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No. 1829

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June 16, 1948

RADIO TUBE LUXURY TAX IS RIDICULOUS, CONGRESSMAN ARGUES

Declaring that we have given a lot of consideration to rehabilitating industry abroad and that it is time that we devoted some attention to preserving American industry, Representative James E. Van Zandt (R), of Pennsylvania, launched a fight last week for the removal of the luxury tax on radio tubes maintaining that this is a hardship on every American citizen.

Representative Van Zandt said that beyond food, clothing, and shelter, he could think of no other items more necessary to the American way of life than radio tubes and electric light bulbs.

"Recently the House passed a bill modifying excise taxes on cosmetics", Mr. Van Zandt stated. "When this legislation was under consideration we were told it was necessary because the excise tax was having a punitive effect on the cosmetic industry. Furthermore, it was pointed out cosmetics could no longer be considered a luxury.

"I supported the legislation because it was the first effort by this Congress to repeal the punitive excise tax that is cutting the very heart out of several industries located in my congressional district and providing employment for thousands of my constituents.

"An industry in my district, the Sylvania Electric Products, Inc., Altoona, Pa., manufacturers of radio tubes and light bulbs, is suffering because of the 20 percent excise tax on radio tubes and 10-cent light bulbs.

"When one considers the illumination provided by a 10-cent light bulb and the part that a radio plays in the life of the average American, it is ridiculous to classify these necessities as luxury items. Frankly, I feel there is no sound reason for a 20 percent excise levy on these necessities of life. Instead of being a luxury tax, it is a hardship tax.

"Some weeks ago I called to the attention of the House that the fur industry was suffering and that a particular furrier in my congressional district had to reduce his personnel by one-third, and unless some relief was forthcoming immediately, additional employees would lose their jobs because of the punitive excise tax of 20 percent on furs.

"Let me point out, as I did several week ago when speaking of the fur industry, the effect of this excise tax on the light bulb and radio tube operations of the Sylvania Plant at Altoona, Pa.

"In February 1945, employment at the Altoona plant was 2,480. In March 1948 the number of persons employed dropped to 750. From the pay-roll standpoint, the peak pay roll was \$3,262,000 in 1944, while the annual pay rool this year approximates \$1,600,000.

"In a city of approximately 100,000, such as Altoona, Pa., when you reduce the pay roll of a firm at least 50 percent you ser-

iously disturb the economy of the community and encourage unemployment.

"In my opinion, any Federal tax should not be a punitive or hardship tax. It is my hope, before the Eightieth Congress adjourns, that some consideration will be given to the many small companies suffering from excise taxes such as is imposed on radio tubes, light bulbs and furs."

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MACKAY RADIO CONTENTS IT SHOULD HAVE ALL PALESTINE TRAFFIC

Mackay Radio and Telegraph Company, by its attorneys James A. Kennedy, John F. Gibbons and John A. Hartman, Jr., has filed with the Federal Communications Commission its Opposition to the Petition of RCA Communications, Inc. for reconsideration of the FCC's action of May 12th to consolidate the application of Mackay and to enlarge the issue.

The opposition of Mackay points out that the Commission, in its Order of December 4, 1947, in the so-called "British Commonwealth Points Case", granted to Mackay the sole circuit to the geographical area of Palestine under the Bermuda Agreement, and in the same proceeding awarded other circuits to Mackay and to RCAC. Mackay's contention is that the Commission intended it to have access to the available traffic to and from Palestine irrespective of the political subdivisions therein; and that the Commission's decision awarding Palestine to Mackay should not be disturbed by the fact that a de facto provisional government has been set up in Israel.

The Mackay petition states that "in the Commission's Report and Order in the "British Commonwealth Points" case, it is clear that the Commission awarded circuits between Mackay and RCA almost entirely upon the basis of the available traffic volumes in the respective geographical areas bearing the country names Australia, New Zealand, India, Greece, South Africa, Saudi Arabia and Palestine. The Commission was not concerned with the location of the terminal in the country - whether Jerusalem or Tel Aviv in Palestine - nor was it particularly interested in the nature or type of government operating in the several countries. The point is that the Commission, after weighing the available traffic in the respective areas involved, granted to Mackay the sole circuit to the geographical area bounded and described as Palestine.

