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No. 1818

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March 31, 1948

CHICAGO TRIB TO HERALD TV OPENING WITH JUMBO TELE SECTION

Double the size of anything of its kind heretofore attempted the Chicago Tribune next Sunday (April 4) as a forerunner to the opening of its great new television station WGN-TV the following day, will issue the biggest special newspaper television section ever seen in this country. The Detroit News last month set the pace with a 20-page television section. This was followed by the New York Sun with another 20 pager early this month, but the Chicago Tribune, whose radio and television editor is Larry Wolters, plans to come through with at least 40 pages. It is believed the practice of issuing television sections will be followed by many other large newspapers as television becomes established in different parts of the country.

Test patterns on full power have been conducted by WGN-TV, of which Frank P. Schreiber is General Manager, since the middle of February, and the curtain will formally go up next Monday when the new station, said to be the most powerful in the United States and upon which no expense has been spared, will go on the air with a special schedule of telecasts. This will inaugurate a two week Chicagoland Television Open House.

"Our equipment is the first in Chicago making use of Navy and Army developments", said Carl J. Meyers, Director of Engineering for WGN-TV. "Many of the special circuits and tubes used in present-day television were developed by the armed services during the war. The story of what television did for Uncle Sam isn't ready to be told yet, but many of the wartime improvements have been incorporated in the new transmitters, cameras and receivers.

"WGN-TV's average radiated power of 30 kilowatts should guarantee that televiewers within a 45-mile radius of our antenna will receive sharper, better defined pictures than they have in the past.

"Some of our equipment, such as the program console for use by the director of a studio program, are not to be found in any other television stations in the country.

"Our newsreel photographers will work from three mobile field units. Two of them are fast station wagons on which movie cameras can be mounted. The third is a mobile studio built specially by WGN engineers because we couldn't find anything on the market that came up to our specifications. It's about the size of a passenger bus and with it we can go wherever news is happening and by means of a relay transmitter, get on the air immediately from on the spot."

An unusual feature of the Chicago Tribune's television section, as explained by Mr. Wolters, one of the best known and most competent radio editors in the country, will be publication on a five-way split-run basis so that news and advertising can be localized for five different sectors of Chicago and suburbs. Dealers will

be able to merchandise television equipment to Tribune readers in their own trade areas by investing in only a portion of the complete Tribune coverage.

Some 200 television manufacturers, salesmen, and distributors recently heard representatives of the Tribune's general advertising department forecast a \$30,000,000 television potential in Chicago and suburbs during 1948 and describe a merchandising program designed to help them share in that market.

The special television section of the Tribune will be designed to take the mystery out of television for the layman, according to Mr. Wolters.

"We hope to have the kind of a section that will interest school children and older students as well as regular adult readers", said Mr. Wolters, "with abundant information about this new science and art which may cause tremendous changes in their lives and habits within the foreseeable future. In effect, our coverage will show that television is here now, not around the corner; that this is television's first big year."

An important aspect of the section, Mr. Wolters' tentative assignment sheet shows, will be its analyses of the probable development of television beyond the entertainment field, to which the bulk of video programming so far has been devoted. Several articles by top Tribune staff writers will deal with the probable impact of television progress upon politics, medicine, education, religion, aviation, and even upon warfare.

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ASSOCIATED PRESS RADIO MEMBERS PRAISED FOR NEWSGATHERING

"Radio members quickly offered the news they gathered. One station gave the Association its first tip on the unexpected strike of a disastrous tornado in an isolated area. Many protected on such stories as hurricanes, fatal automobile accidents, prominent deaths and disasters."

Thus Kent Cooper, General Manager of the Associated Press, pinned a bouquet on the A.P.'s new radio members in his annual report.

"Many contributed human interest features which were boxed on front pages generally", Mr. Cooper continued. "In almost all cases the coverage was from the scene and was contributed prior to broadcast by the stations involved. The news obtained from these growing sources is benefiting the membership as a whole and it is encouraging to see member stations participate more and more actively. Of especial interest in that connection is the fact that 161 of the stations now receiving service are in localities in which there are no newspaper members."

