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March 17, 1948

CBS-TV TO GET INTO WASHINGTON DESPITE CHANNEL TRAFFIC JAM

Although there is nothing in writing on it as yet, unless something turns up unexpectedly to spill the beans, the television programs of the Columbia Broadcasting System from its dazzling new studios in New York City will be seen in Washington notwithstanding the fact that all four television channels in the National Capital are already assigned to other broadcasting companies. CBS coming into the Capital, it is understood, will be accomplished through an arrangement with WMAL-TV, Washington Evening Star station, which will probably not be completed before April or May.

WMAL is an affiliate of the American Broadcasting Company but it is figured that it may be sometime before ABC may be ready to use the television facilities which delay will give CBS a chance to look around for a permanent outlet. Those who have the other Washington channels nailed down are the National Broadcasting Company DuMont and Bamberger.

Columbia was the principal advocate of color television and had expected to come into Washington with color which necessarily would have had to be transmitted on a much higher frequency. For that reason no application was put in for one of the four precious black and white standard broadcast channels. Therefore it was bad news for Columbia when the FCC decided color was not far enough along for practical purposes but let black and white go ahead.

Just how Columbia would work out its future whether through added channels, being able to buy in, or some other lucky stroke, no one would venture a guess. Earl H. Gammons, CBS Washington Vice-President though non-committal, was apparently hopeful that some permanent arrangement could be effected. Arrangements have already been made to receive the CBS telecasts in Philadelphia with negotiations under way in Boston.

Frank Stanton, President of CBS, stated that the New York television studios will be a major step in the company's intensive plans for building a nationwide television network.

The new studios and their associated facilities, occupying more than 700,000 cubic feet in the Grand Central Terminal Building in midtown New York, will be equipped with the most advanced television apparatus while practically all existing studio and control equipment will be scrapped. The new studio plans are based on Columbia's actual operating experience in television over the past 17 years.

"Columbia's primary television interest is the establishment of a nationwide network of stations as a coordinated enterprise which will give the television audience maximum coverage of the entire American scene", Mr. Stanton said.

"The new CBS studio facilities are intended to increase the scope and variety of programs to be fed its television affiliates

so that those stations in communities with limited sources of television talent and program material may benefit from the vast entertainment, cultural, and news resources of the New York area.

"We believe that helping new stations to build their audiences more quickly will shorten their period of financial loss and television will thereby achieve a sound economic status more rapidly than would otherwise be possible.

"As broadcasters in both radio and television since their earliest days, we are fully aware that technical facilities alone will not produce interesting programs. It is Columbia's tradition to pioneer in programming and we intend to maintain that creative leadership in television. Our new facilities will provide freedom for the creative effort in studio programming which is generally accepted as one of television's most urgent needs."

Mr. Stanton said the present CBS regular schedule of news, remotes and film programs will continue and programs from the new studios will be added to this schedule as rapidly as construction permits.

The present CBS schedule includes all the major events from Madison Square Garden except professional boxing, and during the baseball season, the home games of the Brooklyn Dodgers. Television fans, he said, are still talking of the unforgettable thrill of watching Gil Dodds break the world's indoor mile record when CBS broadcast the recent Millrose track meet from the Garden.

The first programs from the new studios are slated for broadcast in April even though studio construction will still be in progress. Included in the expansion of the CBS broadcast schedule is an extension of the present five-day schedule to seven-day operations.

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"PHONEVISION" TO BE INCLUDED IN ZENITH'S NEW TELEVISION SETS

Reporting that shipments for the past nine months were the highest in the company's peacetime history, E. F. McDonald, Jr., President of the Zenith Radio Corporation, said:

"Phonevision", the company's new television development, continues to attract nation-wide attention from broadcasters, manufacturers and moving picture interests, the latter being most enthusiastic about its limitless possibilities of first run movies in the home. Satisfactory progress is being made in engineering and the further development of this feature which is being provided for in our line of television receivers to be placed on the market this Fall."

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REINSCH, MILLER TO GIVE POINTERS TO GEORGIA INSTITUTE

The two top speakers at the Georgia Radio Institute at the University of Georgia Tuesday, April 6 and Wednesday, the 7th, will be J. Leonard Reinsch, radio adviser to President Truman, and Justin Miller, President of the National Association of Broadcasters. The meetings will be sponsored jointly by the Henry W. Grady School of Journalism at the University and the Georgia Association of Broadcasters.