"To now divide the Palestine area that was awarded to Mackay in that case would upset the equitable distribution of available traffic as the Commission tried to make, and would be tantamount to allowing a change in a foreign administration to dictate a partial reversal of the Commission's Decision and Order."

Upon these grounds, Mackay asks that the RCAC petition should be dismissed.

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ZENITH TO MAKE TELEVISION SETS UNDER FARNSWORTH PATENTS

Commander E. F. McDonald, Jr., President of Zenith Radio Corporation, completed negotiations last week with Farnsworth Television & Radio Corporation by which Zenith has acquired paid-up rights to build home television receivers under all of Farnsworth's patents and pending applications for the entire life of the patents concerned. The payment involved was not disclosed.

Philo Farnsworth, who, as a schoolboy, developed what was said to be the first electronic system of television in the world, secured many basic patents and his company has continued fundamental research in this field. Although most of the basic patents on every application of radio have long since expired, and many of the inventions claimed by other manufacturers relate merely to improvements, it is the opinion of Zenith that no practical television set can be built today without employing certain Farnsworth inventions.

"Zenith recently patented special tubes for the transmission and reception of television sound by Frequency Modulation and has announced a revolutionary television development called 'Phonevision,'" the announcement concluded. "The acquisition of complete rights under the only other basic patents in the television field gives to Zenith the complete assurance that its Phonevision and television sets recently announced for Fall production will incorporate every modern and essential feature and will represent the finest television apparatus ever developed."

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SHOUSE SEES BROADCASTERS FACING TROUBLE TO CONTROL TELEVISION

James D. Shouse of Cincinnati, President of the Crosley Broadcasting Corporation, in an address to the Advertising Federation of America Convention at Cincinnati last Monday, on "what about television?" predicted that the broadcaster faces a struggle for control of the television field "that may well shake our structure of independent broadcasting to its economic foundation.

"This struggle for power in the field of television will be no child's game, and it will revolve ultimately into a contest among the independent broadcaster, the newspapers, and the moving picture interests", he said.

"It is far from a foregone conclusion not only that the broadcaster will survive but that in the very process of survival the economic pressure brought on by television capital requirements and operating costs may seriously curtail the type of service which he has been providing in his sound broadcasting station. The stakes in this game are high, and it is later than most people think."

Pointing out that to the 900 broadcasting stations operating in the United States there now have been added from 1,200 to 1,300 FM stations, Mr. Shouse urged the delegates to "take care that you are not helping to finance stations whose standards threaten, because of competitive factors, the essential quality of America's free system of broadcasting."

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MISS HENNOCK BACKED FOR FCC BY SENATE COMMITTEE

It seems to be the consensus of opinion that when the Senate meets tomorrow (June 17) that the name of Miss Frieda B. Hennock, Democrat, of New York, whose appointment as a member of the Federal Communications Commission for a seven-year term, beginning July 1st, might be favorably voted on, and not held up along with several other Democratic nominations. After appearing before the Brewster subcommittee of the Senate Interstate and Foreign Commerce Committee, for an unheralded hearing last Wednesday (June 9), her name was voted out of Committee yesterday (June 15) and recommended for confirmation.

If, as it looks at this stage of the game, Miss Hennock is to be the first woman appointed to the FCC, it is going to place the Washington chapter of the Association of Women Broadcasters, who sent a copy of a resolution to Senator Brewster, Chairman of the subcommittee of the Senate Interstate Commerce Committee, expressing appreciation and approval of President Truman's choice, and saying that they say in the appointment "desirable recognition of women's contribution to the radio industry."

President Truman nominated Miss Hennock on May 24th despite the fact that she is a New York lawyer with no radio or communication experience, to succeed Commissioner Clifford J. Durr, whose term expires June 30th. The nomination was looked upon as a purely political appointment.

Miss Hennock graduated from the Brooklyn Law School and has been a lawyer in New York for more than 20 years, specializing in corporation practice. She became the youngest woman lawyer in New York at the time of her admission to the bar in 1926. From 1935 to 1938 she was Assistant Counsel to the New York State Mortgage Commission. Since 1941 she has been a member of the firm of Choate, Mitchell and Ely, a long-established firm of New York corporation lawyers. Previously she had practiced independently in both criminal and civil law.

Miss Hennock is regarded in New York City as a leader in the liberal wing of the Democratic party. She has been active in both the New York State and national campaigns but is not affiliated with Tammany or any other local New York organization.