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Other references to radio in Mr. Cooper's report were:

"Historically, 1947 was a year that marked a new era in our basic field of operation. The scope and strength of the Association was enlarged by accepting into membership media of publication utilizing communications that were undreamed of in 1848, the year of the A.P.'s founding. Radio stations joined the mutual endeavor and ideals of news dissemination. Newspaper and radio members having television and facsimile stations were offered special services designed for this new form of publication."

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The addition of 308 radio members and subscribers was accomplished despite the scarcity of teletype equipment and difficulties experienced by the leasing company in extending the nation-wide radio news wire to certain sections. The radio news wire, with its frequent news summaries, also was utilized extensively for special exhibition services requested by member newspapers.

"Radio wire additions extended the physical layout of the circuit to 79,000 miles. The leasing company reported it is the longest, single 24-hour circuit in operation. Extensive improvements were undertaken on the circuit during the year to eliminate wire difficulty.

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A radio-printer circuit was established to serve El Imparcial in Puerto Rico. Further surveys are being made looking toward extension of this improved form of news transmission to other points.

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"A group of 456 radio applicants was elected on October 3. Another large group of applicants awaited election at the close of the year. Thus another news medium joined formally in the membership principle of cooperative news gathering enterprise.

"As rapidly as a formula could be completed under which all member stations are assessed their proportionate share of costs, eligible stations were given details and invited to join. The response was excellent. Station after station grasped the significance of mutual and cooperative news effort and made application. Of more than average appeal to them was the principle of proportionate sharing of costs on an equitable basis, as against the older practice of buying news 'across the counter' at rates arbitrarily set by commercial agencies.

"Of equal appeal in many instances was the principle and opportunity of exchanging news with fellow members, and the corollary principle that the disseminators of news should share mutual responsibility and proprietary interest in that news."

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MAC ARTHUR OVERRULED IN ATTEMPT TO MUZZLE PRESS RADIO MEN

As had been expected, General Douglas MacArthur finally lost out in his skirmish over censorship with newspaper correspondents in Japan. In fact, according to a ruling made last Monday in Washington, no overseas Army commander hereafter will have the authority to take away the credentials of American press or radio correspondents or to censor them in any way.

A new policy directive placed correspondents in overseas Army areas directly under control of the Secretary of the Army and the Army chief of public information.

Newsmen in MacArthur's Far Eastern occupation area had complained that he was trying to "muzzle" all press and radio criticism of his command. The newsmen won out on their stand that MacArthur should not be permitted to take away their credentials. They were overruled, however, on their contention that, as civilian correspondents, they were not subject to military law. The new directive says they are.

But it said unfavorable criticism of Army policies or of an individual commander in the overseas area would not be considered ground for discrediting a correspondent. When an overseas headquarters thinks disciplinary action should be taken against a newsman, he must forward the facts to Washington.

"All cases involving revocation of credentials will be referred to the Secretary of the Army for decision", the directive said.

It also forbade overseas commanders to write directly to a correspondent's employer complaining about his activities, as some newsmen in Tokyo accused MacArthur of doing.

The directive reminded press and radio correspondents, however, that they are subject to military law while working in an Army area overseas. They are, it said, "under the same restrictions as military personnel as regards the settlement of accounts, compliance with standing orders and law, and observance of dignity and decorum."

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POLL NEWSPAPERS REGARDING PAID RADIO PROGRAMS

The research committee of Newspaper Advertising Executives Association of which John Lewis of the St. Paul Pioneer Press is Chairman, is conducting a survey to determine policies of newspapers concerning daily program listings of radio stations.

Questions asked include those dealing with rates and other policies established by papers who are now charging for radio program listings.