Two vacancies on the Advisory Board for the George Foster Peabody Radio Awards have been filled by Paul Porter, former FCC Chairman, and John Crosby, syndicated radio columnist for the New York Herald Tribune.

The next meeting of the Board will be held next Monday, March 22nd at the Hotel Commodore, New York, to select the 1947 winners. The winners will be announced and awards presented at a luncheon meeting of the New York City Radio Executives Club in April.

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"BRICKLAYING PAYS BETTER", MAHONEY CBS-WTOP NEWSMAN CAUTIONS

Keister White, of Annandale Road, Falls Church, Virginia, wrote Claude Mahoney, CBS-WTOP Washington commentator, that "the time has come as it must to all high school seniors, for me to write a theme on a possible future vocation. Since I am sincerely interested in news broadcasting ..." He enclosed a set of questions.

On his "Once Over Lightly" show on WTOP (7:40 A.M. Mon. through Fri.), Mr. Mahoney advised the lad:

"These questions could be used on anything from bricklaying to broadcasting. But if there is a choice, I would advise Keister to go after brick-laying. I think there is more money in it..

"Working environment, indoors, outdoors, hazards? Well, it's both indoors and outdoors. As for the hazards ... they are people who say 'no' when they mean 'yes' and vice versa. The hazards are bad grammar and poor construction on the air, or a frog in your throat. The hazards are the ease with which a person can make a mistake or tell only part of a story. The hazards are the Washington Senators on opening day when you should be watching the other kind of Senators ...

"Is the work monotonous? Well, coming down here day after day at the exact moment and being ready at the exact second can get very monotonous if you let it. I have always said it was like milking cows, except that this chair is slightly more comfortable than a milking stool. ..."

Claude knows about milking. A Hoosier by birth, he lives in Washington, but he spends his week-ends on his farm in nearby Fairfax County, Virginia. To do his three morning radio broadcasts on WTOP, he gets up as early as any farmer.

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"SCIENCE IS NATION'S GREATEST FORTIFICATION" - DAVID SARNOFF

Stressing the fact that our opportunities to succeed as individuals and to advance as a nation were often found in tiny clues, hidden amid simple surroundings, David Sarnoff, President of the Radio Corporation of America, asserted at Boston University last week: "The steam engine was born in a tea kettle; the airplane came out of a bicycle shop; the automobile first sputtered and moved in a small carriage factory, and broadcasting started from an amateur station in a private garage."

Each of these inventions was, at the outset, confronted by skepticism, General Sarnoff, who received an honorary degree along with Justin Miller, President of the National Association of Broadcasters and others, continued:

"The public was indifferent and a long period of time elapsed between their introduction and their popular acceptance. This span has been shortened greatly by the new implements of science and the modern means of exploitation. But former indifference must not be replaced by another apathy - a lack of concern by the public as to the use made of new inventions and discoveries. There is danger in either attitude and more so today than ever.

"Failure to appreciate the significance of inventions may retard our technical progress and threaten our National Security. And failure to guard against the evil use of technological developments may destroy our capacity for social progress. We need an informed and alert public opinion to stand guard against both dangers."

"In radio and television", he said, "the electron is the new and magic force. In aviation, it is jet propulsion; in medicine, it is penicillin and streptomycin. Like the original discoveries and inventions in these fields, each is a new key to further developments which will make our present-day conceptions of science seem as crude as the first feeble wireless signal, or the first short flight of the airplane."

"Science, while changing the world, has changed itself. It has accumulated knowledge so vast as to be beyond assimilation by a single human mind.

"Where one scientist toiled alone fifty years ago, hundreds work together today in cooperative effort. Research institutions of education and industry have brought them together and provided them with matchless facilities for exploring the unknown, for creating the new and improving the old.

"Upon the foundations created by the pioneers of science, now stand splendidly equipped research laboratories. Within them are assembled men of ideas who use the tools of science to broaden and extend the trails blazed by pioneers and to open new horizons. These laboratories told the promise of the future; they are the bulwarks of our national security, for war has taught us that science is a nation's greatest fortification, as well as the fountainhead of its progress and its research for enduring peace."

