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Robert D. Heinl, *Editor*

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No. 1817

March 24, 1948

## PETRILLO PACT BIG TV BOOST; SYMPHONIES FIRST UNDER WIRE

Petrillo's letting down the bars allowing live musicians to appear in television broadcasts was of tremendous - one might almost say vital - importance to television. It was a foregone conclusion that telecasters upon receiving the unexpected Petrillo flash would jump at the opportunity to enlarge their sphere of entertainment. It was a surprise, however, that the first under the wire would be two major networks each offering a great symphony orchestra. Hardly had the pact been signed than it was announced that the National Broadcasting Company would lead the procession and at the same time make history by televising Arturo Toscanini for the eastern TV net, New York, Boston, Philadelphia and Washington, at its regular concert at 6:30 o'clock last Saturday evening.

In this, however, NBC had not reckoned with its rival the Columbia Broadcasting System which let it be known that it would put Eugene Ormandy and the Philadelphia Symphony Orchestra on at Mr. Ormandy's Saturday afternoon broadcast at 5 P.M., an hour and a half earlier than Toscanini, to be picked up by the Philadelphia Bulletin CBS outlet WCAU-TV in Philadelphia, and also carried by WCBS-TV in New York.

And so it came about that the Petrillo television revival began with outstanding offerings of classical music, two as fine symphony orchestras as there are in the world. Furthermore, Mark Woods, President of the American Broadcasting Company stated that already ABC was planning to televise the Metropolitan Opera performances which would be another great victory for the classical performers.

Addressing the studio audience at NBC in New York, David Sarnoff, Chairman of the Board of the Radio Corporation of America, said:

"Tonight, for the first time in our history, we are televising the great music of Wagner, the great interpretive genius of Toscanini and the skilled playing of his gifted artists in the orchestra. Never before, in the history of the world, was such a triumph possible. This represents the realization of a dream; a dream we have dreamed for 25 years or more. And so tonight, the magic of science combines with the glory of the arts to bring to countless people in their own homes, over the wings of the radio waves, this program of great music and all it means. What a joy it is that this can be done while our beloved Maestro Toscanini is still a young man!\*\*\* (Laughter)

"Those of us who have been privileged to attend in person these concerts at this studio, may be interested to know that the total number of people who have attended over the entire period of the last ten years represents less than ten per cent of the number of people who will be able to see and hear Maestro Toscanini and the NBC Symphony Orchestra during the following one hour. And this is only the beginning!"

Just before Mr. Ormandy raised his hands to conduct the orchestra in Philadelphia, William S. Paley, CBS Chairman of the Board, appeared on the television screen. He spoke briefly from the New York studios, now being rebuilt as what it is said will be the largest television studio plant in the country.

"At this very moment, CBS Television cameramen and engineers in the Academy Of Music in Philadelphia are about to bring you a concert by The Philadelphia Orchestra", he said. "It is with pride and pleasure that I tell you this, for it marks a major new achievement in the expanding service of television.

"It is the first time that a symphony orchestra will be televised - and the first time also that such a program will be brought to you by network television from another city."

Mr. Ormandy then was caught up by the camera as he raised his hands to lead the orchestra in the Overture to "Der Freishutz" by Von Weber.

The television audience then saw Harl McDonald, manager of The Philadelphia Orchestra, and intermission commentator and himself a noted composer, speak briefly about Sergei Rachmaninoff, whose work was played in the second portion of the program. He spoke movingly about the late Russian composer, about his life and his devotion to The Philadelphia Orchestra and its conductor, Mr. Ormandy.

Viewing the performance from New York, Howard Taubman of the New York Times, wrote:

"When the announcer spoke between numbers, Mr. Toscanini could be seen fussing with his cuffs, tugging at his lapels, mopping his brow and nervously gripping his baton. Even in these pauses in the music, the screen had entertainment to offer.

"For the hundreds of thousands who saw Mr. Toscanini in action for the first time, his dynamic energy was a revelation. The conductor will be 81 next Thursday and he has been conducting for sixty-two years. In that career he has directed many hundreds of times the excerpts from Wagner's works that he played yesterday, but there was no diminution of intensity or devotion to the music.

"Mr. Ormandy and his orchestra were also interesting to see, as well as hear in a program that included a work by Weber and Rachmaninoff's fifty-year-old First Symphony, which had not been played in this country before until last week. The cameras here also ranged over the various sections of the orchestra, emphasizing shots of the women musicians.

