



HEINL NEWS SERVICE

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February 18, 1948

MUSHROOMING FM STATIONS RAISE QUESTION OF PAID RADIO LOGS

FM stations springing up all over the country like mushrooms are stirring up the old issue as to whether or not broadcasting stations should pay newspapers for printing radio programs. Looming in the background is the increasing number of television stations which, so far as newspaper space is concerned, will be a little more of the same.

Although the question of paid programs is not at present an issue in the Capital, it may well serve as a cross-section of other cities of the nation to show how the number of broadcasting stations have multiplied and to give an idea of the increasing demand for newspaper space, the scarcity and high cost of paper to the contrary notwithstanding.

Before World War II, there were only four stations in Washington, all standard broadcast - WRC (NBC); WMAL (later to be ABC); WOL (MBS and later to be bought by Cowles), and WTOP (CBS). There are now 13 standard broadcast stations in the Washington metropolitan zone. This may soon be reduced to 12 since last week WEAM, Arlington, Va., 1000 with power daytime, reportedly because of too much competition, threw up the sponge and petitioned the FCC for approval to sell to North Carolina broadcasters for \$67,500. WEAM's loss for its first year's operation was said to have been almost as much as the selling price.

Also in the Washington area are 7 FM stations. That jumps the number of radio stations from 4 before the war to 20 now, not counting the four television stations which have started operating during the past year.

Typical of the way in which the local newspapers are meeting the situation is the way the Washington Post has been obliged to economize on space to get all the new stations aboard. The Post recently cut down the daily program allotment from about a third to a fifth of a page. This allows for the complete programs from the seven oldest standard broadcast stations - WMAL, WRC, WOL, WINX, WWDC, and WTOP. The rest, daytime standard, FM and television stations are reduced to agate sized type. Only the hours of operation and frequencies of the daytime and FM are given, plus an abbreviated agate listing of the television station programs. The program space is the same on Sunday but the rest of the page is filled out with radio gossip.

Lee Hills, Managing Editor of the Miami Herald, which partially owns Station WQAM, Miami, poured gasoline on the controversial fire recently when he came out in the Editor & Publisher with a spirited defense of why the printing of radio logs by newspapers should be paid for. There was an immediate comeback from Syd Eiges, newly appointed National Broadcasting Company Vice-President in Charge of

Public Relations. Also quick on the trigger was Morris J. Porter, Press Director of WMCP-FM, Belvidere Broadcasting Corporation of Baltimore.

Mr. Hills said in order to handle the many new stations, the Miami Herald, published by John S. Knight of the Chicago Daily News and part owner of Station WIND, Chicago, put in a flat charge of \$6 a day per station for large type program listings. Other station programs were printed in agate. The Miami News (published by former Gov. James S. Cox, owner of Station WIOD, Miami), joined in this.

"The radio men all privately admitted the fairness of this policy when we explained it. One, however, was confident the public would rise in angry wrath against us. He got most of the others to stay out", Mr. Hills said. * * * *

"The public outcry expected by the radio men failed to com. In two weeks the Herald had only 26 phone and mail complaints, about half of them traceable to the stations. The News also had a negligible number. The public obviously accepted the plan as fair. In contract, on the day it started, we left out the agate horoscope and had 79 phone complaints in five hours. * * * * *

"After staying out for three months the rest of the broadcasters in our area started signing up for the paid listings. All eight AM stations in Greater Miami now run paid logs in the Herald. Five run in the News. Three FM stations are on the air and we give their daily highlights free since they have not yet begun extensive programming."

"Under a free press, economic and financial considerations should have no effect upon the editorial content of a newspaper", Mr. Eiges replied. "In Miami, it is clear from Mr. Hills' statement that these considerations have played a determining role in the formulation of an editorial opinion on the question of whether or not radio log listings should be published free of charge as is any other legitimate news."

"Mr. Hills argues that radio log listings are not news. I refer him to the Continuing Studies. These list radio logs among the editorial features of a newspaper and not as advertising. Furthermore, these studies, conducted by the newspapers themselves, show in case after case that radio log listings enjoy extremely high readership. That is why they are so prominently featured by newspapers across the land."