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STOCKTON NEW AMERICAN CABLE & RADIO HEAD; SERVED IN EUROPE

Kenneth E. Stockton, newly elected President of the American Cable & Radio Corporation, world-wide cable and radiotelegraph affiliate of the International Telephone and Telegraph Corporation, has been associated with the I. T. & T. System for more than 20 years, recently holding the position of Divisional Vice President for all of Europe. He also has been elected President of two of ACR's operating subsidiaries, All America Cables and Radio, Inc., and The CommercialCable Company.

A native of Kansas City, Missouri, Mr. Stockton was graduated from Princeton University in 1914 and from Columbia Law School in 1917. He joined the Legal Department of I. T. & T. in 1925 and was made Assistant General Attorney of the corporation in 1948. In 1935 he became Vice President of I. T. & T. and in 1939 was elected to the Board of Directors. From 1940 to early 1945 Mr. Stockton served as Chairman of the Executive Committee of American Cable & Radio, following which he assumed his I. T. & T. post in Europe.

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TELEVISION SEMINAR AT NEW G.E. ELECTRONICS PARK IN SYRACUSE

A three-day television seminar opened at the General Electric's new Electronics Park at Syracuse, N. Y., Tuesday (March 16). About 125 were expected to attend the sessions yesterday and today and in Syracuse tomorrow (March 18) at the G.E. television station WRGB in Schenectady.

Highlights of the seminar included a tour through the new \$25,000,000 electronics headquarters plant at Syracuse, a special "House of Magic" show following dinner today, and a network television show relayed by G.E. from New York for the group as they visit and inspect WRGB in Schenectady tomorrow (Thursday, 18th)

Dr. W.R.G. Baker, G.E. Vice-President in charge of the Electronics Department, talked to the group after dinner Tuesday. C. A. Priest, Manager of the G.E. Transmitter Division, is to be the dinner speaker tonight (17th).

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FM LICENSE PERIOD EXTENDED TO THREE YEARS

The Federal Communications Commission has amended its rules to extend the normal license period of commercial FM broadcast stations and noncommercial FM broadcast stations to three years after a preliminary licensing period based upon a system of expiration dates to fit a staggered schedule for renewal of licenses. The new procedure will become effective May 1, 1948.

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SEN. JOHNSON, COLORADO, RECONSIDERS; WILL RUN AGAIN

Senator Edwin C. Johnson (D), of Colorado, ranking minority member of the Senate Interstate Commerce Committee, which handles radio matters (and author of the pending bill S-2231) to break down clear channels and to keep the power ceiling at 50 kw), who announced sometime ago that he would not run again, has changed his mind and put up his lightning rod for re-election to a third term.

Mr. Johnson last week made public a letter written to Walter Walker of Grand Junction, Colo., former United States Senator in which he told Mr. Walker that for six months people in "all walks of life" in Colorado had urged him to change his mind and run again for the Senate.

"Much to my surprise, I have discovered that one cannot side-step high public responsibility at will", he wrote.

"Reluctantly I yield to these arguments and announce now that in this year of its greatest crisis since the Civil War, should the Democratic party desire to nominate me for another six-year term, I am available."

This would mean if Senator Johnson were re-elected and desired to do so, he could be the Chairman of the Interstate Commerce Committee succeeding Senator Wallace White, who will not run for re-election, and therefore the most powerful man in the Senate on radio and communications. Hearings on the Johnson bill (S-2231) will begin April 5 and in the meantime Senator Charles W. Tobey (R), of New Hampshire, Acting Chairman of the Senate Interstate Commerce Committee, has served notice that until these hearings are concluded and acted upon, the Federal Communications Commission make no recommendations with regard to the North American Regional Agreement (NARBA) which may result in a delay in holding the NARBA conference which is scheduled to start August 2 in Canada.

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SUNSPOTS AGAIN CAUSE COMMUNICATIONS TROUBLE

A "magnetic storm" in the upper atmosphere has caused a radio "blackout" all over the world, the National Bureau of Standards said Monday.

The Bureau explained the disruption of radio communications - "at least the worst in a year" - began about midnight Sunday, and would continue for three or four days.

The disturbances are caused by a heavy outburst of sunspots, eruptions on the surface of the sun, and are particularly severe across the North Atlantic.