"The close-ups of Mr. Ormandy were illuminating, and one was amusing. At one point, probably unaware that the camera was catching it, he popped something into his mouth with his left hand and began to chew. One wonders what a conductor chews during a Rachmaninoff symphony; is it lozenges, cough drops or jelly beans?"

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"NOW CURTAIN CAN GO UP ON GREATEST SHOW ON EARTH" - MULLEN

Jubilant were negotiators for the four networks whose efforts were rewarded by the biggest concessions ever made by Petrillo, one of labor's very toughest bargainers. Those representing the chains were Mark Woods, President of the American Broadcasting Company, Frank E. Mullen, Executive Vice-President of the National Broadcasting Company, Joseph H. Ream, Executive Vice-President of the Columbia Broadcasting System, and Theodore C. Streibert, President of WOR, New York, outlet for the Mutual Broadcasting System.

"Recognizing the economic condition of the television broadcaster at the present time with high costs confronting him on every side, the action of Mr. Petrillo in promising to provide the services of the members of the Federation at reasonable rates and working conditions is most encouraging", said Mr. Mullen, who almost stole the show by presenting Mr. Petrillo with a shiny new trumpet. "I am certain that the development of television in the United States will provide new and additional employment to the members of the Federation."

"We have been assured of the full cooperation of the union in the creation of a complete television service to the nation. It is my hope that the other unions involved in our industry will likewise cooperate to the end that television service may be expanded rapidly to reach all the homes in the country."

"The Federal Communications Commission first gave the green light to television. Mr. Petrillo and the American Federation of Musicians have now put the orchestra in the pit so that the curtain can go up on what will inevitably be the greatest show on earth."

"The action of the American Federation of Musicians in making musicians available for television broadcasting provides further impetus for television as a whole and, in particular, will be of substantial aid in Columbia's plans for greatly expanded television programming to feed the CBS television network", Mr. Ream declared.

"With work under way on the largest television studio plant in the nation, CBS intends to utilize live musicians in its varied program schedule from these studios. In addition, special events television broadcasts will be enriched by music from the scene of the event."

"The spirit of cooperation which marked these negotiations brings credit to the American Federation of Musicians and Mr. Petrillo in their sincere efforts to work with the broadcasters in guaranteeing the rapid development of the newest radio forms. It is gratifying to see both labor and management move together towards a brilliant future for television, FM and Standard broadcasting in America", Mr. Woods stated.

"I am confident that the last barrier on music presentations over radio and television facilities has now been removed."



G. Bennett Larson, Director of WCAU-CBS TV in Philadelphia, declared as a result of the success of the Philadelphia Orchestra television broadcast Saturday, purchasers would be clamoring for sets beyond the productive capacity of the manufacturers.

"We used to hope that this area would have 125,000 receivers within three years", said Mr. Larson, "but now, thanks to the Petrillo green light on music, I believe that figure will be reached or passed, in less than eighteen months."

"The agreement between the four networks and the American Federation of Musicians clearly represents a strategic retreat on the part of James C. Petrillo", an editorial in The New York Times says. "In continuing the status quo in radio for three years and promising reasonable conditions for the burgeoning television art, the union leader has bowed to the realities of the new federal labor legislation which his own acts in part helped to prompt. If only because it comes from an unexpected quarter, his conciliatory attitude is as significant as it is welcome.

"Mr. Petrillo obviously faced a difficult problem from his own standpoint and it would seem to his credit that he met it candidly. Since passage of the Taft-Hartley and Lea Laws, many radio stations have dismissed their musicians on the grounds that they did not have need for their services. Had this trend extended to the networks, it would have been a serious reverse for the union. Mr. Petrillo's concern was in maintaining the gains he had previously achieved. That he did not feel the present hour propitious for new conquests of an economic nature would seem to have an importance transcending the realm of broadcasting.

"In exchange for winning job security on the networks, Mr. Petrillo in turn had to make substantial concessions. He agreed to 'a freeze' on radio's pay scales and he lifted his ban on the use of instrumentalists in television, an event which will be formally signalized this evening by Arturo Toscanini's debut before the video cameras.

"All in all, both Mr. Petrillo and the network representatives would seem to have provided a demonstration of true collective bargaining which in the long run should benefit the industry and the union alike. It is a lesson which could be copied with profit in fields other than music.