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POWEL CROSLLEY, 3D, DIES AT MIAMI

Powel Crosley, 3d, General Manager of the Crosley Marine Research Laboratory in suburban Coral Gables, died at his home in Miami last Monday of a heart attack. His age was 36. He was the son of Powel Crosley, Jr., President of the Crosley Automotive Association, and former radio manufacturer, Cincinnati.

Surviving also are his widow and three sons, all of Miami; his grandmother, Mrs. Powel Crosley, Sr., and a sister.

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WTOP - POST, KQW - CBS TRANSFERS FILED AT FCC

The Columbia Broadcasting System yesterday, June 15, asked permission of the Federal Communications Commission to assign the license of Station WTOP to a new corporation, WTOP, INC., which will be owned 55 percent by the Washington Post and 45 percent by CBS.

The Post will pay \$855,470 to WTOP, INC., in exchange for 55 percent of the stock. CBS will transfer to WTOP, INC., properties and equipment valued at \$699,930, in exchange for 45 percent of the stock.

Tuesday also, the Pacific Agricultural Foundation, Ltd., asked FCC consent to transfer control of KQW, San Jose, and KQW-FM, San Francisco, to CBS for \$425,000 plus 55 percent of the net quick assets, value to be determined when the deal is closed. CBS now owns 45 percent to KWQ.

The CBS-Post application follows an agreement, signed last Friday (June 11) by Frank Stanton, President of CBS, and Philip L. Graham, President of The Washington Post Company and President of WTOP, INC.

The agreement is contingent on FCC approval of both the WTOP and KQW moves. It also provides that the deal be closed within 30 days after the FCC consent is given, which in turn is subject to a 60 day waiting period.

John S. Hayes, General Manager of the Post-owned WINX, will become General Manager of WTOP, according to the application. No other "substantial changes in the present staff of WTOP" are proposed.

No substantial changes in WTOP's program policies are contemplated. However, "The applicant proposes to study the possibilities of augmenting the station's current program schedule by the addition of programs of local interest employing the facilities of the Washington Post, a newspaper nationally distinguished for service to its community."

WTOP-FM, when it is completed, will duplicate WTOP programs, and broadcast "non-duplicated FM programs of local interest when and if circumstances arise which make the presentation of such programs desirable."

CBS retains its news operation and executive offices in Washington.

The KQW application is based on an agreement (May 18, 1948) between CBS and Mott Q., Ralph R., and Dorothy M. Brunton, detailing sale of the Bruntons' interest in KQW and KQW-FM.

The application points out that San Francisco is the second largest center on the Pacific Coast and the terminal and relay points for all international broadcasting from the Pacific news area.

"Each of the other transcontinental networks, in fact or in effect, owns its own San Francisco station", the application states.

CBS believes "that the acquisition of Station KQW will enable it to improve the program and technical service of that station and otherwise improve operation of that station in the public interest by making the services of (CBS) personnel available to that station.

"In addition, if (CBS) is granted a construction permit for a San Francisco television station, ownership of both a television and a standard broadcast station in the same area will make it possible for (CBS) to operate both stations more efficiently to the benefit of both stations and their audiences."

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HOFFMAN APPOINTED GEN. MAN., WOL; CRAVEN IN CHARGE OF ENGINEERING

Phil Hoffman, Vice-President, Cowles Broadcasting Company, and formerly Manager of Radio Station KRNT, Des Moines, Iowa, has been appointed to the position of General Manager of Radio Station WOL, Washington, it was announced yesterday (June 15) by Luther L. Hill, Vice-President of the Cowles Broadcasting Company.

Commander T.A.M. Craven, who has been Acting Manager for WOL, will remain in Washington as Vice-President of the Cowles Broadcasting Company in Charge of Engineering. Due to the increasing activities of the Cowles Broadcasting Company in the field of television and FM, it is deemed desirable that Commander Craven devote his full time and energies in those fields. In connection with this, Commander Craven has announced that WOL-FM will probably take to the air before the end of this month.

In assuming managership of WOL, Mr. Hoffman will be coming direct from Des Moines, home office of the Cowles organization. He has been with the Cowles since 1931, and has had extensive experience in administrative, managerial and commercial activities of radio broadcasting stations.