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OBJECTING TO ADDED \$125,000 SAYS FCC OUT OF ALL PROPORTION

Senator Clyde Reed (R), of Kansas, succeeded in killing an amendment by Senator O'Mahoney (D), of Wyoming, to add \$125,000 to add \$125,000 to the Federal Communications Commission appropriation for the next fiscal year.

"My reason for asking this increase is that the work of the Federal Communications Commission is steadily expanding", said Senator O'Mahoney. "It is expanding at a rate greater than that probably of any other Government agency, simply because the war has resulted in the development of new horizons in the science of electronics and the science of communications through the ether.

"The request which was made of the committee was for funds sufficient to enable the Federal Communications Commission to expand \$40,411 to add 8 positions to carry on the work of frequency allocations and treaty development. This is because the development of this science has become so great that electrical impulses may now be sent around the world with as little energy as 1 watt. It becomes essential therefore, if the people of the United States are to be protected in the utilization of all the bands which are available in the ether, that international agreements be made effective so that there shall not be interference. Without such treaties, without such understandings, it would be easily possible for one nation to jam the bands which are used by another nation.

"Furthermore, the Federal Communications Commission desires to have 23 positions for safety and special services. The radio is being used now not only by taxicabs all over the United States, but it is being used upon the seas, and upon the Great Lakes, to enable business and industrial and pleasure craft to avoid the dangers which are ever present upon the waters. To decline to give the Federal Communications Commission the money which it needs to proceed with its safety investigations and its special services is merely a decision upon the part of the Congress that that sort of development shall not be made. One hundred and one thousand six hundred and eighty-nine dollars was to be used by the Federal Communications Commission for that purpose."

To which Senator Reed, objecting said:

"This is one of the bureaus which has grown out of all proportions as compared with what it used to be. I readily grant that the work of the Federal Communications Commission has increased. The science of electronics has developed more during the war, and in the past 5 years, than it would normally have developed in 50 years.

"In 1941 - I shall not go clear back to 1939 - the Federal Communications Commission had 1,114 employees. Today it has 1,377. Throughout the war the number of its employees ran above 2,000. During the war the Commission had some extra duties to perform. It is true that the number of applications for radio licenses and stations

has increased, but presently I think the backlog is somewhat less than it was some months ago. I think the Commission is making progress in reducing that number.

"At any rate, we allowed \$100,000 above what the House allowed. I do not think there is need for more than that. The Commission's plea for a further increase from our committee was rejected by the subcommittee and also by the full committee."

Despite the fact that Senator O'Mahoney read a lengthy letter from FCC Chairman backing the request for more money, the amendment was beaten by a voice vote.

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FCC PROBES CHARGE RADIO SLANTED NEWS AGAINST JEWS

The Federal Communications Commission last week, according to the Washington Post, disclosed that it is studying evidence on an allegation that a Los Angeles radio station ordered its news broadcasts to be "slanted", particularly in an anti-Semitic direction.

An FCC spokesman said the agency's secretary, T. J. Slowie, had telegraphed a Hollywood radio news writers' group for information on charges they made against Station KMPC. The data, in the form of sworn statements by former KMPC news room personnel, was returned and is now under study.

Meantime, Rabbi Stephen S. Wise, President of the American Jewish Congress, petitioned the FCC to revoke KMPC's license. He said it had ordered news comments "slanted in a manner which would stir up religious and racial hatred".

The Billboard, weekly amusement news magazine, first brought the story to light, by publishing the charges of the radio writers' group. In its latest edition, Billboard reported that three KMPC employees had resigned or been dismissed over differences concerning the alleged policy of the 50,000-watt station. They are Clete Roberts, Director of News and Special Events; George E. Lewis, newsroom manager, and Maurie Starrels, news editor.

The Billboard quoted a sworn statement of Starrels, and said the charges it contained were similar to those of the other two. Starrels was quoted as swearing he was instructed by KMPC Owner G. A. Richards:

1. To emphasize, after the murder of gangster Bugsy Siegel, that Siegel was Jewish.
2. To be critical of Atomic Energy Commission Chairman David Lilienthal in newscasts; to play up his religion and foreign extraction; to emphasize statements critical of him and play down or not use incidents favorable to him.
3. To "go easy" on President Truman's veto of the Taft-Hartley Act, "because nobody cares what he has to say".