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Justin Miller, President of the National Association of Broadcasters, said of the Petrillo network-AFM agreement: "I am happy to observe that the negotiations have reached a successful culmination. This shows, clearly, that broadcasters and musicians can work out solutions of their problems without heat or emotion and to their mutual benefit,"

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"MORE SEE TRUMAN BY TV, ONE EVENING, THAN EVER SAW LINCOLN"

Thus spoke David Sarnoff, Chairman of the Board of the Radio Corporation of America, in Washington last Friday at a dinner given by the Newcomen Society honoring Thomas A. Edison.

"As the 1948 presidential campaign approaches, television will enable political candidates to achieve even more intimate contact with the voters", General Sarnoff declared. "Extensive plans are being made to televise the national political conventions that will be held this Summer in Philadelphia. Candidates now are being seen on the air along the Atlantic Seaboard from Washington to Boston and upstate New York.

"More Americans have seen President Truman by television in one evening, than saw Lincoln during his entire term in the White House. In 1861, the population of this country numbered 38,000,000. Today more than that number of people live within the areas already covered by television."

Paying eloquent tribute to Edison, General Sarnoff said it may not be generally known that Edison provided the clue which ultimately led to the development of the electron tube - basis of the vast radio-electronic industry and as important to modern radio and television as the electric lamp is to lighting.

"One of the most inspiring sights on this earth is New York City at twilight, when electricity replaces the setting sun and turns the metropolis into a veritable fairyland of light. Everywhere we look - in every lighted window and on every lighted street - we see the glory of Edison."

The Government is to be congratulated, Mr. Sarnoff said, for the encouragement which it is giving to the advance of science through the scientific training of young men and women in colleges, universities and research institutions throughout the country. He remarked that if, out of the thousands of young men and women who are now pursuing scientific studies, there "emerges one Edison, then the millions of dollars being devoted to their training will be well worthwhile."

Envisioning the changes television will bring about in political campaigning, General Sarnoff continued:

"As radio compelled political candidates to alter their time-worn techniques and tactics, so too will television vastly change political strategy. The candidate is more than ever in the spotlight. He cannot hide behind a microphone with his eyes cast down on the printed manuscript. No longer is he a disembodied orator. He must look into the television camera and speak to the people face to face. His appearance, his smile, his gestures, combine with the sound of his voice to complete the transmission of his personality - and it is that complete personality with which the voter will become acquainted."



To illustrate the latest prerequisite of a political aspirant, General Sarnoff told how the wife of a candidate, watching her husband await the television camera, suggested that he "smile and be photogenic." -- "You mean telegenic!" her husband exclaimed.

As time goes on, General Sarnoff stated, there will be less necessity for candidates to travel. In his opinion, television will take them "directly into every city and every home."

General Sarnoff, asserting that at no time in history has science been so woven into the pattern of everyday life, said:

"Every country is aware that to advance -- yes, even to survive -- it must cultivate science. Our national security depends upon science....scientific preparedness is vital in a world over which robot rockets can fly at 3,000 miles an hour!

"A few years ago, the headlines featuring military preparedness stressed 'a race of armaments'. But the bitter lessons of war have taught us that science in many instances overcomes armament. Throughout the world the race of science is on, and the pace is fast. A nation that is slow to meet this challenge imperils its security."

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#### FTC DISMISSES CHARGE OF MISREPRESENTATION AGAINST PHILCO

A proceeding in which Philco Corp., Philadelphia, was charged with misrepresentation in the sale of radio receiving sets was closed by the Federal Trade Commission after receiving proof that the corporation, in compliance with trade practice rules for the radio receiving set manufacturing industry, has abandoned the practices challenged by the complaint. At the same time, the complaint was dismissed as to Philco Radio and Television Corp., also of Philadelphia, which has been dissolved.

The complaint charged the companies with misrepresenting the number of tubes contained in Philco sets and their power and capacity for foreign reception.

In view of the record and the fact that there is "adequate reason" to believe that the abandoned practices will not be resumed, the Commission held that "the public interest does not require further corrective action in the matter at this time", but it reserved the right to reopen the case and to take appropriate action should the practices involved be resumed in the future.

The Commission's action was taken after consideration of a motion filed by Philco Corp. asking dismissal of the complaint. All the Commissioners participated in the decision.

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## A. T. &amp; T. FILES RATE FOR TELEVISION NETWORK

The American Telephone & Telegraph Company announced yesterday (Tuesday) a proposed rate of \$35 a month per air mile for its television network facilities.