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WESTINGHOUSE TURNS OUT NEW TELEVISION MODELS

The Westinghouse Electric Corporation will produce two new table television models and two new console combination units with television, FM-AM radio and automatic phonograph facilities, F. M. Sloan, Home Radio Division Manager, told more than 350 company distributors over the week-end. Prices have not yet been determined, he said.

All television receivers will have direct view cathode ray tubes ranging from ten to sixteen inches, Mr. Sloan disclosed.

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"NEW YORK TIMES" SPREADS ITSELF IN TELEVISION-RADIO ISSUE

The New York Times blossomed forth with a 28-page Television-Radio Supplement last Sunday (June 13) that was a credit to that great newspaper and a feather in the cap of its radio and television editor Jack Gould.

"In fostering the growth of television", Wayne Coy, Chairman of the Federal Communications Commission, writes, "The Commission believes it is helping to bring the American people the most powerful medium of mass communication ever conceived in the mind of man."

Among the other leading contributors to the issue were Brig. Gen. David Sarnoff, Chairman of RCA; William S. Paley, Chairman of CBS; Mark Woods, President of the American Broadcasting Company; W.R.G. Baker, Vice-President of General Electric Company, first man to have his initials carried as the call letters of a television station WRGB, Schenectady; Commander E. F. McDonald, President of the Zenith Radio Corporation, and Edgar Kobak, President of the Mutual Broadcasting System.

Jack Gould writes:

"The arrival of television is as unmistakable as it is sudden. A year ago the feat of sending pictures through the air was largely a matter of technical interest. Today television is accepted as a practical wonder.

"As an art, it provides a new and distinctive form of entertainment which promises to have vast cultural ramifications. As a business, it bids certain to assume billion-dollar proportions in another twelve months - the first 'post-war baby' to join the industrial elite. On whatever basis it is judged, television is decidedly here.

"Television now boasts a national audience of 1,750,000 persons. There are 375,000 sets in use, each being enjoyed by an estimated average of five persons. Reports last week indicated that by the end of 1948 the number of receivers would rise to 800,000 and the total audience to above 4,000,000. A year later the audience is expected to exceed 10,000,000. Sets are being bought at the rate of nearly 50,000 a month - as fast as they are made. The average price paid for a receiver a year ago was between \$400 and \$500; this year it is expected to drop to the \$300-\$400 bracket.

"Thirty stations as of this week will be transmitting sight with sound and another thirty to forty will be doing so before the start of 1949. Networks at present run from Boston and Schenectady, south to Richmond, linking New York, Philadelphia, Baltimore and Washington on the way. Before January the Midwest is due to be linked to stations on the Eastern seaboard. A coast-to-coast network, joining New York and Hollywood, is expected between 1950 and the end of 1952.

"The root of the video industry's uncompromising confidence in the future is the indisputable fact that it is different: never before has it been possible to speak simultaneously to the country's millions, face to face. Thanks to television, it is possible now.

BELIEVES RADAR-TV ROCKET MIGHT BOMB U.S. FROM EUROPE

As a prophecy of how terrible a third world war would be, Orrin E. Dunlap, Jr. in his latest book "Radar" reveals that giant radio controlled rockets projected through the stratosphere could hit a target thousands of miles away, because radar-television would control their flight and enable a gunner, far beyond the horizon, to guide them to the target. Mr. Dunlap goes on to say a rocket bomb with a television eye in its nose might conceivably enable an operator in Europe to see continually what was directly ahead of the cometlike projectile, and by means of radio control cause it to land in Boston, New York, Chicago, Niagara Falls or Detroit.

"As wireless has always been a mystery to the layman, so is radar", Mr. Dunlap explains. "Yesterday, he asked how an electric spark could send messages through the air; how a vacuum tube could make a microphone a voice to all the world. Today, he asks, how can an iconoscopic camera scan a scene and send the picture invisibly through space to be reproduced in homes far away?"

"How can an invisible radar beam pulse through the air, strike the tiny speck of an airplane up twenty thousand feet, or twenty miles away? The miracle is that it does exactly that, for a radio wave is reflected like an echo from a plane, even when the latter is but a pin point in space."

Mr. Dunlap who, in his previous books, has done more to simplify radio and television in the mind of the average reader, performs an equally valuable service in explaining the newest of these amazing discoveries.