"Some years ago when I was radio columnist of the New York Journal-American, Mr. Hearst decided to eliminate radio columns because he believed he was contributing too much free advertising to radio, which he viewed as a competitor", Mr. Porter relates. "Today, Mr. Hearst is not only in the radio business, but he is establishing television stations in New York, Baltimore and elsewhere. Mr. Hearst discontinued radio columns in New York, but Roy Howard refused to go along with the idea and gained 40,000 circulation. Mr. Howard still

streats radio as he treats the drama and the movies because he realizes that radio is an integral part of the modern design of living, and also that it commands an audience greater than the drama and the movies. Why shouldn't it? It costs nothing to stay at home and be entertained. Nothing but the original investment made.

"In Baltimore, the Hearst News-Post had a phenomenal gain in circulation last year, and one of the reasons was that the News-Post issued, and still does issue, a Saturday section encompassing a week of radio programming."

One of the latest of the syndicated sponsored columns "Tune-In Tips" by Ted Husing, is prospering if a recent advertisement is an indication. It read:

"This column gives you controlled radio program publicity - week in, week out . . . lists local times and stations . . . costs 8½¢ per 1,000 circulation . . . in 52 newspapers, major cities, 11 million circulation. Exclusive time franchises."

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CBS TO HAVE UP-TO-THE MINUTE TV STUDIOS, STANTON REVEALS

Plans for the construction of new television studios in New York City, involving the expenditure of "several hundred thousand dollars" were announced in New York Tuesday by Frank Stanton, President of the Columbia Broadcasting System. The studios will be erected in the Grand Central Terminal Building, where CBS has its present headquarters.

Two main studios will have floor areas of fifty-five by eighty-five feet and ceiling heights of forty-five feet. The initial stages of the renovation are expected to be completed in April, after which CBS video intends to go on on a full seven-day schedule of programming.

A feature of the new facilities, according to Mr. Stanton, will be an elaborate "client's booth", where sponsors of programs will be able to follow the action on the television stage and also see how it looks on a receiving screen.

The size of the studios, Mr. Stanton said, will accommodate a number of stage sets to permit quick scene changing.

Construction of the New York studios is a major step in the plans of CBS for building a nationwide video network, Mr. Stanton added.

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GREAT CROSELY TV STATION GETS INTO STRIDE; MILLION INVESTED

Climaxing a week's commercial tryout, WLWT, Crosley's new television station in Cincinnati formally opened last Sunday. There was a special salute to the powerful newcomer by Niles Trammell, President of the National Broadcasting Company, and his right hand man, Frank E. Mullen, NBC Executive Vice-President. The finale was interviews with James D. Shouse, President of The Crosley Broadcasting Corporation, and Robert E. Dunville, Vice-President and General Manager.

The actual power of the new WLWT transmitter, is 5,000 watts but the transmitter is used in conjunction with a 571 foot antenna which added to its high elevation will give the WLWT signal an effective power of 50,000 watts, according to R. J. Rockwell, Vice-President in Charge of Engineering. WLWT and Crosley's proposed expenditures in Columbus and Dayton are expected to represent an investment of \$1,600,000. If the Crosley TV application for Indianapolis is granted, it will be even more than that.

Apropos the WLWT opening, the Cincinnati Times Star, in a lengthy article (February 14), gave an answer to the much discussed television-vs.-attendance question. It read in part:

"Ross Leader, wrestling promoter, has this to say about WLWT television:

"'Since television of wrestling began experimentally last September in Cincinnati, interest in local wrestling has increased materially.'

"For this increase, Mr. Leader credits Red Thornburgh's pro-match demonstrations, among other factors. He says televised wrestling has re-awakened an interest in the sport among people who for some reason or another had allowed their interest to drift into other sports or forms of entertainment.

"Mr. Leader clinches the television-versus-attendance question by stating, 'I'm all for television. The average attendance on sixteen matches in 1947-48 against the same number in 1946-47 shows a marked increase. This - or much of it - I attribute to WLWT television.'

"Al Bechtold, Chairman of the Cincinnati Boxing and Wrestling Commission, says, 'I have talked with a great many people, especially sport fans, who have seen boxing and wrestling through television, and at least 85% of them were very enthusiastic in speaking about it.'

"He adds, 'I am sure of this fact: television does not affect attendance. To the contrary, I believe it has brought many persons to the sport who have seen these sporting events through television and were eager to see the real thing.'