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RCA SUES DUMONT OVER TELEVISION PATENTS; DUMONT COUNTERS

The Radio Corporation on March 22nd filed a patent infringement suit in Southern District of California against Paramount Pictures, Inc., Allen B. Dumont Laboratories, Inc., J. T. Hill Sales Co., Television Productions, Inc., Penny-Owsley Music Co., Inc., of the above television productions is a subsidiary of Paramount Pictures. Hill Sales is a Dumont Distributor. Penny-Owsley is a retail dealer. The complaint charges infringement of twenty-five patents relating to television.

On the other hand, Dumont on March 26th filed a declaratory judgment suit against RCA in Delaware asking for judgment with respect to these 25 patents cited by RCA plus nine others.

This constitutes another suit for declaratory judgment against RCA on television patents, the first having been filed by Zenith Radio Corporation of Chicago.

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ST. LOUIS GLOBE-DEMOCRAT TV, FM, FAX STATION STARTS IN JULY

At the rate things are now proceeding, the St. Louis Globe-Democrat FM, and eventually facsimile and television station will make its FM bow sometime next July. The building in which the new unit will be housed will be just across the street from the newspaper plant.

KWGD (FM) will have radiated power of 218 kw on Channel 251 (98.1 mc), and has made application to the Federal Communications Commission for a television permit. In charge of the radio operations is E. Lansing Ray, President and publisher of the Globe-Democrat, with Charles W. Nax as General Manager and Wells Chapin Radio Engineer.

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NEWLY PATENTED COLOR TV SYSTEM ASSIGNED TO FARNSWORTH

The Patent Office granted the following radio patents last week:

A static eliminator for receiver sets (No. 2,438,272) by Darnell Asbery Dance of Salem, Ark.

A color television system (No. 2,438,269) by John A. Buckbee of Fort Wayne, Ind., assignor by Mesne Assignments to the Farnsworth Research Corporation; a television cabinet (No. 2,438,256) by John L. Stein of Muncie, Ind.; and television receiver circuits and apparatus (No. 2,438,359) by Richard G. Clapp of Haverford, Pa., assignor to the Philco Corporation of Philadelphia.

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NEWSPAPER, RADIO STATION, CLASH OVER PAID PROGRAM ADS

There was some excitement in Portsmouth, N. H., when the Portsmouth Herald and Station WHEB went to the mat publicly on the subject of whether or not broadcasting stations should pay newspapers for printing radio programs. It started with J. D. Hartford, publisher of the Herald, saying the elimination of free programs had not brought any telephone complaints and only one letter of protest.

To this Bert Georges, Manager of WHEB, retorted that he "wouldn't pay five cents" to advertise his station's listings in the Herald.

"Why should we pay for what is news to the reader?" he asked.

Mr. Georges telephoned the Herald's circulation department and ordered his subscription stopped.

Meanwhile, a WHEB newscaster was on the air three times a day with a script which satirized the Herald's action and openly deprecated its importance to the station.

The attitude of another New Hampshire station, WMUR, of Manchester, was expressed in a letter to the Herald, which said, in part:

"I think every newspaper must ask itself the question, 'Can I afford to be without this vital daily information in my newspaper?' The fact is, in our opinion, the radio station can very easily do without newspaper listings, but I rather question whether the newspaper can do without these listings and honestly be serving its readers."

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COLONIAL RADIO SHOWS PROFIT IN FIRST QUARTER FOR SYLVANIA

Two recently-acquired subsidiaries which operated at losses during 1947, will show profits during the first quarter of 1948, D. G. Mitchell, President of Sylvania Electric Products, Inc. told shareholders at the annual meeting of the company in Boston Tuesday. These wholly-owned subsidiaries are the Colonial Radio Corporation, manufacturers of radio sets, and Wabash Corp., manufacturers of photo-flash lamps.

"Indications are", said Mr. Mitchell, "that profits for the first quarter of this year for the company as a whole will be in excess of the first quarter of 1947, when consolidated net income was \$805,342 and earnings, after deducting preferred dividends, were equal to 70 cents a share on the 1,006,550 shares of common stock outstanding."