4. To "ridicule on all possible occasions Henry Wallace" and link him to communism.
5. To give prominence in newscasts to the scandals involving Maj. Gen. Bennett E. Meyers, "emphasizing the fact that he was a Jew".
6. To play up unfavorable testimony regarding airplane builder Howard Hughes.
7. To use "very little" on the Palestine situation.
8. To "concoct a rumor that Edwin Pauley had Cabinet aspirations".
9. To show Gen Douglas MacArthur "to advantage at all times possible."

In reply, Robert O. Reynolds, KMPC General Manager and Vice-President, declared that the dismissals had nothing to do with "differences in viewpoint in the treatment of the news."

"Our complete file of newscasts", the station official continued, "is open for inspection and I am satisfied that, even with the closest of scrutiny, no bias or indication of slanting of news will be found in any of them."

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MISSISSIPPI STEAMERS WITH RADIOTELEPHONES; PAGE MARK TWAIN

Shades of Mark Twain!

Mississippi River steamboats are now equipped with radio telephones. A new 1000-watt transmitter and companion receivers at the St. Louis station of the Radiomarine Corporation of America brings to listeners the voices of skippers as far away from St. Louis as Greenville, Mississippi, 700 miles down the river. Not only the range of the new facilities are revealed but the new equipment shows how radiotelephone service has ended the sometimes hazardous isolation of craft plying America's inland waterways in storms and darkness.

"Before the development of the radiotelephone", said Mr. Ugel, "vessels on the Mississippi and other rivers often encountered serious communications difficulties, particularly in bad weather. For instance, to make an urgent telephone call it was necessary to find a landing, dock the vessel, and go ashore. But with radiotelephone it now is possible for the captain to pick up his telephone aboard ship and call us here at St. Louis. We are able to connect him with any telephone operator in the United States."

Some inquired as to the range of Radiomarine's new facilities with respect to service on the Mississippi and its tributaries, and the reply was that the St. Louis station readily communicated with vessels as far distant as St. Paul, Pittsburgh, and New Orleans.

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MITCHELL TELLS AD CLUBS LISTENERS WANT NO-FEE BROADCASTING

Three-quarters of the nation's radio listeners would rather have broadcasting as it exists in this country in preference to payment of an annual fee, and an overwhelming majority of Americans do not want Government control of radio, according to Maurice Mitchell, General Manager, WTOP, who spoke before the Women's Advertising Club, APRA, and men's Advertising Club at the Washington Hotel, in Washington, D. C., today (March 17).

Mr. Mitchell's discussion was based on the findings of a nationwide survey of radio listening habits conducted by the National Opinion Research Center, University of Chicago. He stated that the study is the second national survey undertaken by the radio industry to ascertain listener reaction to program presentation. "The radio programs you hear nowadays", Mr. Mitchell said, "are pretty much the result of our having learned what the American people want to hear and what they will actually listen to when we broadcast our offerings."

He pointed out that 91 per cent of the nation's homes are now equipped with at least one radio receiver, and that approximately half of the people reported that they relied on radio as their chief source of news.

Striking at those critics who attack radio commercials, Mr. Mitchell stated that "the large majority of the audience is not opposed to advertising on the air". In the survey, he pointed out, those who participated had an opportunity to vote on eight statements regarding radio commercials. Five of the statements criticized commercials, three commended them. Results of poll showed that the three statements which commended radio commercials received the highest "vote".

The survey also brought out the favorite types of programs among listeners during both daytime and nighttime broadcasting. The first five choices for daytime listening are news, serial stories, religious programs, popular and dance music and home-making programs. At night, the five types of programs preferred are news, comedy, quiz and audience participation, popular and dance music and drama. Mystery plays, while they did not show up in the first five types, also proved to be highly popular, rating in seventh place.

In discussing the listeners' opposition to government control of radio, Mr. Mitchell pointed out that the survey showed less than 10 per cent of those polled felt that radio should be run by the government. Such a reaction, he emphasized, "is a pretty firm 'stay out' order from the people."