"Radar" he tells us, "is a pulse or beam of high-frequency radio energy, timed and molded by precision electronic instruments, projected into space. Traveling at the speed of light, it goes off into the infinite unless it strikes an interfering object - an airplane, a ship, or a mountain peak - and then bounces back, or 'echoes', to a receiver, all within millionths of a second! In that twinkling of an eye the existence and exact location of the aircraft, ship, or mountain is revealed. That is the magic of radar, a miracle of science!"

The author also makes a point probably not known to the average person when he explains, as if in contradiction to the recent claim by the Soviet, that a Russian invented radar:

"The pattern of radar has been woven on the loom of Time by many hands. They include the skilled fingers of Hertz and Marconi, Tesla and Thomson, Braun, Edison, DeForest and a host of others - Kennelly, Heaviside, Taylor, Tuve, Page, Zworykin, Wolff, and other men famous for their contributions to the advance of radio as a science, an art, and an industry."

"Radar is detecting and ranging by radio. Ra-radio; d-detection or direction-finding; a-and; r-ranging. There you have the make-up of the word 'r-a-d-a-r,' which spells the same forward and backward."

"Through the study of nature, man often finds clues to scientific development, or at least their explanation. He shaped the airplane after the bird; he studied the gull and the eagle for wing as well as body design. And in television he endeavors electronically to emulate the human eye. Now it is recognized that the basic idea of radar is found in the swift flight and unerring agility of bats in the dusk and dark.

"Drs. Robert Galambos and Donald R. Griffin, of the University of Rochester Medical School, have disclosed that bats are guided by reflected sound - a sort of natural radar. They discovered that these membrane-winged mammals, while in flight, emit a constant stream of pulselike squeaks pitched far above the range of human hearing, in fact as high as 50,000 cycles, or vibrations per second. The best of human ears cannot hear above 20,000 cycles, and many do not go above 8,000; dogs, 35,000 cycles, and rats, about 40,000."

"'Go into a cave and shout, and you will have a radar system of your own', said Dr. C. B. Jolliffe, Vice-President in charge of RCA Laboratories. 'Sea captains have had a sort of radar of their own ever since they had foghorns. They blow the horn and if the toots come back as echoes they know something is ahead and they quickly do something about it.'

"The boy who yoohoos into a ravine or against a cliff to hear an echo also has a radar system. That again illustrates the radar principle. Sound traveling 1,090 feet a second strikes an object and is reflected. There is a micro-second time lag, of course, between the second the sound is released and the second the echo is heard. The time interval is greater if the boy shouting is farther away from the cliff or reflecting surface; the interval will be very short if the boy is close to the wall or cliff."

"'The radar peep that echoed from the moon was more than a faint signal of hope to radio scientists and astronomers', observed Brig. General David Sarnoff. 'To them it was as important as the first feeble transatlantic signal to Marconi's ears when he plucked the letter "S" from the ocean air. That flash of three dots in the Morse code told him that world-wide radio communication was possible. Similarly, the radar signal from the moon proved that man might someday reach out to touch the planets; it revived speculation on interplanetary communication and inspired great hope for interstellar scientific exploration.'

This revised edition of "Radar" (Harper & Brothers, N. Y. Price \$3.00) is Mr. Dunlap's tenth book. The others are:

"Dunlap's Radio Manual", "The Story of Radio", "Advertising by Radio", "Radio in Advertising", "The Outlook for Television", "Talking on the Radio", "Marconi: The Man and His Wireless", "The Future of Television", "Radio's 100 Men of Science."

The new edition of "Radar" is dedicated to Charles M. Dunlap, Jr., USNR, Mr. Dunlap's nephew, "who served his country in naval radio operations on board the USS Sibley in the war against Japan at Iwo Jima, Okinawa, and in other areas of the Pacific."

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NO CHANCE WHITE BILL PASSING; WOULD SPLIT FCC & BAN HIGHER POWER

Government control of radio program content as implied by the White Bill reported out of Committee last Wednesday (June 9) is in effect "repeal of the Constitutional provision" protecting freedom of speech and the press, Justin Miller, President of the National Association of Broadcasters said last Thursday.

Commenting on S-1333, which was reported out of the Senate Interstate and Foreign Commerce Committee by a vote of 9 to 4, and which would amend the Communications Act of 1934, Judge Miller said that such control of program content "would return radio and the press to the status of England's 'licensed press' of the 17th century.