"Another conclusive statement comes from the Chairman of WKRC's Golden Gloves tourney, Charleton Wallace. In a Times-Star front-page article Thursday, January 15, Wallace announced that WLW's television station would televise the WKRC-sponsored Golden Gloves tourney. At that time he commented that the affair might provide an answer to the question whether attendance at sports events is cut down through televising the program.

"His answer is expressed in a letter by WKRC's Managing Director, Hulbert Taft, Jr., to Mr. Shouse, President of the Crosley Broadcasting Corporation.

"In our opinion, one national controversy was settled and one national precedent was established as a result of WLWT televising WKRC's Golden Gloves.

"Here are the figures:

"In 1947, 3,467 people attended WKRC's Golden Gloves in Cincinnati.

"In 1948, 7,283 people attended our boxing tourney.

"These figures present definite proof that television helps rather than hurts attendance at boxing contests specifically, and at sports events generally."

"Commenting on the ticket sale question, Chick Mileham, University of Cincinnati's Director of Athletics, says, 'University of Cincinnati football and basketball games have been televised to date. Ticket sales to both events have been as great or greater than in previous years, indicating that television in no way impairs admissions to the games.'

"In fact', Mileham adds, 'hundreds of persons who were unable to buy tickets have been able to satisfy their interest in UC athletics by watching football and basketball on television.'

"Edward P. VonderHaar of Xavier University's Public Relations Department, is an enthusiastic television fan. As Mr. VonderHaar says, 'For such events as boxing, wrestling and fencing where the contestants are one man against another in a limited area, television gives everyone a better-than-ringside seat. It is better-than-ringside because it has the flexibility of head-and-shoulders closeup to overall view from any angle well above the confining ropes.'

"In team sports, according to Mr. VonderHaar, 'Television scores with its many eyes', because it can 'whisk the spectator instantaneously from the top of the press box right into the center of the players' huddle anywhere on the field.'"

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FAX N.Y. TIMES EDITIONS BROADCAST TO 14 STORES

Facsimile newspapers were received last Monday at leading department stores in the first post-war demonstration of the new medium on a large scale. The papers were written and edited by a staff of The New York Times and transmitted over WQXR-FM.

The first edition of the paper was transmitted from the tenth floor of The Times Building at 11:05 A.M. on machines designed by John V. L. Hogan. In the department stores there was considerable interest as the paper unrolled on the recorder attached to a radio.

The paper's six editions were sent out five minutes after each hour between 11 A.M. and 4 P.M. Each edition contained four pages, with the women's page the only section unchanged in all editions. The pages were eleven and a half inches long and eight inches wide.

Demonstrations will continue four weeks and will be received at five minutes after the hour, between 11 A.M. and 4 P.M., at the following stores:

B. Altman, Arnold Constable, Bloomingdale's Franklin Simon, Lord & Taylor, R. H. Macy, James McCreery, Gimbel Brothers, Saks-34th Street, John Wanamaker, Abraham & Straus, Loeser's, Gertz and Hearn's.

The Times said editorially:

"Some bold claims have been made for the facsimile (which means 'exact copy') method of transmitting news. They may have given the impression that it is only a matter of a few months, or years, until a subscriber can receive his individual newspaper in his own home by that means each morning. We cannot say how soon the day will come when even such a small newspaper as our facsimile edition will be available by those means. The recording machines are expensive; they are being produced only in limited quantity. Transmission is limited, as is television, by the horizon. It would require a chain of radio stations to blanket the country with such a newspaper. But our new facsimile is at least a portent of things to come. How important a portent we leave to the future."

The Washington Post commented:

"Facsimile has incorrectly been termed a revolutionary method of publishing a newspaper. It is simply a revolutionary method of distributing a newspaper. The elaborate, painstaking and expensive process of gathering news, writing it, editing it, setting it in type and arranging it for publication all remain unchanged by facsimile. The new technique would, however, eliminate a number of exceedingly costly and cumbersome steps in getting the finished product to the reader. Stereotyping would be unnecessary; rotary presses could be

forgotten; there would be no need for mail trucks or delivery boys. In short, the cost of operating a conventional newspaper plant could be cut almost in half. And this might have the tonic effect of making it economically possible for many new newspaper enterprises to be started, thus augmenting competition in a field where monopoly control is peculiarly dangerous."

