mr. Petrillo at the House hearing might be prevented for the time being at least until a verdict has been reached in his trial in Federal Court in Chicago for violation of the Lea Act has been reached. This has to do with the clause which bars the union from requiring radio stations to hire "stand-by" musicians while amateurs perform or records are played.

Mr. Petrillo could not be called before the committee while actually before the court. Judge Walter J. LaBuy presiding in the case has said, however, that he expects to give his decision Wednesday, January 14th. Whether or not he does, Petrillo has already testified at length before a subcommittee headed by Representative Carroll D. Kearns of Pennsylvania, a member of the union.

The House Committee's new measure may be similar to a section of one of the early versions of the Taft-Hartley bill, which defined certain union activities as "monopolistic practices" and made them subject to anti-trust prosecution.

The section was deleted by the Senate before the Taft-Hartley bill became law. However, members of the House committee feel they may be able to obtain its passage now by restricting its scope to the musician's union.

Mr. Petrillo is scheduled to confer in New York on Tuesday, the 13th, the same day the House hearings open, with the four major networks. At this time negotiations will be resumed on a new contract. The old one expires on January 31st. There seems to be a growing belief that a strike may be averted.

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SURVEY SHOWS TV AUDIENCE RECEPTIVE TO "PAY AS YOU SEE"

That television set owners in New York, Philadelphia, and Chicago would welcome a pay-as-you-see system that will telecast first run movies, Broadway, plays, and other costly entertainment features unavailable on free television, was the conclusions reached as the result of a survey made by William Bethke, General Educational Director of LaSalle Extension University in Chicago.

Mr. Bethke said that the survey covered 9,341 television set owners in New York, Philadelphia, Chicago, and adjacent areas, and that it was suggested to him by Zenith Radio Corporation. Last Summer Zenith announced and demonstrated Phonevision, a system of charging "admission fees" for home showing of entertainment, features too costly for presentation by advertising sponsorship. Phonevision subscribers would receive free all standard television programs, but would pay for their special showing of new movies, plays, etc. in their monthly telephone bill. Mr. Bethke explained that letters were sent to television set owners with return postcards for answering two questions: First, was the set owner satisfied with the television programs he now receives. Second, in addition to free programs would he be willing to pay a reasonable fee for home viewing of first run movies, Broadway plays, newsreels, and championship sport events not available on free television.

The returns showed that only 45% of the set owners were satisfied with present programs, but there was considerable variation between areas. Dissatisfactions was greatest in Connecticut, where only 40% expressed approval, as compared to 42% in New York, 51% in New Jersey, 52% in Chicago; and 43% in the Philadelphia area.

However, 62% of the set owners said they would be willing to pay for extra programs. Broken down, these figures show that 76% in Connecticut, 64% in New York, 52% in New Jersey, 70% in Chicago, and 49% in Philadelphia want pay-as-you-see programs.

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COLONIAL RADIO SALES 130% OVER 1946

About 900,000 home and auto radios, valued at more than \$30,000,000, were produced by the Colonial Radio Corporation during 1947, it was announced this week by Don G. Mitchell, President, Sylvania Electric Products, Inc., of which Colonial is a wholly owned subsidiary.

He said that this represents an increase of 130 per cent over 1946 sales, which totaled \$13,000,000 and that Colonial expects 1948 production to exceed even that of last year. He attributed the favorable outlook to increasing demand for auto, FM and television sets in addition to firm demand for standard broadcast receivers.

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RIGHT OF PRIVACY TESTED IN ALABAMA RADIO BROADCAST SUIT

The first ruling by an Appellate Court of Alabama as regards a citizen's right of privacy so far as broadcasting of events involving his name are concerned may be made in a case argued recently in the Circuit Court in Tuscaloosa, Ala.

Two Tuscaloosa residents are seeking \$50,000 damages from James R. Doss, operator of Station WJRD, in connection with a broadcast which purported to sketch and describe the partial history of their father, the late John Lindgren, who disappeared mysteriously in 1906.

The complaint alleged that the broadcast served to bring the family into public ridicule by reviewing "certain long forgotten events".