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LASKY DECLARES TELEVISION GREATEST MOTION PICTURE SALESMAN

Jesse L. Lasky, pioneer in the motion picture industry, last week declared that television can be the greatest salesman motion pictures ever had.

Mr. Lasky, in an interview on WCAU-TV, Philadelphia, told the television audience that the new medium is here and here to stay and that Hollywood and the other film capitals had better recognize it. He announced that he planned to launch his next film discovery on television, prior to any film appearance.

"You can't underestimate a product that goes right into the homes of the public you hope to reach", Mr. Lasky declared. "Instead of attacking television, Hollywood would do well to adapt it to various uses. If we acknowledge it as a competitor, we are not going to be able to serve the best interests of all concerned."

Mr. Lasky admitted that there are conflicting opinions on television among Hollywood's leading producers but said, in his opinion, that the majority are coming to believe the new medium can help them tremendously.

He disclosed that television's value came to him in New York when, after an appearance on a television show, a taxi driver asked him, "Say, aren't you Jesse Lasky? I saw you on television a little while ago." Lasky declared that all that day, wherever he went people remarked on having seen him. It was this, he said, that decided him to send the stars of his next production to every television station in the country for personal appearances even before trailers on the film are released.

"Actors can win untold new friends through television", Mr. Lasky said, "and the producer who fails to recognize this will be as backward as those who fought the first talking pictures."

The famous producer declared that trailers soon will be standard advertising on television screens. "Look how television has won new friends for all kinds of sports", Mr. Lasky pointed out. "It can and will do the same thing for movies and other forms of entertainment."

Mr. Lasky disclosed that he felt the day was not far distant when the major studios would be making film shorts for television use. "I don't see how anything can stop it. Television needs quality films and Hollywood is equipped to make them", said Mr. Lasky. "It won't be long before we are turning them out as a matter of course."

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A.T.& T., WESTERN UNION TO COMPETE SUPPLYING TELEVISION NETS

Western Union will compete with the American Telephone & Telegraph Company in supplying television network facilities. This was made known in a dispatch from New York by the Associated Press, which said: "Western Union moved into direct competition with the American Telephone and Telegraph Co. for television network business today (Tuesday) by filing a proposed rate schedule for a radio relay television link between New York and Philadelphia."

Rates to become effective May 1 were filed by the A. T. & T. with the Federal Communications Commission last week, it was announced by Bartlett T. Miller, Vice President in Charge of the Company's Long Lines Department. The establishment of the rates will place the Bell System's television cables on a commercial basis.

Television facilities are now being furnished by the A. T.&T. Co. without charge to broadcasters over a combined coaxial cable and radio relay network between Boston, New York, Philadelphia, Baltimore and Washington.

"Network transmission of television programs has passed the experimental stage", Mr. Miller said. "Although the provision of inter-city channels is a highly complex job, we have now had sufficient experience to place this service on a commercial basis."

Under the proposed rates, a television channel between two cities will cost the broadcaster \$35 a month per airline mile for eight consecutive hours a day, and \$2 a month per mile for each additional consecutive hour. For occasional or part-time service the rate will be \$1 per airline mile for the first hour of use and one quarter of that amount for each additional consecutive 15 minutes.

For the use of terminal equipment and its maintenance, the charge will be \$500 a month for connecting stations to the television network for eight consecutive hours daily. For stations requiring only occasional service, the charge will be \$200 a month plus \$10 an hour of use.

Rates now in effect for AM broadcasting will apply for the separate sound channel needed for the complete television program.

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Maurice B. Mitchell, General Manager of WTOP, has been elected to the Board of Trustees of the American Cancer Society, District of Columbia Division.