"I cannot see how this kind of control can be reconciled with the flat statement of the Supreme Court only last month that 'We have no doubt that motion pictures, like newspapers and radio, are included in the press whose freedom is guaranteed by the First Amendment.' For instance, what of facsimile, which is a newspaper transmitted by radio? Would the Commission control it?

"Although the apparent theory is that the Federal Communications Commission would act only after the fact, and with regard to the so-called 'over-all' programming policy of a licensee", Judge Miller said, "it is clear that over-all programming cannot be examined in a vacuum - any such examination must include a consideration of specific programs. We know from years of practical experience, that the Commission has acted and will continue to act before the fact, and with respect to specific programs, unless this type of supervisory power is denied to it.

"For a demonstration of this, one need look no farther than the still-undecided 'Mayflower rule' controversy, which was established by default when a radio station was intimidated into cancelling specific programs in order to have its license renewed.

"This plainly, is censorship both before and after the fact. It is contrary not merely to the present Communications Act's prohibition of such censorship, but to the plain and forbidding language of the First Amendment to the Constitution as well. We cannot acquiesce in this proposed legislative repeal of the Constitutional provision."

The amended White Bill contains two different versions from that which a subcommittee approved and submitted to the full committee last December, namely that the Federal Communications Commission would be split into two panels - one to handle broadcasting matters and the other for common carriers and the safety and special services, and Commissioners' salaries would be boosted to \$15,000 from the current \$10,000. Also the bill would write into law the portion of pending Johnson Resolution (S-246) banning a power above 50 kw until international agreement on the use of higher power is reached via the North American Regional Broadcasting Agreement.

Since Congress is all set to adjourn as of June 19th, if at all possible, and despite President Truman's spanking, there is little chance of the bill being passed this session especially since the House has not yet held any hearings on it.

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ZENITH SUES ADMIRAL CORP. FOR UNFAIR COMPETITION

Zenith Radio Corporation has just filed suit in Federal Court against Admiral Corporation and Continental Can Company, charging that Admiral had "copied, imitated, and appropriated" the design of Zenith's fast selling "Zenette" model portable radio.

The suit charges unfair competition, and alleges that the public will be deceived by this close imitation of the popular Zenith model. Zenith has asked for an injunction.

The suit was filed by Irving Herriott and Charles O. Parke as attorneys for Zenith Radio Corporation.

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FACSIMILE TO GO COMMERCIAL ON FM BAND JULY 15

Rules and regulations to enable commercial FM stations to give commercial facsimile service were announced Thursday (June 10) by the Federal Communications Commission, the enabling rules to be effective July 15. Experimental facsimile broadcasting has progressed to the point where the FCC feels its operation on a commercial basis is warranted.

The FCC rules will allow either the simplex or multiplex methods to be used. Simplex facsimile interrupts the aural programs during facsimile transmission on the channel, but in multiplex both are transmitted at the same time. Because of this, simplex facsimile transmissions will be limited to one hour between 7 A.M. and midnight, with no limit for the hours between midnight and 7 A.M. Multiplex facsimile on the other hand, may be transmitted for a maximum of three hours between 7 A.M. and midnight, as well as any time between midnight and 7 A.M.

The FCC urged in its announcement that continued multiplex experiments be carried on so that FM and facsimile may operate in the same band without limiting frequency response.

The rules authorize a recording width of 8.2 inches for the usual number of scanning lines per inch (105), but allows other paper widths where desired with appropriate numbers of lines per inch under the single set of standards.

With respect to non-broadcast services, facsimile has been employed to some extent by common carriers, such as the telegraph, and by police, aeronautical and some other specialized services. Facsimile may be authorized for such services provided the emissions are confined to the band assigned to the particular service.

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PLANS OUTLINED FOR WOIC AND WOR-TV AT WASHINGTON GROUND BREAKING

Ground breaking ceremonies were held yesterday (June 15) for the transmitter building of Washington's newest television station, WOIC, scheduled to go on the air October 1 on Channel 9. A 300-foot television and antenna have already been erected at 40th and Brandywine Streets.

At the ceremonies, attended by FCC Commissioner George Sterling, a comprehensive plan was revealed under which the new station will link Washington with TV stations in New York and other key eastern cities, and transmit to them Washington-originated programs of national and international import and receive their outstanding programs in return.