Defense Attorney Frank Bruce based his case on decisions involving right of privacy as handed down in other States, contending that "willingly or not, the plaintiffs are daughters of the man who created a situation of general public interest".

In a preliminary ruling, Judge W. C. Warren recognized "there could be an action regarding the right of privacy under common law in Alabama but the facts in the complaint are insufficient to make out a cause of action." He said the case under question "involved news of historical events" and "is hard to decide".

Plaintiffs' Attorney Jack McGuire told the court that "the problems involved in this case have never been before an appellate court in the State of Alabama.

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FCC TO NUMBER ITS DOCUMENTS ACCORDING TO YEAR

As of January 1 of this year, all orders, opinions, letters and other documents which are approved by the Federal Communications Commission, or orders approved by a motions Commissioner, are being numbered serially as FCC 48-1, FCC 48-2, FCC 48-3, etc. Beginning January 1, 1949, such documents will be numbered FCC 49-1, FCC 49-2, FCC 49-3, etc., and so on for succeeding years.

This means of identification will also be used in reference to such documents in the Commission's minutes and may be used as a means of identifying documents in any petitions, correspondence, briefs, or other matters filed with the Commission.

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ARMY SIGNAL CORPS ASSN. MERGED INTO ARMED FORCES GROUP

With the unification of the Armed Forces now an accomplished fact, the Army Signal Association has been reconstituted as the "Armed Forces Communications Association". Brig. Gen. David Sarnoff will continue as president of the new organization. He explained that when World War II broke, telephone, telegraph and radiooperating companies and firms manufacturing or which could manufacture communication or photographic equipment and supplies were, in many instances, caught with little or no knowledge of the demands and requirements of the Armed Forces. Delay was inevitable and the fighting forces were handicapped because of insufficient equipment of the latest type.

Americans engaged in any way in the fields of communication or photography - or interested in them - can contribute toward military preparedness by joining the Association whose principal mission is "to ensure that the Armed Forces - Army, Navy, Air Force - shall have communications superior to those of the military establishment of any other nation."

Among the national officers, in addition to General Sarnoff is Darryl F. Zanuck, Vice Pres., Twentieth Century-Fox Film Corp.; Dr. Lee DeForest, pioneer radio scientist and inventor; Paul Galvin, President, Galvin Manufacturing Corp.; Leslie F. Muter, President, The Muter Company, Chicago; A. W. Marriner, International Telephone & Telegraph Corp., New York; Carroll O. Bickelhaupt, Vice-President, American Telephone & Telegraph Company; Dr. Frank B. Jewett, of A. T. & T., New York.

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A.C. & R. RADIO TELEGRAPH BUSINESS PICKED UP IN 9 MONTHS

Despite a consolidated net loss before special credits, of \$1,835,751 for the first nine months of 1947, the gross cable revenues of the American Cable and Radio Corporation during that time amounted to \$9,914,756, as compared with \$8,918,467 in 1946. Radiotelegraph transmission revenues amounted to \$4,993,031 in 1947 as compared with \$3,957,821 in the corresponding period of 1946. Total transmission revenues amounted to \$14,907,787 in 1947 as against \$12,876,288 in 1946.

"As it became obvious almost immediately that increasing costs would more than eliminate all advantages obtained from the rate increases made effective by the Federal Communications Commission in August", Wolcott H. Pitkin, Chairman, stated, "petitions were filed by several of the affected carriers pointing out the urgent need for further rate relief. Hearings on these petitions are scheduled to re-convene this month in Washington."

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 ::: SCISSORS AND PASTE :::
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Invasion of Television by Film Companies Foreseen
 ("Variety")

A full-scale invasion of television's domain by major film companies is nearing, according to persistent reports in trade circles. The movement, in all likelihood, will take its initial shape in the formation of television newsreel companies by a number of the big companies. That action's been bruited for some time. It's now taken a terrific stimulation from the tremendous video audience that watched Joe Louis-Jersey Joe Walcott boxing match, estimated at between 750,000-1,000,000.