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MAYOR PROCLAIMS TELEVISION WEEK IN CHICAGO APRIL 5-12

The week of April 5 to 12 has been proclaimed "Television Week in Chicago" by Mayor Martin H. Kennelly. In his proclamation Mayor Kennelly urges citizens of Chicago "to avail themselves of the opportunities afforded during that period to become better acquainted with this latest contribution to man's progress."

Monday, April 5th, also marks the beginning of regular operations by WGN-TV, Chicago's newest television station. The latest member of the WGN, Inc. family, which includes WGN and FM station WGNB, represents a million dollar investment in equipment, staff and programs. (See earlier story on page 1 of this issue).

Mayor Kennelly, whose statement cited that "the promotion of this important new medium of communication and of Chicago as a television center has been stimulated by the establishment of two television stations in the city", will be joined by Governor Green of Illinois and Col. Robert R. McCormick, editor and publisher of The Tribune and President of WGN, Inc., in the dedicatory telecast Monday night, April 5, at 8:15 CST.

A two-week "Chicagoland Television Open House" promotion sponsored by manufacturers, distributors, retailers and The Chicago Tribune also has an April 5 starting date.

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PUBLISHER TO MAKE HIS OWN STATION PAY FOR RADIO PROGRAMS

Even the fact that he is one of the partners in the new station KDAN at Oroville, California, has not changed the attitude of Dan L. Beebe, publisher of the Oronville Mercury with regard to radio stations paying newspapers for having their programs printed.

The Mercury has never published radio programs free. KDAN will pay the full radio rate to publish its programs, Mr. Beebe declared. The Mercury will buy a daily 15-minute news broadcast at 7:30 A.M., and will have a half-hour program on Sundays.

"The newspaper will promote its circulation, job department and explain its business and news policies as part of its radio promotion program."

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EUROPE TO GET FIRST HIGH POWERED FM STATION - LONDON CHOSEN

The British Broadcasting Corporation has begun work on the construction of a frequency modulation transmitter station near Wrotham, Kent. This will be the first high-powered FM station to be erected in Europe.

An order has been placed with Marconi's Wireless Telegraph Co., Ltd. for a 25 kw FM transmitter for this station which, it is anticipated, will be the first of a number of FM transmitter stations to be erected throughout Britain. The new station will operate on a wavelength of about 3 metres.

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CBS AFFILIATES MEET IN N.Y.; COAST-TO-COAST TV NET TAKES SHAPE

As key executives of 100 executives of the Columbia Broadcasting System gathered in New York today (Wednesday, March 31) for the first nationwide network television meeting, CBS added the third station to its television network which it is expected will reach the Pacific. The newest station in the chain is WMAR-TV, owned by the Baltimore Sun of which E. K. Jett, formerly of the Federal Communications Commission is Vice-President.

WMAR-TV operates on Channel 2 and has a total personnel of approximately 50, including program officials, engineers and technicians. It is now on the television air seven days each week with from 35 to 40 hours of programming.

The other two stations in the CBS television net are WCBS-TV, New York, and WCAU-TV, Philadelphia. WCAU-TV originated the first symphony orchestra broadcast ever to be carried over television. It came 48 hours after Petrillo and the American Federation of Musicians and the major networks reached an agreement permitting broadcast of live music on television.

As a result, CBS-TV presented the Philadelphia Orchestra, conducted by Eugene Ormandy, in the first broadcast of Rachmaninoff's First Symphony in E Minor. WCAU-TV broadcast the program in Philadelphia and transmitted it over a double microwave relay link from the Academy of Music to the A. T. & T. coaxial cable, over which it was carried to New York for broadcast via WCBS-TV to its viewers in the metropolitan area.

The all-day television meeting of the Columbia Broadcasting System at the Waldorf was called "to enable broadcasters far removed from present key television centers to piece together all the scattered segments of television information into a comprehensible whole."

Frank Stanton, CBS President, will make the opening address. Lawrence W. Lowman, CBS Vice-President, will present the Columbia television network plans for programs which will originate in its new WCBS-TV New York studios. The plant, now under construction in the Grand Central Terminal Building in midtown New York, CBS says, will be the largest of its kind in the country.

