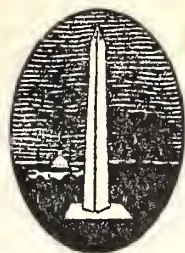


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# HEINL NEWS SERVICE

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April 7, 1948

## WAR ADVERTISING BLACKOUT MIGHT HAVE RUINED RADIO STATIONS

It was revealed by Gardner (Mike) Cowles, Jr., publisher and president of the Cowles Broadcasting Company that "starry-eyed zealots" rushing into World War II came preciously near to blacking out advertising for the duration. If they had succeeded, Mr. Cowles declared, this would have resulted disastrously to broadcasting stations, newspapers, magazines and other media depending upon advertising revenue for existence.

Mr. Cowles was the principal speaker at the dinner at which a gold medal for outstanding service in 1947 was presented to Theodore Lewis, who was head of the Washington office of the War Advertising Council in 1943. Mr. Cowles, whose address was reprinted in the Congressional Record by Representative Charles R. Robertson (R), of North Dakota, said, in part:

"Those of you who were not in Washington during the first few months following Pearl Harbor will never realize how near advertising came to being banned entirely during the war. At the first intergovernment meeting I attended after Roosevelt persuaded me to take the OWI job, two very top New Deal officials argued that the Treasury should immediately disallow all advertising as a legitimate business expense, since advertising, they said, is just a waste and a luxury which had no excuse for existing, particularly in wartime.

"I was the first head of the Domestic Branch of the Office of War Information - an agency then made up mainly of a conglomeration of sincere but starry-eyed writers and other ideological zealots who regarded an advertising man with about the same respect you might give a medicine man or a barker at a sideshow. \* \* \* \*

"I honestly believe that if the War Advertising Council had not come into being to show Washington officials how advertising could help convert the country to war - help inform the people on the vital war themes - help the Government quickly activate public opinion - if the War Advertising Council had not been on hand with its plans - I truly believe advertising would have been substantially blacked out during the war.

"This would have destroyed our advertising agencies. This would have ruined our radio stations, our magazines, our newspapers, But it almost happened.

"Whoever thought up and worked out the network time - allocation plan under which commercial sponsors gave up a minute or two of their time out of each program for vital war theme deserves the blessing of all of us interested in advertising. That plan sold Washington on the job advertising could do. And soon afterward Washington learned the extreme value of the sponsored public-service advertising in the magazines and newspapers.

"If advertising had not been allowed to help during the war, the Government would have been obliged to force the public by



legislation to do the necessary things. Compulsion wasn't needed because advertising did the job through persuasion. In other words, advertising in a vital degree helped us win the war and still hold on to most of our traditional, voluntary, democratic ways.

"Hundreds of the country's top advertising men have devoted weeks and months to the Advertising Council - but certainly the four men who have been chairmen - first Chet LaRoche, then Harold Thomas, then Jim Young, and now Charlie Mortimer, deserve our special thanks. They made the Council succeed. Before the end of the war, they had convinced even most of the rabid New Dealers of the value of advertising - those same New Dealers who had wanted to outlaw advertising after Pearl Harbor." \* \* \* \* \*

"We don't want to lose either our economic freedoms or our political freedoms. Free speech and the concept of a free press have developed so strongly in America, in my opinion, because our information media - our newspapers, our magazines, our radio stations - have remained in private hands. We need to remember that advertising coming from thousands of different private companies from coast to coast, supports these information media. They, in turn, by keeping the public informed, make democracy possible.

"This important relationship of the advertising of private business to our privately-owned newspapers, magazines, and radio stations seemed to me so vital to the functioning of our democracy, that even in wartime, I opposed the creation of a giant Federal Government advertising fund, which so many agency men favored.

"I did not want then, nor do I want now, to see the Government directing, or curbing, or dominating the advertising of this country." \* \* \* \* \*

"I don't want to see advertising get identified in the public's mind as a tool of big business used to maintain the status quo and prevent even desirable change.

"Just this week a union official testified before the FCC that the radio networks are so dependent upon the advertising of big business that the networks should not be trusted to express their own editorial opinions over the air. That union official was actually smearing advertising.

"I want advertising to be known by the man in the street as a friend - a useful friend who gets him lower prices by helping achieve mass distribution and selling."

Mr. Cowles' address was reprinted in full in the Congressional Record of March 8th.

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MIAMI BEACH PUBLISHING CO. SELLS HALF INTEREST TO FORT INDUSTRY

The Fort Industry Company of Detroit, Mich., the largest independent operators of radio stations in the United States, among them being WJBK in Detroit, announced last week the acquisition of a fifty percent interest in the Miami Beach Publishing Company. The other fifty percent of the stock is owned by John D. Montgomery of Miami Beach, Florida. Mr. Montgomery will continue as president and publisher of the papers published by the Miami Beach Publishing Co., and Mr. George B. Storer, President of The Fort Industry Company, will be Chairman of the Board of Directors.