Growth of tele has now upped the value of newsreels as broadcast fodder terrifically. Indicating their current value, understood that Paramount was recently offered a total of \$1,500,000 for the tele rights to its newsreels for a three-year stretch. Proposal was made by a national sponsor who wanted to put on a two-per-week program over a number of stations. Under the terms of the offer Par would have been paid \$250,000 the first year; \$500,000, the second; and \$750,000 the third.

Video audiences have the advantage of those at ringside because the cameras are elevated and nobody can jump up and obstruct the view. When Walcott floored the champ in the first and again in the fourth round, the blows were clearly seen to be right handers. As a contest it was no thriller but the element of surprise was the factor that resulted in the most argued-about fistic encounter within memory.

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Is Petrillo On The Way Out?
 (Bob Brumby in "Look" for January)

Is James Caesar Petrillo through as czar of American music? The answer is probably yes.

Although this chunky, volatile man has ruled America's musical enjoyment for 25 years, and come through scrapes before, he now seems to be on the way out - for these reasons:

1. Public opinion is near the bursting point, especially over his edict banning all recordings after January 1.
2. His American Federation of Musicians faces wholesale desertion by key performers. They are ready to go over to the rival CIO union if they can't work in the AFM, an affiliate of the AFL. And, for the first time, Petrillo can do little about it. The Taft-Hartley act gives them legal protection from reprisals. It also protects their employers.
3. The powerful radio chains have been squaring off against Petrillo with determination. They have long been fed up with him. His demands have crippled television and frequency modulation broadcasts. Until last November, his say-so also kept live music off most of the co-operative programs.

These attitudes of Petrillo led the networks to take their firmest stand in years when they recently entered negotiations with AFM over network contracts. They resolved that unless a satisfactory contract were written during the negotiation period they would have nothing further to do with AFM - unless Petrillo were out.

4. America's music master has also been trying to keep clear of Uncle Sam. He has been brought into court on charges of violating the Lea Act, also known as the anti-Petrillo law, which forbids Petrillo's long-favorite feather-bedding practices. The law provides jail sentences for violations - the first time the labor boss has faced a judicial ruling with more than a fine at stake.

Recently, signs of doubt and fear have begun to cloud the ruddy countenance of the AFM President. He has had plenty more to think about, for instance, than his famous sartorial elegance.

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Ex-Con Hits \$20,000 MBS "Mediation Bd." Jackpot
("Variety")

A L. Alexander and Mutual network execs were as surprised as anyone else at the pull of "Alexander's Mediation Board" as evidenced by phenomenal listener response to the stanza's Dec. 21 sequence. An ex-convict living in New York City with a wife and three children told on the show of losing five jobs in succession when his employers found out about his prison record. He didn't think he was going to be able to keep his home altogether, he said.

Following day a flood of parcels and letters descended upon Mutual, all addressed simply to "Keep a Family Together". By the second day, network officials became alarmed. Two full truckloads of parcels containing groceries and clothing had been hauled to the ex-convict's tenement home. The Mutual Board room had been turned into a receiving depot and was filling up again with packages. Letters containing checks and cash were so numerous that a guard was posted on the web's mailroom; later the letters were forwarded straight to the Manufacturers Trust Co. for safekeeping. The ex-convict meantime received more than 60 job offers.

By last Monday (29), the cash donations had swelled past the \$15,000 mark and clothing and food received totalled an estimated \$5,000 in value.

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Estimates Each Big Chain Reaches Billion Persons Each
(From the "Wayward Pressman", a book by A. J. Liebling,
published by Doubleday & Co., N. Y.)

The Associated Press claims to "fill the needs of 800 million people, INS 225 million, UP 55 million, the Chicago Tribune syndicate 110 million and Time-Life 22 million. Together with the major radio chains, which reach a good billion people each, these press associations and syndicates served about twice the population of the world.

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TRADE NOTES

John Cowles, President of the Minneapolis (Minn.) Star and Tribune, and Vice-President of the Cowles Broadcasting Company, recently was awarded a medal of merit by President Truman for his war-time services in the Lend-Lease administration. Mr. Cowles served in Washington, North Africa and England in 1943 as a Special Assistant to E. R. Stettinius, Jr., then Lend-Lease Administrator. The Medal of Merit is the highest United States governmental decoration for civilians for war service.