Bartlett T. Miller, Vice-President in charge of the company's Long-Lines Department, said the proposed rate will be filed with the Federal Communications Commission next week. They would become effective May 1.

The Bell System's coaxial cable between Washington and New York and radio relay between New York and Washington have been made available to television broadcasters without charge thus far. They were classified as experimental.

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## FIRST CERTIFICATE GIVEN TO MAKE CITIZENS WALKIE-TALKIE

The Federal Communications Commission has issued the first certificate of type approval for equipment to be used in the Citizens Radio Service. It has approved a radio transceiver designed by the Citizens Radio Corporation, Cleveland, Ohio, to operate on the frequency of 465 megacycles.

Tests conducted in the Commission's Laboratory at Laurel, Maryland, indicate this unit's ability to comply with the provisions of Part 19 of the Commission's Rules Governing the Citizens Radio Service. The entire apparatus weighs approximately  $2\frac{1}{2}$  pounds, with batteries, and is comparable in size to a camera and carrying case.

The issuance of this type-approval certificate is the result of several years of endeavor on the part of both industry and the Commission, and presages the advent of a new service which will be available to individual citizens for personal use in the band 460-470 Mc.

Because equipment particularly adapted for this service has not been generally available to the public, those stations now in operation are authorized as Class 2 experimental stations. However, the initial approval forecasts the early availability of manufactured units suitable for this service, and the Commission has under consideration the establishment of additional rules to provide for simplified licensing for operation by individuals.

The certificate of type approval was issued pursuant to the Citizens Radio Service rules, effective December 1, 1947, which provide for such a procedure in order to permit the manufacture of suitable equipment prior to the promulgation of additional provisions establishing regular licensing. Provisions governing private short-distance communication, radio signaling, and control of objects by radio are in preparation.

Within the limitations imposed by the physical laws governing propagation of radio energy and the economic factors involved, the possible uses of this service are as broad as the imagination of the public and the ingenuity of equipment manufacturers can devise.

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(Editor's Note: According to Thomas Kennedy, Jr., of the New York Times, the new "Walkie-talkies" will cost between \$30 and \$40.)

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#### INTERNATIONAL CHANGES WILL NOT AFFECT DOMESTIC FREQUENCIES

Addressing the Institute of Radio Engineers in annual convention in New York Tuesday (March 23), Wayne Coy, Chairman of the Federal Communications Commission discussed various phases of the radio and communications situation. Mr. Coy said, in part:

"The target date for the new International Frequency List to go into effect is September 1 of next year - 1949. That date will be one of the big milestones in radio. It will be the day the Atlantic City Radio Regulations become completely effective.

"It will make the change-over from the old frequencies and the old regulations which were adequate when they were adopted at Cairo 10 years ago, but have since been outmoded by the accelerated speed of recent technical developments.

"For tens of thousands of radio stations around the world, that day will be F-Day - when they shift to new frequencies. It will be a day of sweeping changes for stations employing long distance or 'high' frequencies.

"Now, I don't want to start a panic among American broadcasters or American radio listeners. So I want to make it as plain as a pikestaff - clear beyond a shadow of a doubt - that these changes do not affect this nation's domestic broadcasting frequencies." \* \* \*

"Many new uses of radio were provided for in the Commission's 1945 frequency plan.

"One of these new uses, for example, was the Citizens Radio Service - a personal, short-range two-way radio service in the 460-470 megacycle band for use by the general public. The Commission has just given its type approval to the first transceiver for this new service. This means that as soon as this first type-approved set gets into production, the public can start enjoying this new type of radio service. Having given type approval, the Commission will make it very simple to get a station license." \* \* \*

"Now the Commission has certain powers under the Communications Act, but in the final analysis, the Commission is merely the sounding board of the desires of the public; therefore, the Commission must and does approach problems of this kind from the standpoint of what appears to be in the public interest, convenience and necessity.



"The first consideration in appraising the future use of this upper spectrum is an evaluation of the principal services for which spectrum space has been provided." \* \* \*

"We know the American public accepts television and it is the duty of the Commission to provide allocations so all the people may receive this service.

"I can be more explicit. A solution of the present sharing arrangements will not serve to make the available television frequencies any more adequate for 'a truly nation-wide and competitive system of television' than they are now. If my predictions come true, I expect to see all television channels in the nation's 140 metropolitan areas assigned within the next twelve months.