Theodore C. Streibert, President of WOR in New York which owns and will operate the Washington TV station, said in revealing the plan, "Soon after WOIC's debut, WOR will open its New York television outlet, WOR-TV, and the two television stations, connected by coaxial cable, will exchange programs between the nation's two most important news centers. These stations", stated Mr. Streibert, "will become the nucleus of the Mutual eastern regional television network. The programs originated by the two stations will be furnished as Mutual program service to the members and affiliates of Mutual which operate television stations. Also film recordings of these programs will be offered to Mutual affiliates not connected by the coaxial cable or micro-wave relay."

In describing the WOIC transmitter building, J. R. Poppele, Vice-President of WOR in charge of engineering, who attended the ground breaking ceremonies, said, "WOIC's transmitter building will be a one-story structure of modern design approved by the District Board of Zoning, Fine Arts Commission, and Park and Planning Commission."

"In equipping the transmitter building", Mr. Poppele said, "WOR engineers will take advantage of all new methods of construction and design. Provision has been made for shortwave, micro-wave and relay equipment and terminals for the co-axial television cables."

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TRUMAN DOESN'T FORGET FRIEND PETRILLO; TELLS HIM REMOVE CONGRESS

President Truman didn't forget his newlymade friend James C. Petrillo, re-elected President of the American Federation of Musicians, on the "non-political" coast-to-coast trip. From the presidential train at Olympia, Washington, Mr. Truman telegraphed to Mr. Petrillo at the AFM convention at Asbury Park last week, charging that Congress, by commission and omission, was imperiling the future of America.

Mr. Truman's message, which continued his criticism of Congress, asserted that this country has gone forward - not backward - for fifteen years and that all Americans have shared in the growth and development of its economy and resources.

"Recently this pattern has been challenged", the message said, "by a Congress which has enacted class legislation to benefit favored groups, a Congress which favors increasing prices and profits, but is indifferent to the problems of the small wage earner."

Delegates of the union received the message with vigorous applause.

Senator Wayne Morse, (R), of Oregon, attacking the Taft-Hartley Law as the work of a hysterical Congress, predicted in an address before the convention that it would provoke "an uprising that would correct the conditions" brought on by the law. He also predicted that various sections of the act would be found unconstitutional.

While criticizing communism, which he said "would establish a police state if it prevailed", he also assailed the Mundt-Nixon bill to outlaw Communist activities as a blow to democracy.

A resolution intended to foster revival of vaudeville as a means of creating employment opportunities for musicians was adopted. It authorized Mr. Petrillo and the executive board to set up a "Committee to Bring Back Vaudeville." Another resolution adopted urged Congress to abolish the 20 per cent amusement tax.

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WJZ-TV ANTENNA GOES UP ON HOTEL PIERRE THURSDAY

WJZ-TV, the American Broadcasting Company's key television station, will emerge from the laboratory and blue-print stage and become visible to thousands of its potential viewers when, on June 17, its ultra-modern antenna structure will be transported from Camden, N.J. and hoisted to the top of the station's transmitter site, the Hotel Pierre, at Fifth Avenue and 61st St., New York City.

According to Frank Marx, ABC Vice-President in Charge of General Engineering, the WJZ-TV antenna, designed to transmit a powerful audio and video signal over the entire Greater New York area, will be of the pylon super turnstile type. Built by the Radio Corporation of America for the American Broadcasting Company, the huge structure weighing 8,000 lbs. will be installed atop the Hotel Pierre in three sections. The pylon, or under-structure, will be delivered in two sections and the six-bay, all-steel turnstile antenna will arrive at its destination in one section. The over-all height of the antenna structure will be 80 feet, and, when hoisted onto the hotel, one of New York's highest buildings, will give WJZ-TV a monumental antenna in the heart of Manhattan.

The installation of the antenna assures WJZ-TV's great potential audiences that the network's excellent programs will achieve topmost quality of transmission, for the equipment recently installed in the Pierre to originate the station's signals matches in efficiency the antenna that will put them on the air.

With the transmitter already installed, and the antenna erection schedule for June 17, ABC plans to transmit test patterns in the near future. Action transmission of programs will begin in August.