"We will continue this program of going to the listener for his verdict", Mr. Mitchell concluded. "In this respect we are unique among the mass media, but it is, in our opinion, the only way of finding what we need to know in order to live up to the high stand-

ards which we have set for ourselves. As long as the people are as generous in their praise as they have been, we will feel encouraged. As long as our critics continue to make suggestions from which all May benefit, we will continue to improve our product.

"The end result will be the refinement of the finest and soundest and most appreciated system of broadcasting in the world."

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RMA-IRE SPRING MEETING TECHNICAL PROGRAM ISSUED

The complete technical program for the Spring Meeting of the RMA Engineering Department and the Institute of Radio Engineers, to be held April 26-28 in Syracuse, N.Y., has just been announced by Virgil M. Graham, Chairman of the Committee in charge.

FM transmitter and antenna developments, new radio communications equipment, the New York-Boston microwave relay system, and radar aids to airline navigation are among the subjects to be discussed by radio engineers during the three-day conference.

Other details of the program, including social sessions and committee meetings, will be announced later. Following is the technical program:

Monday, April 26

"An Integrated Line of FM Broadcast Transmitters"

J. E. Young - Radio Corporation of America

"A New FM Antenna"

H. J. Howland - The Workshop Associates, Inc.

"The Right Way to an RMA Standard"

L.C.F. Horle - Chief Engineer, RMA Engineering Department

"Audio Frequency Measurements"

H. H. Scott - Herman Hosmer Scott, Inc.

Tuesday, April 27

"Spectrum Analysis Applied to a Variable Speech Amplifier"

R. Whittle - Federal Telephone & Radio Corporation

"Development and Application of Railroad VHF Communication Equipment - A. A. Curry - Farnsworth Television & Radio Corporation

"A New Design of Point-to-Point Communicationa Equipment"

Coleman London - Westinghouse Electric Corporation

"The Engineer and His Neighbor"

E. Finley Carter - Sylvania Electric Products, Inc.

Wednesday, April 28

"Lighthouse Tube Life"

H. D. Doolittle - Machlett Laboratories, Inc.

"A Review of Crystal Saver Circuits for VHF Receivers"

Dr. H. W. Hedeman, Jr. - Bendix Radio, Division of Bendix
Aviation Corporation

"Commercial Applications of Klystrons"

Coleman Dodd - Sperry Gyroscope Company, Inc.

"A Broad Band Microwave Relay System Between New York And Boston"

A. L. Durkee - Bell Telephone Laboratories, Inc.

"Radar As An Aid To Airline Navigation"

R. C. Jensen - General Electric Company.

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SITE CHOSEN FOR CROSLY TV NET COLUMBUS, O., STATION

An eight-acre site in Clinton township, just outside Columbus, has been taken under option for WLWC, the 50 KW television station which the Crosley Broadcasting Corporation will erect this year to serve Central Ohio.

The location must be approved by the Civil Aeronautics Authority before construction of an antenna can begin. The tower will be 590 feet high, and will carry television programs to an area at least 40 miles in radius. WLWC will operate with an effective power of 50,000 watts and has been assigned television channel 3, in the 60 to 66 megacycle band.

The first Crosley video station WLWT, is now operating in Cincinnati. Another, WLWD, is scheduled for construction in Dayton this year.

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NET TIME SALES UP 5 PERCENT; FOUR NETS \$72,352,636

On the basis of preliminary financial reports, net time sales (after deducting commissions) of standard broadcast networks and stations during the calendar year 1947 increased by 5.6 percent over 1946, the Federal Communications Commission announced last week. Included in this comparison are the four nation-wide networks and their 10 key stations, three regional networks and 821 stations. In 1946, these 821 stations accounted for 94.0 percent of the net time sales of all stations. In order to achieve comparability, this summary is restricted to revenue experience of identical stations and networks.

Net time sales reported by the four national networks and their 10 key stations (i.e., amount retained after payments to affiliated stations) was \$72,352,636, or an increase of three percent over the amount reported for 1946. Reports from three regional networks indicate a one-percent increase in net time sales over 1946.

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 ::: SCISSORS AND PASTE :::
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Radio Makers See Cut In '48 Exports
 ("New York Times")

A 25 to 50 per cent decrease in last year's record volume of American radio receivers will occur this year as a result of sharp quotas imposed by importing nations, foreign dollar shortages and other factors, several industry spokesmen predicted last week. First figures on 1947 exports made available by the Radio Manufacturers' Association indicate that 1,520,826 units were shipped, with a value of \$53,537,043.