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NEW STORER-RYAN TOLEDO TV STATION TO BE A QUEEN OF MAY

It looks as if the new Fort Industry television station in Toledo, WSPD-TV, may be finished in time to make its debut on the air as a Queen of the May. Vice-President E. Y. Flanigan of the Fort Industry Company, which is headed by Commander George B. Storer and J. Harold Ryan, believes the station will be completed sometime in May or soon thereafter.

An important addition to the Fort Industry staff is Steve Martin, television studio production director. He was formerly producer-director of WWJ-TV Detroit. Prior to that time he had been producer-director with CBS TV in New York City.

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ERIE RADIO EQUIPS LOCOMOTIVES, CABOOSES, ON 300 MILES MAIN-LINE

The Erie Railroad has initiated what is said to be the most comprehensive main-line installation of very-high-frequency radiotelephone equipment yet undertaken by any railroad.

The railroad already has begun installation of the radio system on its Kent, Mahoning and Meadville Divisions, to provide complete coverage over more than 300 miles of main-line trackage between Marion, Ohio, and Salamanca, New York. Complete installation with full operation is expected by May first.

Equipment used in the system is being delivered by the Farnsworth Television & Radio Corporation, Fort Wayne, Indiana. All main-line Diesel passenger and Diesel freight locomotives operating over these three divisions of the Erie will be radio-equipped. In equipping both cabs of seven three-unit passenger locomotives and nine four-unit freight locomotives, as well as 15 cabooses, a total of 47 mobile radio installations will be made. In addition, 14 wayside offices will be equipped to provide complete radio coverage.

This radiotelephone system will permit instantaneous and constant communication between the engineer in the cab and the train conductor in the caboose, as well as by both of them with wayside offices and crew members of other radio-equipped trains.

The Erie's proposed plan will utilize only very-high-frequency space radiotelephone circuits for fixed point-to-train and front-to-rear train communications.

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FEDERAL DIRECTS WORLD MANUFACTURING; CALDWELL NEW PRESIDENT

International Telephone and Telegraph Corporation announced Monday that the consolidation of its manufacturing activities through the acquisition of International Standard Electric Corporation, New York, by Federal Telephone and Radio Corporation, Clifton, New Jersey, has been approved by the Board of Directors. Both companies are I. T. & T. subsidiaries. Through the acquisition of the stock of ISE the Federal will control the major manufacturing subsidiaries of the ITT system throughout the world, including more than thirty plants in twenty-four different countries.

After the consummation of the operation, the capitalization of the Federal will total approximately \$100,000,000. Combined sales of Federal and ISE for 1947 amounted to \$154,000,000. At the end of the year, orders on hand totalled \$224,000,000 as compared to \$195,000,000 at the end of 1946.

Four important appointments were also announced. Fred T. Caldwell, President of International Standard Electric and Vice-President and Director of I. T. & T., has been elected President of Federal. Rear Admiral Ellery W. Stone, USNR, formerly Chief Commissioner of the Allied Control Commission in Italy, and a Vice-President of I.T.& T., has been elected Executive Vice-President of Federal. R. C. Blackinton has been elected Vice-President of Federal, in charge of production. Mark A. Sunstrom, Vice-President of I.T.& T., has been elected Executive Vice-President of International Standard Electric Corporation.

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EX-GOV. COX'S DAYTON TV TOWER TO TOP WASHINGTON MONUMENT

The tower of the new television station of former Gov. James Cox, Jr. in Dayton, WHIO-TV, will be 568 feet, which is 13 feet higher than the Washington Monument. RCA will furnish the equipment for the station.

J. Leonard Reinsch, Managing Director of Cox-owned stations, has announced that WHIO-TV will use mobile unit equipped with two cameras to train personnel beginning next Summer.

Robert H. Moody is General Manager of WHIO-TV, Ernest L. Adams, Chief Engineer of WHIO and WHIO-TV, will supervise the new installations and subsequent maintenance. Leser G. Spencer, Program Director of WHIO, will be in charge of programming on WHIO-TV.

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The Federal Communications Commission last Monday granted assignment of license for KCBC, Des Moines, from Capital City Broadcasting Co., to Kapital City Broadcasting Company for a consideration of \$133,798 plus certain liabilities and obligations.

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N.Y., WASHINGTON, CHICAGO, ST. LOUIS TO BECOME MBS TV CENTERS

With television outlets already being operated or under construction at Mutual Broadcasting System stockholder-stations in New York, Washington, Chicago and Los Angeles, it is now definitely indicated that these key cities will soon become the chief originating centers for the network's television activities.