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OVER THE HILLS
("Washington Post")

Mr. George Washington Hill, second of that name, has resigned from the American Tobacco Co. as its vice president in charge of advertising. This, it appears, is Mr. Hill's way of disavowing responsibility for the fact that only 102 billion Lucky Strike cigarettes were produced last year, as compared with 103 billion in the year preceding. In consequence of this decline, Lucky Strike now

leads its nearest competitor in the cigarette counters of the Nation by only a billion and a half. In other words, the Camels are coming, but Mr. Hill for one is not disposed to shout hurrah.***

Mr. Hill preferred to take some short and cryptic phrase and to bludgeon it into the public consciousness by incessant repetition over millions of radios and from thousands of billboards and hundreds of magazine covers. The most famous of these phrases was the invention of Mr. Hill's father: "It's toasted!" Nobody knew what it meant, as far as we know, and the American Tobacco Co. never bothered to explain. But the only Americans who escaped being reminded at every hour of their lives of the toasted tobacco used in the manufacture of Lucky Strikes were those born deaf, mute and blind, although we should not be surprised to hear that the elder Mr. Hill had it inscribed in Braille for their benefit.

Another masterpeice of Mr. Hill, major, was the apothegm that "Nature in the raw is seldom mild." The point was brought home pictorially by reference to the amorous techniques of prepaleolithic man. Less ambiguous in character was the solemn announcement that "An ancient prejudice has been removed", with the implicit suggestion that women who continued to have inhibitions about smoking Lucky Strikes in public places belonged in the same reactionary category as those who in the early nineteenth century had considered travel by railway somehow sinful and those who in the sixteenth century considered it shocking and decadent to use forks instead of fingers. For women who remained impervious to this appeal to their better and more progressive natures, Mr. Hill had another bait. He exhorted them to, "Reach for a Lucky instead of a sweet!" insinuating that it was an infallible way of stifling a bodily craving deleterious to the bodily form.

In the opinion of many, Mr. Hill, Jr., who became Advertising Manager of the company in 1936, equaled, if he did not surpass, the genius of his father. Where the father had been at most ambiguous, the son managed to be completely unintelligible. It was he, for example, who invested the chant

E-e-e-e yulla, wulla, bulla, blub, blue, ble, yumma
wow, wee, yip yi, bulla, blab yow! Sol' American!

which served the company as a kind of audible trade mark. He was also the author of one of the more stirring battle cries of the recent struggle for freedom and human rights; viz, "Lucky Strike green has gone to war!" But evidently the young Mr. Hill was less successful than his father in dealing with the reactionaries and men of limited vision within his own organization. Or it may have been that his methods were too subtle to be appreciated and understood. It is even possible that he overestimated the intelligence of his fellow citizens. Anyway, he never attained his father's celebrity. He has never been made the hero of a best-selling novel and has never been impersonated in the movies by Mr. Sidney Greenstreet.

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BRUNET, RCA, SEES IMPROVED CUBA, MEXICO BUSINESS CONDITIONS

Opening of Cuba's \$3,000,000 "Radio City" in Havana will have a salutary effect on broadcasting throughout the Caribbean and Latin America, Meade Brunet, Vice President of the Radio Corporation of America, and Managing Director of the RCA International Division, declared last week. Back in New York from a field trip on which he observed business conditions at first hand in Mexico and Cuba, Mr. Brunet expressed optimism over the trade outlook in these countries.

"Business in Cuba is excellent", he said. "A progressive spirit prevails. I was particularly impressed with the new RCA-equipped radio and entertainment center built by Goar Mestre. It drew high praise from a group of Latin-American broadcasters who attended the opening. I believe it will have a healthy effect on broadcasting in that area, as well as in other Central and South American republics."