The importance of this narrowing of the export market lies in the possibility of widespread backing up of quality as well as off brands in the domestic market, according to local distributors and dealers. Despite maintenance of formal allocations by several top-brand manufacturers, many retailers and at least one important distributor declared there is intense competition on all types of radios "right now".

James E. Burke, Chairman of the Export Committee of RMA, estimated that volume of receiver exports is running at the rate of \$4,000,000 monthly. He said he feels this rate will be cut by 50 per cent before the end of the year.

Mr. Burke based his contention on two factors - no relaxation by importing countries of limited import permits for radio receivers which they regard as nonessential, and shrinking dollar resources in these countries combined with attempts to set up their own receiver manufacturing industries.

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Voice Of America \$6,000,000 Cut Called Short-Sighted
 ("Editor & Publisher")

The House Appropriations Committee certainly picked the wrong time to be economy-minded when it proposed to lop more than six million dollars off the \$34 million budget asked by the State Department for information activities and radio broadcasts abroad. This country cannot afford to be economy-minded on this item at the present time.

Our government proposes to spend 5.3 billion dollars in the first year of the European Recovery Program to stem the westward creeping tide of Russian intimidation. The requested \$34 million is only one-half of one percent of the ERP expenditure - not too much to spend on explaining to the peoples of Europe how we are trying to help them.

Russia spends 10 to 15 times as much as we do on direct propaganda attacking ERP and the motives of our government. One-half of one percent is not too much of a sales expense for telling the truth about ourselves abroad.

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3/17/48

E. F. McDonald, Jr. Urges U.S. To Renew Rights To Greenland
(A letter to the editor of the Chicago Daily News from
Commander McDonald, radio manufacturer and explorer.)

I don't know who wrote the very excellent editorial on Wednesday, Feb. 25, under the heading "As We See It" but I find that writer has some misinformation on what our deal was with the Danish government for the Virgin Islands. I am not surprised at this misinformation as I found, in 1943, neither President Roosevelt, Admiral Leahy nor Jimmy Byrnes knew what the facts were.

It is true that we paid \$25,000,000 in cash but the Danes drove a hard bargain. It will pay your editorial writer to look up the facts of that deal. He will find that as a consideration and in the treaty we paid not only \$25,000,000 for the Virgin Islands but we also signed away all our rights to Greenland - which by all the rules of exploration we, the United States, owned, although we never had exercised sovereignty. Because of that deal, Greenland is the only country in the Western Hemisphere where a U.S. vessel cannot land without permission from the crown, except in stress of weather.

Greenland, in my opinion, is one of the most strategic pieces of land in the Western Hemisphere. We not only should not have signed away our rights to Greenland but we should now acquire it. It happens to be underpopulated and self-supporting and there is a wealth of mineral resources in Greenland as well as it being the only source of natural cryolite in the world. Cryolite is needed to extract aluminum from bauxite.

In 1925 I loaded my vessel, way north of the Arctic circle, with coal which was almost shoveled off the top of the ground. Greenland was once a tropical country and we found in the far north the fossils of the giant Sequoia. Its mineral resources really have not been tapped.

I talked with President Roosevelt, Admiral Leahy and Jimmy Byrnes during the war about our acquiring Greenland but they said we had promised to take no loot - but they all agreed, after hearing the story of Greenland, that Denmark at the end of the war probably would be broke and we might make another "Alaska purchase".

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Goebbels In Last Frenzy Himself Screamed Over The Radio
(H.R. Trevor-Roper in "New York Times")

Ultimately the philosophy of Goebbels reached its logical end. Unable to rest, having been through everything and disbelieved in everything and lost everything, he could aim only at destruction; and his radicalism, which allowed him to do nothing incompletely, dictated total destruction.

In the last days of the war, Goebbels, through his numerous engines, through Radio Berlin and Radio Werewolf, and with his own voice as he paced up and down in the bunker in Berlin, preached the gospel of nihilism."

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T. A. M. Craven of the Cowles Broadcasting Company, and General Manager of Station WOL in Washington, is on a business trip for Cowles that will take him to Chicago, Minneapolis, Boston and Des Moines.