This company publishes the Miami Beach Morning Star, the Evening Sun and the Sunday Sun-Star. Modern air-conditioned offices, recently enlarged, are located at 1859 Bay Road, Miami Beach.

By its purchase, The Fort Industry Company enters the newspaper publishing field and is the first large station operator to become interested in newspaper properties. Prior to this time, newspaper publishers have acquired radio stations but this is the first instance of a large station operator "invading the fourth estate".

Mr. Storer is one of the outstanding radio station owners in the United States and has long been identified with the industry in the Detroit area. In the early days of radio he held an interest in both WXYZ and CKLW and presently owns Station WJBK which he acquired in July, 1947. Mr. Storer has been a resident of Bloomfield Hills, Michigan, for over twenty years and, in addition to his radio activities, is Chairman of the Board of the Standard Tube Co. of Detroit.

In addition to WJBK, Detroit, Mich., other radio stations owned and operated by The Fort Industry Company are: WSPD, Toledo, Ohio; WWVA, Wheeling, W. Va.; WMMN, Fairmont, W. Va.; WLOK, Lima, O., WGBS, Miami, Florida; WAGA, Atlanta, Ga.

The Detroit properties of the Company center around Station WJBK, which is managed by Ralph G. Elvin, Vice President and Managing Director of the Detroit Broadcasting Company, a wholly owned subsidiary of The Fort Industry Company. An FM station, WJBK-FM, is operated in conjunction with WJBK and the Company has received a construction permit from the Federal Communications Commission to erect a television station. Plans are well under way and the station, which is tentatively labeled WTVO, is expected to be on the air by early Fall.

The Fort Industry Company derived its name from the fact that its first office was established at the site of the Fort Industry, one of the early outposts in the northwest territory during the pre-revolutionary period.

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## LEMKE BILL HEARINGS HELD; STERLING, JOLLIFFE, OTHERS HEARD

Opposition to Congressional assumption of authority over frequency allocations was definitely brought forth last week as the House Interstate & Foreign Commerce Committee completed its hearings on the Lemke Bill (H.J. Res. 78). The sessions which occupied a couple of days was devoted to testimony by opponents of the measure, which would give a portion of the 50-mc band to FM in addition to its present 88-108 mc. band.

Those favoring the measure, particularly Maj. Edwin H. Armstrong, inventor of FM, who has contended that the Federal Communications Commission and the Radio Corporation of America have individually held back the development of FM, the Zenith Radio Corp. and others testified on February 3rd.

Commissioner George E. Sterling, the first witness in the opposition to the Bill, told the Committee that the Lemke Bill "if enacted into law would require the Commission to assign a portion of the 50 megacycle region of the radio spectrum for the operation of frequency modulation broadcasting stations. Under the bill the Commission would also be directed to permit power assignments in that band 'up to at least the maximum amount of power heretofore assigned to frequency modulation (FM) at any time.'" This, he believed a "most unwise" approach to allocations. He said it fails to take into account either the scarcity of spectrum space or the possible impact of such a law upon the needs of other services.

Mr. Sterling continued: "The Commission believes this practice of making allocations upon the basis of due consideration to all competing needs for the frequencies to be assigned is the only sound and practical method by which a fair and equitable allocation plan can be reached. Recognition of this, and of the highly complex and technical problems involved in reaching decisions with respect to matters such as the allocation of frequencies, were among the basic reasons for creation of the Federal Communications Commission by Congress as a specialized administrative agency for the very purpose of handling just such problems. H. J. Res. 78 if enacted, would require the allocation of particular frequencies to FM broadcasting, one of the numerous radio services, without taking into full account the overall natural limitations upon available frequencies, and without taking into account the possible impact of such legislation upon the needs of other services of equal or greater public importance. Any such approach to an allocation of radio frequencies would in our view be most unwise. It would be a most obvious invitation to the various other services to seek additional frequencies in the same manner, and the result could only be a thoroughly confused and unsettled situation in the regulation of radio operation. The Commission strongly advocates full consideration to the needs of all radio services in any allocation of radio frequencies.