In anticipation of this, and the addition of other MBS affiliated television stations, a number of which are under construction and others with applications pending, Mutual is keeping abreast with television developments throughout the country, preparing for presentations on both a regional and national scale.

Work is progressing rapidly in conjunction with the New York and Washington outlets. The Don Lee station on the West Coast is currently on the air with a varied schedule of television programs, including video presentation of Mutual's week-day "Queen For A Day" and "Heart's Desire" audience participation series. The MBS Chicago key station, WGN-TV, is also on the air with its test pattern and expects to begin regular programming within the next few weeks.

In New York and Washington, construction permits are held by WOR, which will operate Mutual television affiliates in these two cities. In Boston, Mass., Mutual's Yankee Network affiliate, WNAC, has recently received a construction permit for a television transmitter and expects to be on the air within a few months.

The Yankee Network also has an application pending for Bridgeport, Conn. Stations WIP, Philadelphia, and WHK, Cleveland - both Mutual stockholders - are among the others whose television applications are pending at this time. In addition, Mutual affiliated stations in Buffalo, Cincinnati, Houston, Miami Beach and Reading, Penna., have already filed their applications, while numerous others will file very shortly.

In planning its nation-wide television set-up, Mutual will have the advantage of many years of experience on the part of such television leaders as J. R. Poppele, of WOR, President, Television Broadcasters' Association, and Vice-President, Bamberger Broadcasting Service, as well as Lewis Allen Weiss and Willet Brown, of the Don Lee Broadcasting System, who have been actively concerned in experimental television broadcasts for sixteen years. All three are members of Mutual's Board of Directors, and Mr. Weiss is Chairman of that Board.

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In the two weeks that it has been available as an ABC co-operative program, "Mr. President", already has 36 sponsors in as many different cities. "Mr. President" is one of the first top-flight network dramatic programs with historical interest made available as a co-op.

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WESTINGHOUSE WILL DOUBLE 1947 \$22,500,000 SET OUTPUT

The Westinghouse Home Radio Division at Sunbury, Pa., establishing a new production record, manufactured more than 500,000 radio receivers with a factory billing of \$22,500,000 during 1947, F. M. Sloan, Division Manager, said last week summing up 1947 operations and revealed plans for exceeding this production record by 50 percent during 1948.

"Despite production increases well above the original 1947 plans, culminating in a December output of 70,000 table and console radios, a new monthly record, the year was marked by a continuous strong demand on the part of our distributors and dealers for more Westinghouse radios than we could manufacture", the report said.

"To meet this high demand, 1948 production quotas have been set 50 percent higher than those of last year, and the current line of radios will be expanded to include new models in strategic price brackets not now served."

Outstanding new development for the Division in 1948 will be the new line of Westinghouse television receivers, the report stated. The first television receiver, model 181, a console with a 10" tube housed in a Chinese Chippendale cabinet, has been introduced in New York and as production increases, will be presented in Philadelphia, Boston, Washington, and other television areas. Other television models are now under development for early production at the Sunbury plant.

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CALLS RADAR VETERANS' STEPPING STONE TO TELEVISION

J. R. Poppele, President, Television Broadcasters' Association, and a member of the Board of Directors of the Mutual Broadcasting System, on the MBS "The Veteran Wants To Know" program last Sunday, said:

"There are now 30,000 people actually working in television now. And an additional five thousand people should be actively working in television by December (1948). Television employment is going to increase by leaps and bounds from then on . . . by December, 1950, 100,000 is a conservative estimate.* * * *

"With the basic information which veterans obtained working with radar, they are fortunate young men in having the advantage of being able to adapt themselves to television with just a little extra effort."

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DON LEE STUDIOS JUST STARTED EXPECTED TO BE TESTED IN 5 WEEKS

Don Lee engineers began the task of installing the studio equipment and cables that will service the new KHJ-Mutual Don Lee studios in Hollywood, on Monday, February 16th. More than 23,000 feet of radio cable must be used connecting each studio with the huge master control panels, and another 12,000 feet will be utilized for intra-studio connections.

First studios are expected to be wired and tested within five weeks, with other studios being wired also as walls and decorating work in each is finished.