Ex-Senator Burton K. Wheeler, A Democrat, former Chairman of the Senate Interstate Commerce (Radio) Committee, who himself ran as v-p candidate on a third party ticket with old Senator Bob LaFollette, was quoted as saying he thinks the Administration is underestimating the size of the Wallace vote. Senator Wheeler believes 90% of the Wallace vote will come from the Democrats and that any split in the Democratic party will make it difficult for the Democrats to win.

The Toledo Blade Company has been designated for an FCC hearing on an application for a new station to operate on 1470 kc., 1 KW, unlimited time, DA, in a consolidated proceeding with applications of the Continental Broadcasting Co. and the Midwestern Broadcasting Company.

Metro-Goldwyn-Mayer will begin operation of a West Coast frequency modulation radio transmitter in May under the call KMGM, the studio announced last week. The new transmitter and an associated broadcasting studio will be located at the summit of Coldwater Canyon, between Beverly Hills and North Hollywood, and, because of the transmitter's elevation, the project is regarded in the trade as a possible precursor of Metro's entry into the television field.

Frank Stanton, President of the Columbia Broadcasting System has been appointed Chairman of the Radio Section of the 1948 Red Cross Drive for Greater New York.

Effective with the changeover from Pacific Standard to Daylight Saving Time in California last Sunday, all programs broadcast over the Don Lee and other stations in California are now heard one hour later than the Standard Time schedule.

Stations in Oregon, Washington, Idaho, Nevada and Arizona are not affected by this change.

On "Information Please" recently Artur Rubinstein, the pianist, proved to be the life of the party. One of the questions asked was: "What is the difference between an Archduke and a Grand Duke?"

Rubinstein spoke up saying: "They were the same. An Arch Duke was Austrian and a Grand Duke Russian. It doesn't make much difference at this time as neither rank exists. I would not like to think of any royalties now outside of Petrillo's."

Joseph H. Ream, Executive Vice President of the Columbia Broadcasting System, will speak on "Should the Broadcaster Editorialize?" tomorrow (Thursday, March 18) at the luncheon meeting of the Radio Executives Club of New York.

Capt. David R. Hull, U.S. Navy (Retiree), who has been closely identified with electronic research and radar development for the Navy during the past 23 years, the last two years as Assistant Chief of the Bureau of Ships for Electronics, has been appointed Assistant Technical Director of the International Telephone and Telegraph Corporation.

The signing of three new contracts for the delivery of RCA 5-kilowatt television transmitters and associated equipment was announced this week by the RCA Engineering Products Department.

These RCA TT-5A television transmitters and associated broadcast equipment will be delivered to the following stations: WFBM (WFBM, Inc.), Indianapolis; WLWC (The Crosley Broadcasting Company), Columbus, Ohio; and WFMJ (The Youngstown Vindicator), Youngstown, Ohio.

An increase in the net selling price of the 906 FM-AM signal generator, manufactured by McMurdo Silver Company, Inc., in Hartford, Conn., from \$99.50 to \$116.50 was announced March 14th. A company spokesman said the increase was necessary to cover the rise in costs of labor and materials.

Admiral Corporation - For 1947: Net profit, \$2,248, 186, equal to \$2.50 a common share, against \$1,888,625 or \$2.10 in 1946. Total sales were \$47,898,938, compared with \$36,169,850.

The Don Lee Broadcasting System, La Jolla, California, has applied for a construction permit for a new commercial television station at La Jolla, Calif., to be operated on Channel #6, 82-88 megacycles, ERP of Visual power, 20 kilowatts, Aur. 10 kilowatts.

Dr. John A. Hutcheson, who during war helped direct the radar research program, has been named Director of Westinghouse Electric Corp.'s Research Laboratories.

An application of Frank Sinatra, the bobby-six broadcaster, for a new standard broadcast station at Palm Springs, California, has been dismissed by the FCC "at the request of the applicant".

Every FM radio station in the country last Thursday was asked by the FM Association to adopt and use frequently the slogan, "Be Sure Your New Radio Has FM."

In letters to all FM broadcasters, J. N. (Bill) Bailey, FMA Executive Director, said: "We ask you to adopt the slogan and use it. You'll help yourself by creating greater public demand for FM sets and that means more listeners for you."

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