"In earlier testimony the proponents of H. J. Res. 78 have recognized the validity of these basic objections to legislation such as that proposed here, and have stated that passage of such legisla-



tion would be justified only by the most compelling considerations. They find justification for urging enactment of the present bill in the argument that the past actions of the Commission with respect to assignment of frequencies for FM have been so lacking in sound judgment that it is necessary for Congress to intervene in order to protect the public and the future of FM broadcasting. This position is based almost entirely on their extreme and we believe wholly untenable view that the decision of the Commission of June 27, 1945, assigning FM broadcasting to the 88-108 megacycle band, in lieu of the 42-50 megacycle band to which FM had been assigned until that time, was so lacking in justification as to have been a virtually irresponsible act. I am confident that upon review of the Commission's past actions with respect to the allocation of frequencies for FM broadcasting you will see that this criticism is wholly without merit."

The former FCC Chief Engineer reviewed at length the hearings and studies which preceded the decision to move FM from the low band to the high, followed by another hearing when Zenith petitioned unsuccessfully for space around 50 mc for FM in addition to 88-108 mc. The move "upstairs", he insisted, was "based upon engineering considerations which were valid then and are valid now."

In defense of FCC's assignment of television and safety services in the 50-mc region despite the interferences encountered there, Mr. Sterling pointed out that further development was necessary in the ultra high frequency range which is expected to be television's ultimate home. "Accordingly", he explained, "some television channels which might be available for immediate use were allocated in the 50-mc region even though it was known that these channels would be subject to interference."

In his summary, Mr. Sterling said:

"The decision of the Commission to assign FM broadcasting to the 100 megacycle band was reached only after the most exhaustive study of available data. It was based upon the weight of the evidence, and upon engineering considerations which were valid then and are valid now. Moreover, the FM station assignment plan now in effect makes possible full-fledged, nationwide FM service available to the population in rural as well as urban areas.\* \* \*

"The importance of removing the confusion that now exists with respect to FM frequencies and of not creating further uncertainties can hardly be over-emphasized. In June, 1945, the Commission sought to remove any such confusion and uncertainty by announcing its allocations for FM broadcasting. I urge this Committee most strongly to make its views known on this bill at as early a date as possible."

Mr. J. R. Poppele, President of the Television Broadcasters' Association, told the Committee that video channels have been reduced from 19 to 13 since 1940 and that further reductions "might very well nullify the investment made in television today by private enterprise and the public, which is supporting television and accepting it with

"unbounded enthusiasm." He reiterated that 13 channels are inadequate for television.

Dr. C. B. Jolliffe, Executive Vice President in charge of RCA Laboratories Division of the Radio Corporation of America, said the Lemke Bill would "confuse and delay the advancement of FM and television" and other radio services.

Dr. Jolliffe declared that the record of FM development in this country has been greatly confused by errors and misstatements with regard to the development of the art and presented an exhaustive study of the rise of FM to a commercial service.

"We are proud of the part we (RCA) have had in bringing television and FM broadcasting to the American people", Dr. Jolliffe said. Before the "high frequency" or "FM" broadcasting could commence, he continued, the frequencies in which it operates had to be pioneered. This RCA engineers did, he said, commencing almost with the beginning of the Company in 1919 and continuing to date.

"The significance of this pioneering work", he asserted, "can best be understood when it is realized that two of the principal advantages of high frequency or FM broadcasting - high fidelity and freedom from natural static - are derived from the use of higher radio frequencies, and not from the type of modulation employed."

Dr. Jolliffe recalled that in May, 1940, the FCC authorized FM broadcasting on a commercial basis and said that a month later RCA was offering FM transmitters for sale and a number of these were in operation before the war began. He asserted that RCA was tooled for production of FM receivers when the national defense program curtailed radio production.

In tracing RCA's work in FM from 1924 to date, Dr. Jolliffe recalled that in January, 1944, NBC proposed the duplication of AM programs on FM stations to help FM get started. NBC was the first of the networks to make this proposal. The FCC ruled to permit full duplication in 1945, but labor union obstacles delayed its realization until recently when the ban was lifted.

Dr. Jolliffe disclosed that RCA, as one of the leading manufacturers of FM transmitters, receivers and studio equipment, has delivered more than 150 FM transmitters, and has received orders for 170 more. At the same time, it offers ten different models of home radio receiving sets containing FM.

Against such a record, indiscriminate charges that RCA, FCC and others have "retarded" FM, "opposed" FM, or have given it the "silent" treatment, fall by their own weight, Dr. Jolliffe declared.

"It is the position of RCA and NBC that the Lemke Bill should not be approved by Congress", Dr. Jolliffe stated. He said that of all the duties performed by the Commission the allocation of frequencies is "one of the most complex tasks of Government", and declared: "In our opinion it would not be sound for Congress to take over that task."