Fourteen newly designed studio control consoles, eight of which will handle up to 12 microphones at once, will be installed. These consoles will be linked with master control and with all sound facilities in its studio - such as sound effect, echo, and filter microphones. Eighty-four of the microphones will be installed in the studios, along with 29 special studio speakers, 20 record turntables, eight custom-built sound-effects trucks, and six recording machines for transcribing programs.

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COWLES TO SPEND \$300,000 AS A STARTER FOR DES MOINES TV

Three hundred thousand dollars has been ear-marked for the initial expenditure by the Cowles Broadcasting Company for a television station in Des Moines, according to an application filed with the Federal Communications Commission by T. A. M. Craven, Cowles' Washington Vice-President.

Commander Craven has applied for television Channel 9 (186-192 mc) at Des Moines, power of 25.5 KW visual, 12.75 aural. The first year's expenses are expected to be \$120,000.

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ENGLAND HAS 27,792 TELEVISION SETS; PRODUCES 2,700 MONTHLY

Production of television sets in England during the first 9 months of 1947 totaled 18,625, a monthly average of approximately 2,700. Production of television sets did not begin until July, 1946. 27,792 television licenses were in effect, all in England.

Production of radios in the United Kingdom during the first 9 months of 1947 totaled 1,383,000 sets, compared with 915,000 during the corresponding period of 1946.

The number of sound radio receiving licenses in effect in the United Kingdom as of October 31, 1947, was 10,992,471. Of these, 9,361,769 were in England, 1,041,289 in Scotland, 420,667 in Wales, and 168,746 in Northern Ireland.

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CALIFORNIA AND TEXAS LEAD STATES IN NO. OF BROADCAST STATIONS

California has more authorized broadcast stations than any other State, with Texas a close second, according to a tabulation of Federal Communications Commission lists. Each has a total of more than 200 standard, FM and television grants collectively. Next in order are Pennsylvania, New York, North Carolina and Ohio, with over 100 each.

In standard (AM) authorizations, Texas heads the list with 153, followed by California's 129, Pennsylvania's 98, New York's 89, and North Carolina's 86.

In number of FM authorizations, California tops the list with 87, followed by Pennsylvania with 80, New York with 79, and Ohio and Texas with 66 each.

Two States - New Jersey and Ohio - and the District of Columbia, have more FM than AM grants. Only two States - Montana and Vermont - presently have no FM authorizations.

California heads the States in number of television authorizations. It has 12; New York has 10, Ohio 9, and Pennsylvania 6. Eighteen States are still with TV authorizations.

Puerto Rico has more AM authorizations than 14 States, and its FM grants exceed the number in each of 7 States. However, no territory or possession yet has a TV authorization.

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RUSSIA BLOCKS AGREEMENT ON WORLD RADIO CHANNELS

The drawing up of a new international schedule of radio broadcasting frequencies at Geneva, Switzerland, is being seriously handicapped by Russian non-cooperation, it was learned last week by the New York Times.

The Provisional Frequency Board of the International Telecommunications Union is just beginning there (Geneva) its long job of reallocating frequencies. Because it refused to proceed in the manner that the Russians wanted, they have refused to give it information on the wave bands they desire. Without this information the Soviet Union cannot be fitted into the world pattern.

Non-cooperation of any nation in this field is rather more serious than it is in political or economic matters. Relatively few transmitters operating in somebody else's channel can frustrate the operations of the entire world communications system. So potentially dangerous is any kind of retaliation in this area that even Nazi Germany never violated the international frequency conventions.

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Television "Wailing Walls For Movie Managers"?
(Ashton Stevens in Chicago "Herald-American")

The year changes, the whirling globe changes, and I am wondering what will be the next great alteration of that little ball we call the amusement world.

From where I sat the other evening in the spacious bar of Mike Fritzel's pleasant eating spot for the middle classes, the as yet enormously undeveloped industry of television looked likely to make the next sensational attack on the eyes and ears of the masses, perchance doing to the motion picture what it had done to vaudeville and even to the legitimate theater unless --

Unless the motion picture, recalling its own long and ignominious servitude as an audience-chaser in the two-a-day and the "continuous" - unless the motion picture straightway hooked up with television and provided the new partner with reasonable facsimiles of its billions of dollars'-worth of talking photographs of plays and playacters.

Strong men and brave women were standing six-deep behind the stools at Fritzel's bar, pop-eyed and Gabled-eared over a minor sports event. But this, a travelled companion informed me, was nothing compared with the Manhattan mobs that had jam-packed the places that televised the World Series and the Louis-Walcott fight, thereby leaving so many seats vacant in New York's cinemas as to turn the walls of those structures into little less than wailing walls for the movie managers.