"Can we be satisfied with a metropolitan television system in the United States? I cannot conceive that anyone can answer that question in the affirmative. If we cannot devise plans for 'a truly nation-wide, competitive system' of television for the next generation, we are not worth our salt.

"But when are we going to get at the job? How will we approach the task? Who is going to take the initiative?

"Someone may say to me, 'Why doesn't the Commission move ahead?' And assuming that I have been asked such a question, let me reply - at least in part.

"In the first place, the Commission has pointed out the present inadequacy of channels. Secondly, it has pointed out the importance of adequate experimentation in the high band. And I now want to point out that the Commission has not had made available to it adequate information as to the characteristics of the 'so-called high band television' (475 to 890 megacycles) to enable it to write detailed standards for such a service. We at the Commission must look to the industry for more rapid developments in this area. It is an urgent matter. Soon all presently available frequencies will be assigned. Even then many people who want television service and who should have it will not be able to get it. Hundreds of broadcasters who want to get into the television business will not be able to do so. Are you and we going to sit heavily while this happens?

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#### MONTGOMERY WARD WILL COMPLY WITH RADIO TRADE PRACTICES

The Federal Trade Commission closed without prejudice the proceeding in which its complaint charged Montgomery Ward & Co., Inc. Chicago, with misrepresentation in the sale of radio receiving sets.

Montgomery Ward indicated its intention to comply with trade practice rules promulgated by the Commission for the radio receiving set manufacturing industry, and its current advertising conforms to such rules, the closing order recites, adding that "in the circumstances the public interest does not require further corrective action in the matter at the present time."

The case was closed upon Montgomery Ward's motion to dismiss the complaint, which alleged the respondent falsely represented that its radio sets were equipped for television and contained more fully-functioning tubes than was the case.

All the Commissioners concurred in the decision.

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CBS, NBC, TRAMMELL IN "VARIETY" AWARDS FOR 1947

The Columbia Broadcasting System came in for sports commendation and the National Broadcasting Company for industry leadership in the television awards of Variety Magazine for 1947. Niles Trammell, President of NBC, came in for the following special award:

"For executing the new "Accent On Youth" facelift within the NBC organization during 1947, 'Variety' salutes the network's President. In the realignment of executive functions which gave NBC a new streamlined format, and shook the cobwebs out of network thinking, Trammell projected into the spotlight a more courageous element who had served their rolled-sleeves regimes, to help shape policies and rid the web of outmoded taboos.

"On several counts Trammell emerged as an industry kingpin, particularly exemplified by his initiative at last Fall's NAB convention in Atlantic City, where he spearheaded the ill-fated campaign to give the industry a hard-hitting Code of commercial standards."

Among others receiving special awards was Drew Pearson of the American Broadcasting Company for proposing the Friendship Train.

Included in the stations singled out for showmanagement was WSB, Atlanta, under the management of Leonard Reinsch, of which Variety said:

"Cut through the clever lively promotion and there's good nourishing meat of accomplishment - plenty of it, too. Its arteries are still supple after 25 years. \* \* \* A special bow for this deep South station which pledges among other things: 'To fight for a man's right to worship, regardless of his creed . . . To help every man be a citizen, regardless of his color . . . To expose the little Hitlers who seek to fashion a government to their own ends or counter to American ideals.' This is talk Variety likes."

Station WGBS, Miami, call letters of which are the initials of Commander George B. Storer, President of the Fort Industry Company operating it, drew forth this praise:

"Traditional Southern hospitality spelled out d-e-m-o-c-r-a-c-y for this Florida station. Making 'foreign' residents share in the local government was its self-assigned chore. When a knock-down-dragout developed over the city managership, it made the mike a non-exclusive platform. Every group had its say; confidence was restored in the municipal regime."

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"The Right Of Radio To Editorialize", statement of Frank Stanton, President of the Columbia Broadcasting System, before the Federal Communications Commission on March 1, has been reprinted in booklet form and is being mailed by the network to public opinion leaders, editors, publishers, advertisers, agencies and stations.

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## FCC CHAIRMAN SPOOFS RADIO ENGINEERS FOR SPEECH ADVICE

Chairman Wayne Coy in one of his first speeches since becoming head of the Federal Communications Commission, took time out to "kid" the dignified Institute of Radio Engineers Institute on the technical advice it had to give the speakers at the current New York convention.