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"SMALL RADIO STATION" BILL DENOUNCED AT HEARING

The hearing on the Bill of Senator Edwin C. Johnson (D), of Colorado, to break down clear channels and keep the power ceiling at 50 KW, opened Monday, April 5, before the Senate Interstate and Foreign Commerce Committee. Thirty-four witnesses for and 26 against the bill are in the tentative lineup announced last week by the Committee, some of whom have already appeared, plus spokesmen for each of the four major networks.

The Senator's bill which would amend the 1934 Radio Act would (1) prohibit any standard AM (amplitude modulation) station from obtaining more than 50,000-watt power and (2) require the Federal Communications Commission to break down all of the remaining Class 1-A Clear channels in the United States.

Louis G. Caldwell, counsel for 16 major radio outlets, told the Senate Committee on Monday that there are too many small radio stations in almost every city in the United States. Mr. Caldwell represents 16 of the 24 clear channel stations in the United States, including the Chicago Tribune's WGN for whom he is counsel.

Maintaining that the argument over the Johnson Bill is not a fight between different groups of broadcasters, but a battle between many millions of rural listeners who want better service and commercial interests who want more city outlets, Mr. Caldwell continued:

"Enactment of the Johnson bill will simply open the flood-gates for many more stations furnishing service only to cities and their immediate environs."

James H. DeWitt, Jr., President of Station WSM, Nashville, told the Committee that under the existing international agreement, if the United States opened up the "clear channels" for multiple use and that stations in Mexico, Cuba and Canada would begin using the same frequencies and a "valuable natural resource" would be lost for all time.

Mr. DeWitt contended that it would be as foolhardy to give away radio channels to foreign nations as it would be to hand Russia uranium for atomic bombs and so he opposed the bill which would clamp a fifty-kilowatt ceiling on power of broadcasting stations and thus permit more than one station on "clear channels" at night.

A Committee flareup occurred during the testimony of James D. Shouse, President of the Crosley Broadcasting Co. in Cincinnati, Ohio, on Tuesday. Acting Chairman Homer Capehart (R), of Indiana, gave Mr. Shouse permission to read a 31-page statement into the record.

Senator Johnson, ranking minority member, walked out in a huff from a hearing on his controversial radio bill after accusing Senator Capehart of violating Committee procedure.

"If the rules continue to be violated, I'm not going to stay", he said as he left.



Senator Capehart said he had no intention of violating the rules and later in the afternoon Senator Johnson returned.

Mr. Shouse told the Committee the clear channel stations are not an economic threat to the local radio station. Crosley's WLW station is now and would have to remain a 50 kilowatt station under the Johnson Bill, but has once been and would like to be again a 500,000 watt station.

Senator Charles W. Tobey (R), of New Hampshire, the then Acting Chairman of the Committee on Monday denounced charges that Congress in dealing with the Johnson Bill, is interfering with the administrative duties of the Federal Communications Commission, and his reply to contentions that he is biased in favor of Senator Johnson's Bill was postponed when the Senator (Tobey) was called out of the city. He will make his reply on his return.

William B. Ryan, General Manager of Station KFI, Los Angeles, said high-powered stations were necessary to provide some 500,000 farmers in the Pacific Southwest with more and better service.

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#### NAB HEAD APPOINTED RADIO ARMY DAY COMMITTEE

Last week Justin Miller, President of the National Association of Broadcasters, appointed a special 15-man Radio Committee, composed of Army veterans who spear-headed the radio industry's commemoration of Army Day yesterday, April 6.

Among those named were David Sarnoff, Chairman of the Board of the Radio Corporation of America; William S. Paley, Chairman of the Board of the Columbia Broadcasting System; A. A. Schechter, Vice-President of the Mutual Broadcasting System; Albert Warner, Chief of the MBS Washington News Bureau, Mark Finley, Public Relations Director for Don Lee; Robert E. Kintner, American Broadcasting System, Ken R. Dyke, National Broadcasting System, James Hanrahan of Scripps Howard Radio, Inc., of Cleveland.

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#### ALF LANDON ASKS TELEVISION PERMIT

Former Governor Alf M. Landon of Kansas on Tuesday, April 6, applied to the Federal Communications Commission for a construction permit for a new Commercial Television Broadcast Station at Denver Colorado, to be operated on Channel 5, 76-82 megacycles, ERP of Vis. 16.9 kilowatts, Aur. 8.5 kilowatts, and doing business as Landon Television Broadcast Co. Mr. Landon now operates standard radio stations in Denver, Leavenworth, Kansas, and Liberal, Kansas, but to date has made no FM applications.

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NEW DATE SET FOR DON LEE STUDIO DEDICATION

Formal dedication of the new \$3,000,000 Mutual Don Lee television-radio broadcasting studio at 1313 North Vine Street in Hollywood which had been set for May 22, has been postponed until completion of the building early in September.