Mr. Brunet said that Mexico recently had passed through a period of business adjustment in which some phases of commerce suffered. But, in his opinion, all current signs point to an improvement.

"The market for modern conveniences, such as electrical appliances, radios and phonographs is constantly increasing. Demands for RCA Victor records have steadily mounted, necessitating the building of additional manufacturing facilities. A new RCA record plant, one of the most modern factories in Mexico, is nearing completion."

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NEW BRITISH TELEVISION STATION TO SERVE ENGLISH MIDLANDS

The British Broadcasting Corporation has acquired a site for a television station at Sutton Coldfield, near Birmingham, to serve the populous industrial centres of the English Midlands. Work on the construction of the station has already begun.

The power of the vision transmitter will be 35 kw and that of the sound transmitter 12 kw. This constitutes twice and four times the powers of the respective transmitters at the existing Alexandra Palace station, London. The range of the new station is expected to be about fifty miles, covering a population of some six million. The station will transmit the same programme as the radiated by the London Television Station at Alexandra Palace.

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 ::: SCISSORS AND PASTE :::
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Petrillo Throwing In The Towel Still Has 'Em Puzzled
 ("Variety")

Big question that has everybody in radio and television second-guessing is why James C. Petrillo decided on a policy of complete abdication to the networks in pacting a new three-year contract for his American Federation of Musicians.

Veteran broadcasters who have had long and varied experiences in dealing with the musicians' boss are of the opinion that Petrillo capitulated for a variety of reasons, but primarily these: The final realization that regardless of how much ranting he carried on about musician quotas on stations, it was basically a four-network deal that really mattered, for the "base bucks" accruing to musicians come from the webs. It was a case of bringing home to Petrillo the fact that 90% of all musician coin - or about \$25,000,000 a year - comes from work on the network with its lucrative commercial airings.

With the AFM elections coming up in June, there were obvious political overtones involved. A prolonged stalemate on negotiations would have jeopardized Petrillo's standing among the AFM membership, it's conceded, thus forcing the issue of whether it was worth trading an "empire" for television concessions.

The always-imminent danger of winding up behind the legal eight-ball because of the newly-promulgated Taft-Hartley law, plus the "close shave" experienced in the Lea Act challenge are also considered important factors in Petrillo's "I surrender" stance.

Finally, it was Petrillo's awareness that the network chieftains meant business; for when the web execs at last week's negotiations huddle arose and started to walk out in a body at AFM Boss Man's suggestion that they "fiddle along on tele" and only sign a one-year contract covering AM radio, Petrillo knew the jig was up and threw in the towel.

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What the networks got:

Extension for three years, retroactive to last Jan. 31, of present contracts between American Federation of Musicians locals in New York, Chicago and Los Angeles, and the stations owned by the nets at these points.

The right to use musicians on AM and FM, simultaneously and "interchangeably".

The right to use musicians on television and on simultaneous AM-tele (and FM) broadcasts; the right to air tele pickups of public events, such as parades, having live music; the right to make films for tele with music.

Guarantee that musicians "will continue to be available" for television during the three years.

Musicians' services for the next three years at no hike in pay or employment quotas.

Dismissal of the Petrillo demand that platter-turners be required to join the AFM.

What Petrillo got:

Prolongation of the status quo in musicians' pay scales and, most important, employment quotas at a time when many stations have

been trimming their music staffs and cutting them off entirely.

Assurance that musicians playing for AM-tele duplicated shows will get "reasonable" added fees.

Prospect that employment will be created for more musicians through the impetus thus given television programming.

Perhaps no great love from the rest of the labor front, but undoubtedly a lot more favor in the public's eyes, as attested widely in newspaper editorials during the past few days.

Fear Walkie-Talkie May Be Nation's Biggest Party Line
(Wayne Oliver, "Associated Press")

Folks who decide to buy the new midget civilian version of the walkie-talkie will find themselves on one big radio party line. The tiny two-way personal sets all will operate in the same band on the air - 460 to 470 megacycles. The first instrument approved by the Federal Communications Commission for commercial production is designed to operate exactly in the middle of the band.