"I would like to say first of all that in planning my talk here today I have tried to abide by your new rules for giving a technical paper", said Chairman Coy, who at times is far from coy. "I studied these new rules in an article in the current issue of the IRE Proceedings. I studied them diligently because I do have some important problems to discuss and I want to do it in the very best IRE manner.

"The first rule, this writer says, is to avoid 'soporific monotony'. Now that rule has caused me some trouble - and you will see what I mean before I am finished, I'm afraid.

"Next, he says, the speaker should avoid 'unfamiliar words'. I hate to quarrel with such an undoubted authority on the subject, but frankly, I don't believe that if a paper doesn't have soporific monotony or unfamiliar words, you can call it a technical paper. It wouldn't be the real thing. It would be counterfeit.

"Among the ways to avoid this 'soporific monotony', according to this author, is to open up with a startling statement, a rhetorical question, a quotation or a humorous story. I have made an honest effort. I have wracked my brain but I cannot for the life of me think of any startling statement, rhetorical question, quotation or humorous story appropriate for a gathering of radio engineers.

"I know a lot of funny stories about college professors, doctors, undertakers, lawyers, and a lot more about bureaucrats - many of which I have heard from you. But I never heard one about radio engineers. Radio engineers simply are not funny people. They are people. But they are not funny.

"In fact, the New York Times had one of its observers make a study of the species recently. He published his findings the other day. He stated that radio engineers are (and I quote) 'laconic, and cynical, competent and steady.' (And that's the end of the quote but not all of the study.)

"Now I ask you, how would anyone go about startling or amusing people like that? People who are 'laconic and cynical, competent and steady'?

"So I have reluctantly given up the idea of delivering a technical paper here today. Instead, I am going to chat with you about some of the fundamental problems that you radio engineers and the Federal Communications Commission have in common. I promise not to use any unfamiliar words. However, I am not issuing any guarantee against 'soporific monotony'.

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## FCC SUGGESTS CHICAGO TAXI COMPANY NOT MOVE SO FAST

The Federal Communications Commission considered a petition filed by the American Taxicab Association, of Chicago, requesting that the Commission refrain from assigning frequencies in the 152-162 Mc band for general mobile service by the American Telephone & Telegraph Co. until views of the Attorney General had been solicited.

The FCC directed that the Association be advised: "The Commission believes that the submission to the Attorney General of any question of the kind suggested in the petition would be premature at this time, because the nature of any question along the lines so suggested will depend upon various facts which have not yet been determined by the Commission, namely, the services which will finally be established in the general mobile category, the number of frequencies which can be allocated to each, and the policies and rules and regulations which the Commission may adopt to govern the operation of such services." The Commission has furnished the Anti-Trust Division of the Department of Justice with a copy of the petition, with reply of A. T. & T. and Association rejoinder, and will keep the Department advised of developments.

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## CBS OFFERS TO GIVE PRESIDENTIAL CANDIDATES A FREE RIDE

Free network time was offered to seven candidates for presidential nominations Tuesday by the Columbia Broadcasting System during which to discuss their political views. The candidates, all of whom would have identical time, would be heard in a Wednesday night series called "Presidential Timber", beginning March 31, from 10:30 to 10:45 o'clock.

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## COAST GUARD PURCHASES 5 RADIO STATIONS FROM RADIOMARINE CORP.

Five high-powered radio transmitters, embodying the latest engineering developments, have been delivered to the United States Coast Guard for use in its air-sea rescue service, Admiral Walter A. Buck, retired, new President of Radiomarine Corporation of America announced this week.

Installation of two of the Radiomarine-designed stations has been completed - one at the Coast Guard Station on Fire Island, N.Y., and the other at the Coast Guard Radio Station, Alexandria, Virginia.

"From the aspect of safety at sea", said Mr. Buck, "powerful shore-based radio stations represent an extremely important factor in the transmission of distress signals, hurricane warnings, weather reports and for the overall coordination of rescue operations. With more and more aircraft flying over the oceans, they have become an essential part of air-sea communication networks for safety purposes."

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 ::: SCISSORS AND PASTE :::  
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Radio Editorials "Should Be Absolutely Free"  
 ("Washington Post")

Behind the question which the Federal Communications Commission is now considering - whether to let broadcasters be advocates - lies a question of fact. The crux of the matter is whether the situation which impelled the FCC in 1941 to forbid radio editorials has been so radically altered by technological developments as to make that ban no longer necessary - whether, in short, the spectrum has been so expanded as to make the supply of radio frequencies equal to or in excess of the demand for them.