"Rather than take a chance against the possible risk that our new studios may not be perfectly engineered and acoustically balanced by May, we have decided to set a new date for the dedicatory program", it was stated by Lewis Allen Weiss, Vice President and General Manager, after a Don Lee executive conference with acoustical and construction engineers.

Previously, it had been planned to complete a portion of the huge three-acre studio in time for the dedication ceremonies.

However a press and agency luncheon and preview on May 18th, luncheon and meeting for all Mutual and Don Lee affiliates on the 19th and a Mutual Board meeting on the 19th and 20th.

Work, which began many months ago, on the \$300,000 "magic electronic brain" is almost completed, according to Engineering Superintendent Bob Arne.

Measuring 32' in length and 10' in height, this giant master control board is the heart of the new \$3,000,000 Mutual Don Lee television, radio and FM studios. Six men did the actual installation in approximately six weeks and although there is still some minor detail work to be done, the control board itself is ready for operation.

The most modern of its kind in the country, this equipment was custom built by the Western Electric Company following the specifications set by the Don Lee Broadcasting System's Engineering Department.

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SENATE PASSES D.C. DAYLIGHT BILL

By a vote of 46 to 17, the Senate on Tuesday, April 6, passed and sent to the House the McGrath bill to permit the District Commissioners to establish daylight saving each Summer in Washington

A battle against the plan was carried on by Senator Overton (D), of Louisiana, who asked that the District Commissioners be allowed to hold an official referendum on daylight saving time. However he lost out and the bill was passed.

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According to an Associated Press report of last Saturday, the National Broadcasting Company and the Columbia Broadcasting System have begun informing affiliated stations that they intend to use double-time program operation when daylight saving time begins. This is the scheme that enables programs to remain at the same clock times no matter whether daylight or standard.

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"WGN-TV SALUTE TO CHICAGO" GOES OVER BIG

The much-heralded TV Day arrived in Chicago Monday night, April 5th, when WGN, the Chicago Tribune station, aired the first scheduled television programs with what is said to constitute a million dollar investment in equipment, programs and staff.

The official dedication of the new station took place in a two-hour program starting at 8 o'clock, which was televised before an invited audience in the WGN studio theater. Col. Robert R. McCormick, editor and publisher of the Chicago Tribune was to have delivered the opening address but due to illness was unable to do so and his greeting was read by John Mallow, an announcer, which was as follows:

"Just 100 years ago tomorrow the first telegraphic message was reviewed in Chicago. Ninety-nine years ago The Chicago Tribune became the first newspaper in the west to install a telegraphic news service. News was brought to the Tribune by electrical impulses sent by wire from Michigan City.

"Tonight we are sending a new type of electrical impulse over a radius of some 45 miles from a television antenna. We are sending speech and sound. We are transmitting extraordinarily faithful and brilliantly lighted images. We are operating from temporary studios. We are televising with new equipment installed at a cost of about a half million dollars. And this, of course, is but the beginning.

"It is a beginning in a new medium of mass communication. It is a venture into new forms of engineering, advertising, reporting and entertainment. In what ways and to what degrees television will serve to inform and lead public opinion we cannot tell. How quickly and how effectively we can develop new skills and new themes we do now know. I confess that I, myself, understand appalling little about the techniques of television. But I do know that the men and women who have worked so skillfully to make our first telecast possible have served with courage, intelligence and enthusiasm. You and I owe them our admiration and thanks.

"Finally, since this is a pioneering venture, I should like to record my own feelings in having a part in it. The pioneer, of course, sought new lands, new opportunities, new wealth and a finer future. But he also sought something else. And that something was not material. The pioneer sought new scenes and new horizons. He felt that in casting off the old he was adventuring toward something more splendid and more spacious. He marked out the trail, not only for himself, but for others. He went among the first and there was high adventure in his going.

"It is this feeling of adventure that I would communicate to you. In television we have embarked upon another of America's adventures. Come along with us. Let us share the adventure together!"

Gov. Dwight H. Green of Illinois and Mayor Martin H. Kennelly of Chicago were among the speakers.

WGN-TV operates on Channel nine, with an effective radiated power of 30 kilowatts, which should insure viewers within a



45-mile radius of the antenna atop the Daily News Building a clearer and sharper image than has previously been possible, providing receivers are properly adjusted.

The Chicago Tribune on Sunday, April 4, issued in the launching of the WGN-TV telecasting Monday night by a special 40-page television supplement in which were printed several articles based on interviews with Wayne Coy, Chairman of the Federal Communications Commission; J. R. Poppele, President of Television Broadcasters' Association and Mutual Broadcasting System Director; Gov. Dwight Green and Mayor Martin H. Kennelly. Also there was a signed article by Frank P. Schreiber, General Manager of WGN, Inc.