The annual cross-section survey made by Editor & Publisher of the publishers' statements to the Audit Bureau of Circulations for the six-month period ending Sept. 30, 1947, as compared to 1946, shows daily and Sunday newspaper circulations are at new record highs. The annual increases continue uninterrupted.

Morning and evening circulations are ahead of last year more than 2% and Sundays are up almost 5%. What the increases might have been if the newsprint supply had been able to meet the growing demand no one knows.

Louis deBottari, Commercial Manager of RCA Communications, Inc., has been promoted to General South American Representative of the firm, according to H. C. Ingles, President. Mr. deBottari will leave New York shortly and establish temporary headquarters in Caracas, Venezuela. His home is at Baldwin, N. Y.

Mr. deBottari was promoted to Assistant Commercial Manager of RCA Communications in 1939, and to Manager two years later. Soon after the start of World War II, he published a book on censorship regulations which was widely used in the communications industry.

A good definition for FM may be found in the "Who's Who in America" sketch of Major Edwin H. Armstrong, FM's inventor who describes it as "a method for eliminating static in radio by means of frequency modulation". Major Armstrong came across his great discovery in 1939.

The Federal Communications Commission has designated John A. Willoughby Acting Chief Engineer to fill the vacancy caused by the advancement of George E. Sterling from Chief Engineer to Commissioner.

Statistically, the estimated 10 per cent average increase in 1948 budgets would raise the dollar total for the six major media - national newspaper advertising, magazine and farm publications, network and spot radio and national outdoor advertising - to a new high of \$1,333,200,000 during the coming year, the New York Times states. Taking into consideration a like increase in a dozen or more minor media, such as local newspapers and classified, direct and television advertising, an "informed guess" by advertising men adds up to an amount one-and-one-half times that for the major media, or a grand

total of $3\frac{1}{4}$ billion dollars.

The 1948 advertising budgets will show a substantial increase over 1947 - an estimated average of 10%.

Senator Wallace White (R), of Maine, entered Bethesda (Washington) Naval Hospital last Saturday for a rest and checkup. An aide said the 70-year-old Senator majority leader and Chairman of the Interstate and Foreign Commerce (Radio) Committee, has a slight cold, but also has been troubled recently with a digestive disturbance.

Fulton Lewis, Jr., radio commentator and part-time Maryland farmer, filed a petition in Richmond Chancery Court last week for a writ of mandamus against Southern States Co-Operatives, Inc., to compel the co-op to recognize him as a member. The petition was made returnable January 15 at 10 A.M.

Mr. Lewis was ousted from membership in Southern States at the annual stockholders meeting last November. The stockholders voted by some 2000 to 7 to ratify a previous resolution of the Board of Directors removing him from membership for conduct regarded as detrimental to the organization's best interests.

The time by which notices of appearance and briefs and written statements may be filed with the Federal Communications Commission with reference to the Commission hearing on Editorialization by Broadcast Licensees to be held on March 1, 1948, is hereby extended until February 1, 1948. No change in the date for the hearing is made by this notice.

Miss Betty Ferro, Chief of the Experimental, Common Carrier and Miscellaneous Units of the Commercial License Section of the FCC, has been invited to attend the American Taxicab Association's sixth annual convention at Chicago, January 12th to explain licensing processes and procedures.

Up nearly \$20,000,000 over 1946 and reflecting radio's increasingly local character, radio stations' gross revenue from local retail advertising in 1947 will exceed national network revenue for the first time in 20 years of recorded industry figures, a survey just completed by the National Association of Broadcasters' Research Department shows.

Based on replies from a projectable sample of the broadcasting industry, the NAB survey shows over \$10,000,000 more in local retail revenue than in national network revenue. The 1947 gross revenue from local retail advertising is shown as \$136,000,000, and revenue of national networks as \$125,796,000.

Ma Khin Myint, a 36-year-old Burmese teacher who is the first scholarship winner to travel here under the Fulbright Act that allows the interchange of scholarships between the United States and other countries, arrived in New York Monday. He said he would study educational broadcasting at New York University and would make use of the knowledge over Rangoon's radio station.

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