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Petrillo Had 'Em In Stitches
("Time")

In two hours the fascinated House of Representatives Committee was gazing at Petrillo like high-school sophomores watching a juggling act. One member, Pennsylvania's Republican Congressman Carroll D. Kearns, a member of the union, suggested amending the Taft-Hartley Act to authorize royalties on records sold for commercial use. The hearing ended. Everyone - including James Caesar Petrillo - seemed very, very happy.

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Merry Scramble Seen For Television Network Positions
(Martin Codel's Television Digest and FM Reports)

Somebody's going to be left behind, some new interests may even come to fore, in merry scramble for network positions now under way in TV. Even should all TV channels in major markets be granted within a year, as we expect, it looks like present AM network lineups will be sorely shaken so far as TV affiliations are concerned. Limited number of TV channels is basic reason. The network moguls are plenty concerned, too.

You may even see new network names emerge - in fact, one move toward that end has already begun. Idea is for Chicago

Tribune's WGN-TV (due to start in March) and New York News' WPIX (due in June) to form nucleus of "newspaper TV network" - rich, powerful McCormick-Patterson radio interests to link with Philadelphia Inquirer's WFIL-TV, Baltimore Sun's WMAR-TV, Washington Star's WMAL-TV, Scripps-Howard's Cleveland WEWS, et al. They're already agreed on an exchange-of-film syndicate.

Despite lots of publicity about network plans involving stations not yet granted, some not even asked for, fact is only NBC has as yet really tied up any substantial number of firm network affiliations. Others are moving at snail's pace, seemingly in daze. CBS, for example, emerging from apparent lethargy after losing color fight, at moment is preparing to link Philadelphia Bulletin's WCAU-TV (due to test Feb. 18) to its New York WCBS-TV - but that's about all that's definite.

CBS can only hope to get into key Los Angeles somehow (possibly with an affiliation contract only, for even the Thackrey properties, including CP for TV, have been withdrawn from sale). Its officers candidly admit they missed the boat there. Also, CBS faces tough local competition in quest for stations of its own in Chicago and Boston, not to mention any other major market for which it may later decide to apply. CBS has one license, seeks the 2 more, is entitled to go for 5 limit.

MBS rests its TV fortunes on its strong stockholders - Macy-Bamberger with WOR's CPs for New York and Washington, Chicago Tribune (WGN-TV), Yankee Network (CP for Boston, applicant for other New England facilities), Don Lee (TV pioneer in Los Angeles, claimant in San Francisco), Gimbel's (seeking Philadelphia outlet), Cleveland Plain Dealer (seeking Cleveland). MBS board met in Washington Friday; officials say it has first TV refusals from all - this despite Chicago Tribune in "newspaper network" talk.

And ABC, probably goaded by FCC action ordering its lagging Detroit CP to hearing, announced this week all its 5 granted TVs (Chicago, Detroit, New York, Los Angeles, San Francisco) will be operating by end of year. It claims sites already obtained for all but New York, where it's trying to get into Chrysler Bldg. with WCBS-TV, probably will. It reported plans for 3 preliminary regional networks with these nuclei: Chicago-Detroit, San Francisco-Los Angeles, New York-Philadelphia-Washington. The trade journal "Broadcasting" reports ABC is considering offering stock to affiliates to raise capital for TV expansion.

On NBC's part, with Schenectady-to-Washington network already operating, soon to embrace stations in Boston, Baltimore and Richmond; with 5 stations of its own assured (2 operating, 2 building, one other), with close tieups with 7 of the 17 stations now on the air - it sits back and grins as competitors reap harvest of their dalliance. So does pioneer DuMont, with its Washington and New York outlets, its CP for Pittsburgh, its network aspirations. So also does Paramount, with its Chicago and Los Angeles outlets, its ambitions to get more.

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TRADE NOTES

The Federal Communications Commission this week ordered that effective immediately, the provision regarding commercial continuity in Paragraph 3(a) Part I, Section IV of Form 303 be waived with respect to all stations whose licenses expire May 1st. Also that this waiver relates only to requirements regarding commercial continuity, as distinguished from "spot announcements" and not to any other requirement in the paragraph.