Larry Wolters, Radio and Television Editor of the Tribune, wrote in part as follows:

"The television boom is on. Spreading westward across the nation. It has embraced the middle west, with Chicago as its focal point. With WGN-TV going on the air regularly, starting tomorrow, Chicago gets its second commercial television station, the other being WBKB, operated by Balaban and Katz. Four stations and regional networks are in prospect for Chicago viewers this year.

"Two more video outlets are expected to open in September: WNBB, National Broadcasting Company, and WENR-TV, American Broadcasting Company. An experimental station, W9XZV, is operated by the Zenith Radio Corporation. Applications for the three remaining channels available to Chicago (limited to seven under Federal Communications Commission allocations) have been made by WBBM-CBS, WJJD, WIND and Zenith. \* \* \* \* \*

"Some 16,000 video receivers already have been distributed in Chicago (30,000 in the middle west) and the teleset count is expected to surge upward rapidly as WGN-TV comes on the air to give viewers many new program features.

"Already in the forefront of television receiver and parts manufacture, Chicago is moving into the spotlight as a program origination center. Because of its strategic location at the crossroads of the nation and the wide variety of its educational and entertainment features, Chicago, along with New York and Hollywood, will lead the way in both regional and national telecasting as it did in radio development 25 years earlier.

"Numerous television program production companies, which will offer both live talent and film features, are springing up in Chicago. Forward looking Chicago advertisers are blazing trails in using the new medium to tell their sales stories.

"Chicago soon is expected to become the hub of regional networks reaching out to Milwaukee, Detroit, St. Louis, Cleveland, Cincinnati, and Minneapolis - central states cities which already have television.

"A spokesman for the American Telephone and Telegraph Company recently announced that it expected to have two television channels - one operating in each direction - ready in October (for the football season) reaching from St. Louis, through Chicago to Cleveland. One channel would be available to carry programs from this network to Buffalo by Fall. \* \* \* \* \*

## HUMAN RADIO IS LATEST REPORTED FROM GERMANY

Dr. Robert T. Lustig of Grand Rapids, Michigan, has reported a discovery from Germany that certain parts of the body are controlled by impulses that do not travel over nerve trunks but over "human radio waves". Dr. Lustig was sent to Germany by the United States to make a study of the progress being made there in biophysics. The radio transmission theory was credited to Dr. B. Rathjewsky, Director of the Kaiser Wilhelm Institute in Frankfort-on-the-Main in Germany.

Dr. Rathjewsky's theories of human radio waves are complicated, Dr. Lustig said, but "they explain many mysteries in interrelationships in body mechanisms."

"The impulses", he explained, "come from tissues - mostly from the brain - and strike a response with certain distant tissues in the same way that a radio sending station need not be wired to a receiver. Dr. Rathjewsky determined human cells are miniature oscillators.

Some of the theories, Dr. Lustig added, still are considered controversial. He said Dr. Rathjewsky intended to visit this country to explain his findings more fully.

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## COMMERCE &amp; INDUSTRY ASSN. REPORT IS AGAINST LICENSING REPAIRMEN

The Commerce and Industry Association of New York reports, according to the New York Times, that it does not believe it wise to license radio repairmen. Such licensing, the Association said, would not automatically curbe abuses, particularly overcharging, in the field of set repair. It would be preferable at this time, the group added, if support were given to the efforts of set manufacturers, dealers and repairmen to police their own industry.

A major problem in connection with licensing radio repairmen, the Association noted, was the rapid rate of new developments in the radio and television arts. A license issued at the first of the year would not necessarily attest to a man's ability to repair "new and revolutionary equipment" which appeared on the market a few months later, the report said.

The Association, acting as a public representative, made its study of the licensing of radio repairmen at the request of City Councilman Stanley N. Isaacs. Mr. Isaacs is considering the introduction of a bill to make such licensing mandatory. The Association's report was signed by Thomas Jefferson Miley, Executive Vice-president.

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## RADIO PIONEERS ELECT OFFICERS

Edgar Kobak, President of the Mutual Broadcasting System was elected President of the Radio Pioneers at a dinner meeting held last Friday night in the Waldorf-Astoria Hotel, New York City, succeeding Mark Woods, President of the American Broadcasting Company, as head of the organization whose members all have had 20 years or more of direct association with the radio industry.