Thus if you have one of the sets and want to talk to the wife at home, or vice versa, you may find somebody else is using the ether.

Al Gross of Citizens Radio Corporation of Cleveland, the firm that got the first FCC approval issued for the new personal radio, says the party line feature won't be much of a handicap for some time to come.

Gross points out that the number of sets in use will be limited for quite a while - although he and other manufacturers hope to remedy that situation. It's expected only a small proportion of people having sets will want to use them at the same time. And the sets will have a short wave range - only about two miles in the city - which will cut down on interference.

Later, if too much confusion develops as more sets come into use, the FCC can be asked for additional bands for the Citizens Radio Service - the official name for the walkie-talkie setup.

At first, says Gross, the sets probably will be bought mostly for commercial and industrial use. The manager of a plant spread over a wide area could get reports and give orders via walkie-talkie. So could a farmer during large scale harvesting operations. A doctor out on a golf course could keep in touch with his office.

Gross says the set his firm will produce will weigh about two and one-half pounds - including batteries. When not in use, it fits into a container about the size of a camera carrying case with shoulder strap.

The transmitter is in a small box six inches long, two and seven-eighths inches wide and one and one-half inches thick. It has a folding T-shaped antenna, and is equipped with a very light weight headset with a single earphone.

The cost: "A little under \$200 for a pair of sets ready to go."

Production is due to start in 60 to 90 days.

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 ::: TRADE NOTES :::
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Joseph H. Ream, Executive Vice President of the Columbia Broadcasting System, will discuss "The Dimensions of Television" before the Chicago Federated Advertising Club tomorrow (Thurs. April 1).

The application of Edwin W. Pauley, former Assistant Secretary of War, and associates for a new television station in San Francisco, has been set for a hearing next Monday, April 5th.

Policemen cruising in radio-equipped patrol wagons pressed into service to help out scout cars in Washington, D. C., answered 39 calls for scout cars during their first week-end in this type of service, Police Superintendent Robert J. Barrett reported Tuesday.

The patrol wagon police, who started cruising in six wagons last week instead of waiting in their precinct stations for calls to pick up prisoners, made 28 arrests as a result of answering the Saturday and Sunday calls. Some 259 prisoners were transported.

Pleased with the results, Superintendent Barrett plans to place at least three more patrol wagons in the new service.

Asserting that each week 1,500,000 women and 1,800,000 men read Time Magazine, an advertisement for that publication states that for every 100 men who read the magazine's radio news, 107 women also read that page. Likewise for every 100 men who read the theatrical page, 114 women do likewise, but 122 women to 100 men regularly watch the cinema page. These figures, it was said, were based upon 1,600 personal interviews.

Total consolidated net income for 1947 of the Columbia Broadcasting System, Inc. amounted to \$3.45 per share compared with \$3.37 in 1946, according to the company's annual report distributed last week.

The increase is accounted for by a gain in the net results from broadcasting operations which rose from \$3,915,674 in 1946 to \$4,504,336 in 1947. Total net income of the company for 1947 amounted to \$5,920,104 as compared with \$5,795,896 for the 1946 period.

Mrs. Margaret Potter Bowen, widow of Scott H. Bowen, former well known broadcaster was married last week to Dr. Robert H. Stevens of Utica in Baltimore, Md.

The bride-elect, who attended the Convent of the Sacred Heart in Cincinnati, is the owner of the radio stations WIBX and WIBX-FM in Utica, N.Y. Dr. Stevens was graduated from the Yale School of Medicine and is a member of the staff of St. Elizabeth's Hospital in Utica.

Considered one of the persons closest to the late Chief Executive, F.D.R., Miss Tully, former secretary, said in a television interview over Station WNBW in Washington, that few people knew that Mr. Roosevelt often played the piano - although not so well as his successor President Truman.

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