Senator William Langer (R), of North Dakota, in a speech made in the Senate last week, listed Edward J. Noble, Chairman of the Board of the American Broadcasting Company and David Sarnoff, Chairman of the Board of the Radio Corporation of America, as being among those in favor of the St. Lawrence Waterway.

President Truman last Tuesday asked the Senate to approve a new set of international rules for radio and other forms of communication. They were agreed to last October by representatives of seventy-eight countries at a conference in Atlantic City over which Charles Denny, then Chairman of the Federal Communications Commission, presided.

An agreement with regard to the manufacture of television receivers under DuMont patents and the exchange of engineering and manufacturing information has been effected by Allen B. DuMont Laboratories, Inc., and the Crosley Division, Avco Manufacturing Corporation, it was announced this week. The announcement was made jointly by Dr. Allen B. DuMont, President of the Laboratories, and R. C. Cosgrove, President of Avco and General Manager of the Crosley Division.

A construction permit for a new station to operate on 1530 kc. with 50 KW power was granted the Texas Star Broadcasting Company of Harlingen, Texas, last Monday. This provided for unlimited time, except for the interval between local sunset at Cincinnati, Ohio, and Sacramento, Cal., DA day and night, provided applicant agrees to satisfy all legitimate complaints of blanket interference occurring within the 250 mv/m contour and subject to approval of the proposed transmitter site and antenna system by the CAA.

"Slash Those Taxes" is the title of a book just published by Duell, Sloan & Pearce, Inc., 270 Madison Avenue, N. Y. (Price \$2.00). The authors are William P. Helm and Daniel E. Casey.

Mr. Helm was financial editor for the U. S. News from 1941 to 1946. He is the author of three previous books on taxation and of "Harry Truman: A Political Biography", published during the Fall of 1947.

Mr. Casey is Vice-President and Secretary of the American Taxpayers' Association with headquarters in Washington. For more than two years he has had charge of a weekly NBC program, co-sponsor of which has been the Taxpayers' Association.

Harry C. Chrabot, who has been appointed Assistant Sales Manager in Charge of Advertising and Sales Promotion for the Zenith Radio Distributing Corporation, before the war was Sales engineer for the Chicago Pump Company, and served during the war as Major in the Quartermaster Corps.

Voters yesterday were considerably less sympathetic with organized labor's campaign to repeal or revise the Taft-Hartley Labor Relations Act than they were when the controversial law took effect a half year ago, a late Gallup Poll reveals. Actually, Institute surveys in the last six months show a steady decline in voters supporting the official stand of labor union leaders on the Act.

Today less than 40 percent of voters who have heard or read about the Act favor revision or outright repeal, contrasted with 53 percent just after Congress overrode President Truman's veto last Summer.

A reduction of \$50 on its 152-162 mc. band Triple Skirt Colinear Coaxial antenna, effective March 1, was announced by Motorola, Inc. The new price is \$150. The multi-skirted antenna is described as a controlled low-angle radiator designed to suppress high-angle sky radiations and "end-fire". It is said to give more low-angle ground radiation per watts input for maximum range.

Clyde A. Peterson, Chief Designer for the Home Radio Division at Sunbury, Pa., was awarded a \$75 Westinghouse honorarium for the United States patent covering design features of the Duo, table-phonograph combination featuring a "lift-out" radio which can be used as a separate instrument, F. M. Sloan, Division Manager, has announced.

Certified representatives of NAB member stations are receiving this week from Ernst & Ernst, certified public accountants, their nominating forms for the nomination and election of 16 new members of the 26-member NAB Board of Directors, to be chosen for eight even-numbered districts and classifications represented by eight directors-at-large.

The history of television from the year 1873, dramatizing important events in its progress and showing some of the original equipment used in early experiments, will be presented on the "Eye Witness" program over the NBC East Coast television network next Thursday, Feb. 26 (8:00 P.M., EST).

Dr. V. K. Zworykin, Vice President and technical consultant for the Radio Corporation of America, who perfected the present-day kinescope (receiver tube) and developed the iconoscope (camera tube), will be the guest on the program.

The six-month anniversary of the enactment of the Taft-Hartley Bill into law will be the occasion for a special broadcast by Rep. Fred A. Hartley, Jr. (R), of New Jersey, co-author of the bill, over the Mutual network on Sunday, Feb. 22, at 10 P.M. EST.

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