Other officers elected at the meeting were: Frank Mullen, Executive Vice-President of the National Broadcasting Company as First Vice-President of the group; William Hedges, NBC Vice-President in charge of planning and development as Second Vice-President and Secretary; Alfred H. Morton, President of the National Concert Artists Bureau, Vice-President and Treasurer. New vice-presidents named by the Radio Pioneers are Paul Morency, Vice-President and General Manager of radio station WTIC, Hartford, Conn.; Arthur Church, owner and president of the Midland Broadcasting Co., KMBC, Kansas City, Mo.; and Edgar L. Bill, President and General Manager of radio station WMBD, Peoria, Ill.

Among the more than 100 persons attending the dinner meeting of the Radio Pioneers which discussed future operations and plans for expanding the organization were: James C. Petrillo, President of the American Federation of Musicians; Brig. Gen. David Sarnoff, President and Chairman of the Board of the Radio Corporation of America; Judge A. L. Ashby, former Vice-President and General Counsel of the National Broadcasting Co.; H. V. Kaltenborn, NBC commentator and founder of the organization.

Others attending included Frank C. Goodman, Executive Secretary of the Department of National Religious Radio of the Federal Council of Churches of Christ in America; Orrin E. Dunlap, Jr., Vice-President in charge of advertising and publicity for RCA; John Royal, NBC Vice-President; and Phillips Carlin, Vice-President in charge of programs for the Mutual Broadcasting System.

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## WILLIAM E. DOWNEY, ASST. CHIEF OF FCC FIELD ENGR. DIV. RETIRES

William E. Downey, Assistant Chief of the Field Engineering and Monitoring Division of the Federal Communications Commission has retired after 30 years of Government radio service. About 100 FCC colleagues attended a testimonial party on March 31, and he has received messages from many friends in the field as well as Washington.

Mr. Downey entered Federal service on May 11, 1918, as an Assistant Radio Inspector with the San Francisco District of the Department of Commerce. He later became Assistant Chief of that Department's Radio Division. He joined the Washington staff of the Federal Radio Commission in 1927 and continued to serve under the FCC established in 1934. After being put in charge of the war-time Radio Intelligence Division for the South Pacific Area until peace was restored, he became Asst. Chief of the then newly-organized Field Engineering and Monitoring Division.

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 ::: SCISSORS AND PASTE :::  
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Wrist Watches And Democracy  
 (Drew Pearson, "Washington Post")

When Russian troops got into Berlin, they were dazzled even by Hitler's disrupted and shoddy civilization. They bought wrist watches by the bushel. They piled horsecarts full of all sorts of material things. This was a new world. They never knew such things existed. They had heard only Moscow's propaganda that communism produced the best of all things, and for the first time they began to have their doubts.

That's why there have been so many Red army desertions in occupied Europe.

Remembering this, I have been thinking it might be a good idea to beam a radio program to Russia and other semi-iron-curtain countries, offering a hundred wrist watches as prizes for the best letters on how to bring about a democratic peace with the USA - on how to make peace and democracy live.

For the chance to get a wrist watch thousands of Russians and other Europeans would keep their ears glued to the radio day and night. Not only would they do some special thinking about peace and democracy but incidentally they would hear a lot more of the State Department's propaganda broadcasts. Most important of all, they would do some thinking about friendship with the United States.

Maybe I'm wrong, but somehow I think the idea might work. At any rate you can't beat something with nothing. You can't like phony ideas except by getting better ideas to take their places. And we can't sit watching the world drift toward war without doing something about it.

Perhaps we could stage a quick trial of the idea in Italy where democracy is fighting a vital front-line battle, then later warm up to a longer radio barrage to the Russian people on how to make democracy live.

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Vacuum Tube Used As Record "Needle"; New Noise Suppressor  
 (T. R. Kennedy, Jr., "New York Times")

A tiny phonograph pick-up, actually a small vacuum tube with a jeweled needle projecting from its tip; a novel noise "suppressor", and a new, high quality loud speaker - comprising the latest such devices from the Princeton Laboratories of the Radio Corporation of America - received their first public showing in March before several hundred acoustic experts. The occasion was the first official meeting of the new Audio Engineering Society.

The tiny pick-up is no larger than a one-inch section of a lead pencil and weighs a fraction of an ounce. The noise suppressor it is said, is not only effective in phonograph-record reproduction, but also in broadcasting.

The noise suppressor was particularly effective when old and partly worn-out records were played. It operates on the principle that a small amount of the music, when the disk is played, invariably is "masked" by the noise and cannot be heard clearly, if at all.

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::: TRADE NOTES :::  
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Senator Charles W. Tobey (R), of New Hampshire, Acting Chairman of the Senate Interstate And Foreign Commerce Committee, announced his engagement today (Wednesday, April 7) to Mrs. Loretta Rabenhorst, 53, a retired District school teacher. The 67-year old Senator, whose first wife died last year after a long illness, said that the marriage would take place late this year.