\* \* \* \* \*

And it is worthy of note, we think, that the number of authorized radio stations is now far in excess of the number of English-language daily newspapers in the country.

Thus, it may well be that competition in radio can now be counted upon to assure diversity and that the FCC can license all applicants who possess certain prescribed qualifications.\* \* \* \* \* And, as the President of the Columbia Broadcasting System, Dr. Frank Stanton, put it in testimony before the Commission, "These new radio voices, hundreds of them entering the market place of ideas, can help to invigorate democracy."

If the FCC deems radio ripe for this freedom, it should grant it, we think, without strings. There would be no justification for limiting editorial time to 15 minutes a day as Nathan Straus of New York's Station WMCA suggested. Neither would there be any warrant for requirements that equal time be allotted to spokesmen opposed to the station's stand. Where availability of frequencies makes it possible for radio to be free, it should be free absolutely. The listening public will require observance of standards of fair play. The tastes of the audience will limit the amount of time given to editorials. Many stations, we suspect, will not avail themselves of this freedom at all, if it is offered to them, knowing that the interested audience will at best be small. Moreover, most persons interested in editorial comment will want to read it, we think, rather than hear it. Nevertheless, those who believe that a free press is a means to the end of a free society must, it seems to us, desire for radio the same freedom that newspapers have possessed and prized since the inception of this Republic.

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Television Seen Crowding Radio Out  
 (Martin Codel's "Television Digest")

You can take this as axiomatic, Mr. Broadcaster and Mr. Sponsor and Mr. Radio Manufacturer - when there's a TV set in the house, the aural radio or radios generally remain silent while TV programs are showing. That goes for the previous evening hours, even Sunday nights, when listening fare is usually at its best. Ask any TV set owner.

What does this mean to your business? It means fewer and fewer listeners as more and more TV receivers are installed. Assuming 275,000 TV sets in use in homes and public places thus far, the total doesn't bulk large - yet. But consider these points taken from February edition of "Television Today", published by research-wise CBS:

Hooper survey on Friday, June 6, 1947, showed average of 54.5 sets in use during evening hours; another Hooper on Thursday, Nov. 13, showed 49.2 sets. Four to 7 persons per set were found by viewer surveys to be the average number during evening hours, though average family (in New York area) is 3.5 persons. Today's TV audience is a "multiple family audience".

So divide that 275,000 by half (no. of sets turned on evenings), assume a mean of 5.5 viewers per set, and even now - only the second year since post-war TV set production began, and with only 19 stations in full operation - you have more than 750,000 viewers. Not a big figure, to be sure, compared to the total aural radio audience (37 million homes with radios) - but remember it's growing every day. Best trade estimates are around 850,000 TV sets in use by end of this year, 2,500,000 at end of 1949, progressively more thereafter.

The facts and the trend are as plain as that. All you need to do to convince yourself, if you're fortunate enough to live within range of a TV station, is install a TV set in your home, then mark what happens to your own and your family's radio habits.

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#### Newspapers Advised To Credit, Not Overdo TV Picture Lifting (Jerry Walker in "Editor & Publisher")

Publishers might save themselves some legal headaches if they would post on editorial room bulleting boards a notice to this effect: "When using a picture taken from a television tube or screen, be sure to give credit to the broadcaster; and don't use too many."

The advice comes free of fee, from Joseph A. McDonald, Vice-President and general attorney of the American Broadcasting Co. He has been making a special study of the legal problems of television lately; that's why his opinion was sought on the question which is being asked in many an editorial room.

"Can a newspaper just help itself to a picture which appears on a television set?"

The boys in the photographic departments have devised the method for picking up pictures this way. It involves some tricky and ingenious camera work, but it's being done successfully; so much so that some of the picture syndicates are playing around with the idea of speeding up their service by copying the tele images.

McDonald warned that there may be several legal complexities all depending upon a certain set of facts in each case. Legal principles laid down in the famed AP-INS suit involving property rights in news, and again in the AP case against KVOS still apply, in the broad sense, to television pictures, ABC's Blackstone believes.

Aside from the question of property rights, there is the matter of unfair competition. If a broadcaster felt he was injured by the snatching of a telecast picture and publication without credit, he might sue the newspaper or picture service on the ground it profited from an enterprise in which he spent oodles of brains and money.