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Mutual-Don Lee affiliate KYOS in Merced, California, has been granted a construction permit for an increase in power to 5,000 watts on a new frequency of 1480 kc. It is expected that KYOS will start operating with this new increase in power on their new frequency about September 1st.

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Another NBC-produced newsreel - bringing to nine the total of filmed news shows on NBC's Television's East Coast network weekly - will be added to the video schedule tonight (April 7).

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David E. Kahn, Chairman of the Board of Radio and Television, Inc., conferred with President Truman at the White House Monday morning.

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A new television receiver permitting movement of a ten-inch direct view picture tube from side to side over a sixty degree arc was shown in New York last week by the Crosley Division, Avco Manufacturing Corp., in a press preview in the Waldorf-Astoria Hotel. The receiver is part of a console combination housing AM-FM and short wave radio reception and an automatic record changer. It will list for \$795 plus installation and Federal tax.

Quantity shipments are being made of the new receiver to distributors in all regions with television transmission facilities.

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Federal Communications Commission hearings involving three suburban radio stations in Washington that are seeking a Washington FM channel were postponed Monday until April 26 after an attorney asked for more time to study the case.

Involved in the hearings are the Montgomery FM Broadcasting Co. (Station WHIP), the Potomac Broadcasting Co. (Station WPIK) and the North Virginia Broadcasters, Inc. (Station WARL). The three companies seek the one remaining Class B frequency allotted by the FCC for broadcasting to Metropolitan Washington.

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T.A.M. Craven, Vice-President of the Cowles Broadcasting Co. in Washington and General Manager of WOL, Washington, was re-elected a Director-at-Large of the medium sized stations of the National Association of Broadcasters.

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Permission has just been granted by the Federal Communications Commission for the construction of what it is said will be the largest limited common carrier radio-telephone system in the country, authorizing the U-Dryvit Auto Rental Co., Inc., Cambridge, Mass., to establish fixed station and mobile radio-telephone facilities in 21 cities throughout New England and New York State.



A new line of 3½-inch panel instruments of internal-pivot design, suitable for use in radio, power supplies, transmitters, amplifiers, and aircraft, has been announced by the Meter and Instrument Divisions of the General Electric Company.

The new instruments, designated as Type DO-71, have been especially designed for better readability. The elimination of arc lines and distracting printing from the scale and the use of a lance-type pointer and large, clear numerals assure accurate readings,

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Thomas Patrick, Inc., Station KWK, St. Louis, Mo., last Friday was granted a petition requesting that the Commission revoke its order of Sept. 19, 1947, designated for hearing application of KWK to change its facilities, and that it reinstate the CP granted April 30, 1947, on condition that it protect WTSP, St. Petersburg, and WMBG, Richmond; accepted supplement to said petition, and the technical exhibit submitted therewith as an amendment to the above application, and granted application to increase night power from 1 to 5 KW, install a DA for night use, subject to reaffirmation by CAA of its approval of transmitter site and antenna system.

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J. H. (Robby) Robinson, a veteran in the radio and electronics wholesaling field, has been appointed Manager of the Farnsworth Television & Radio Corporation's newly established New York distributing branch at 108 West 57th Street.

Well known to radio-television wholesalers and retailers throughout the New York metropolitan area, Mr. Robinson was Vice-President and Sales Manager of Kings Electronics Co., Brooklyn, before accepting the new post.

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RCA Victor announces the opening of its 1948 billboard campaign with the release of the first in a series of three multi-colored, illustrated 24-sheets featuring various models in the company's home instrument line.

The initial issue features the table model Victrola radio-phonograph combination (Model 77U), and will be followed at scheduled intervals by posters highlighting the Hepplewhite-styled Victrola radio-phonograph console (Model 711V3) and the 1948 version of RCA Victor's popular aluminum and plastic Globe Trotter portable radio (Model 8BX6).

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February sales of radio receiving tubes by RMA manufacturers totalled 17,097,461, more than a million above the 16,004,927 tubes sold in January, the Radio Manufacturers' Association reported last Friday, April 2. This compares also with 18,295,955 tubes sold by RMA member-companies in February, 1947.

Of the February total sales 12,908,212 tubes were sold for new sets; 3,005,092 for replacements; 1,117,295 for exports, and 66,862 to government agencies.

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Seven radio receiving sets, a gift from the officers and men at the United States Charleston Naval Yard, were presented Tuesday to the officers and men of the seven gunboats purchased by the Cuban Government from the United States last year. The presentation took place at La Punta naval headquarters. The U. S. naval forces became acquainted with the members of the Cuban navy when they were at Charleston preparing to bring the gunboats to Cuba. The radios are intended for the recreation rooms of the vessels.