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:::: TRADE NOTES ::::  
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High fidelity music from FM radio station WEFM, operated in Chicago by Zenith Radio Corporation, will soon be heard through central and southern Wisconsin by direct radio relay through University stations WHAD in Delafield and WHA-FM in Madison, it was announced last week by Ted Leitzell, Manager of the Zenith station. Tests have been in progress for the past month, he said, and a regular relay schedule will begin before April 1.

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A new lightning arrestor, designed to fit quickly and easily into television and FM receiver installations, has been developed and is now being marketed by the RCA Tube Department.

The arrestor can be mounted on any indoor water pipe by means of its flexible metal ground strap. No separate ground wire is required. Suggested list price of the new lightning arrestor, which will sell through RCA Tube Distributors, is \$1.25.

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The American Broadcasting Company's gross time sales continue to set new high records during the first quarter of this year, even as they did for the full year 1947.

Gross time sales of the ABC during the first quarter of 1948 will set a new high for the period and are expected to run about 10% ahead of the comparable figures for 1947.

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Senator Robert A. Taft (R), of Ohio, has cut a number of radio discs in connection with his presidential campaign in Nebraska which are being used in broadcasts over the State, keyed in with "live" broadcasts by prominent Nebraskans.

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Appearing before the House Foreign Relations Committee, Henry Wallace said:

"I don't think anyone can determine the extent to which Russia is intervening in satellite countries. It is impossible to know what the truth is from the American press and radio."

Chairman Charles A. Eaton of New Jersey leaned over the committee rostrum toward the press and radio tables to say:

"I wish to call the attention of the press to the strong endorsement given them by the witness."

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A poll taken by the New York Times of fourteen Democrats who will be running in November for seats in the United States Senate revealed that only three of them were willing to stand up and be counted as pro-Truman candidates.

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Station WBRC, NBC affiliate in Birmingham, Ala., it was said, will become the most powerful FM station in the world upon its installation of a 50-kilowatt RCA FM transmitter and eight-section RCA Pylon FM antenna.

WBRC is owned by Eloise H. Hanna, one of the very few women broadcasters in the country owning both radio and television stations.



Senator Edwin C. Johnson (D), of Colorado, who expects a hard fight for re-election, and who if re-elected and the Democrats win, may succeed Senator Wallace White as Chairman of the Senate Interstate Commerce Committee and thus be the #1 Radio man, ducked the Truman issue and said he would be running "on the Democratic ticket".

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The First Lady of the Land learned about the marvels of tape-recording through WTOP, CBS, Washington, when daughter Margaret recently appeared with Drucie Snyder on "D. C. Dateline". She reported that nothing she told her mother quite convinced her that Dr. Hans Kindler (also on the show, but transcribed some six days earlier) was not in the studio with Margaret and Drucie when the record was cut. Mrs. Truman protested, "But he's on the show ... they couldn't possibly have made it sound that perfect!"

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The Rev. Dr. Paul C. Payne, head of the Board of Christian Education of the Presbyterian Church in the United States of America, has been named Vice Chairman of the newly formed Protestant Radio Commission, of which C. P. Taft of the Federal Council of the Churches of Christ in America, 297 - 4th Avenue in New York was recently elected Chairman.

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Ringling Brothers and Barnum and Bailey Shows, Inc., was granted a construction permit for 15 portable and mobile radio units in the Experimental (General Mobile) Service to be used in directing the loading, unloading and transporting of equipment in connection with exhibitions throughout the country. Radio transmitters-receivers will be installed on the circus railroad cars, automobiles and wagons for moving equipment between railroad sidings and show grounds.

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The Federal Communications Commission announces its Memorandum Opinion and Order denying the petition of Mississippi Valley Broadcasting Co., New Orleans, La., requesting the Commission to designate its application for new station for consolidated hearing with applications of former Governor James A. Noe, New Orleans, La., and Deep South Broadcasting Corp., New Orleans, La.

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United Diathermy, Inc., Philadelphia, has been ordered by the Federal Trade Commission to cease and desist from advertising a diathermy device designed "United Short Wave Diathermy" unless the advertisements disclose that its unsupervised use by laymen is not safe.

The order requires advertisements of the device to reveal "clearly, conspicuously and unequivocally" that it is not safe to use unless a competent medical authority has determined, as a result of diagnosis, that the use of diathermy is indicated and has prescribed the frequency and rate of application of such diathermy treatments, and the user has been thoroughly and adequately instructed by a trained technician in the use of the device.

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