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 ::: SCISSORS AND PASTE :::
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Radio-Tele's 300 G Convention Tab
 ("Variety")

It's estimated that the week of the Republican Convention in Philadelphia this month will add up to a \$300,000 expense account for the radio-television networks and stations. This amount, of course, is exclusive of the regular salaries of staffers assigned to the GOP powwow and if the cancelled-out commercial time segments were added the figure would approximate something closer to \$400,000.

NBC alone, it's said, will have a total of nearly 200 at the Philly convention for its radio-tele setup, with the other three networks (ABC, CBS, Mutual) adding an additional 200. The estimated 300G figure is based on such items as hotels and room space, food, liquor, transportation, lines, engineering, private phones, air conditioning units, teletype and news printers. Plus the overtime tab for personnel.

You Have Two Choices

(Richard L. Coe in "Washington Post")

Of television the radio industry is of two minds! . . .

- (1) That "video" eventually will take over all phases of radio . . .
 - (2) That "video" will remain, no matter how important its scope, only a supplementary modium of the air . . .
- Radio, as we know it, is here to stay, says the first camp, pointing to 40 million radio families and network billings of \$200 million a year.

Newspapers Increased Their Advertising Share By 31%
 ("Editor and Publisher")

In 1946, newspapers got 27% of national ad expenditures while the magazines received 35%. The report indicates that during 1947, however, the newspapers increased their share to 31%, while magazines dropped to about 34%. Other major media, such as network and spot radio, lost some of their share, or, like outdoor and farm journals, remained relatively static in this respect.

Churchill Claims British Led World In Radar
 (Winston Churchill in "New York Times" and Life Magazine)

In the Spring of 1939 the Graf Zeppelin flew up the east coast of Britain. General Martini, Director-General of Signals in the Luftwaffe, had arranged that she carried special listening equipment to discover the existence of British Radar transmissions, if any. The attempt failed, but had her listening equipment been working properly the Graf Zeppelin ought certainly to have been able to carry back to Germany the information that we had Radar, for our Radar stations were not only operating at the time but also detected her movements and divined her intentions. The Germans would not have been surprised to hear our Radar pulses, for they had developed a technically efficient Radar system which was in some respects ahead of our own. What would have surprised them, however, was the extent to which we had turned our discoveries to practical effect, and woven all into our general air defense system. In this we led the world.

TRADE NOTES

The election of Charles Edison and Morris F. LaCrois as Directors of the International Telephone and Telegraph Corporation was announced last week by Col. Sosthenes Behn, Chairman and President of the Corporation, following a regular meeting of the Board of Directors.

Mr. Edison is President and Director of Thomas A. Edison, Inc., and formerly served as Governor of the State of New Jersey from 1941 to 1944, and as Secretary of the United States Navy from 1939 to 1940. Mr. LaCrois is Chairman of the Board of the General Telephone Corporation and is also a partner in the brokerage firm of Paine, Weber, Jackson and Curtis. He is also a trustee of Smith College.

The morning and Sunday published St. Louis Globe-Democrat will be cited for its extra-curricular services to the citizenry of St. Louis and Missouri by editor Gabriel Heatter during the course of his "Behind The Front Page" broadcast over Mutual on Sunday, June 20 (7:30 to 8 P.M., EDT). Mr. Heatter will salute the paper for its outstanding civic betterment contributions and for its leadership in civic affairs both locally and state-wide. The citation to the paper will follow a dramatization on a story typical of those published "behind the front page" of a newspaper.

J. Leonard Reinsch, Manager of radio for the James M. Cox stations, was the main speaker at the June 15 radio session of the Advertising Association of the West convention which got underway on Monday, June 14, for four days in Sacramento. Mr. Reinsch spoke on "What's Ahead of Radio". Harry C. Butcher, President of KIST, Santa Barbara, formerly with the Columbia Broadcasting System in Washington, presided as Session Chairman.

A bill stripping the Federal Trade Commission of authority to issue "cease and desist" orders was approved last Friday (June 11) by the House Interstate Commerce Committee. It substitutes Commission authorization to prepare complaints for presentation to Federal District Courts for prosecution.

A three-man committee, headed by Prof. Robert Bowie of Harvard Law School, is now making a study of nine independent regulatory commissions, including the Federal Communications Commission. The study is being made under Lodge-Brown bill setting up a Commission on the Organization of the Executive Branch of the Government. Report of findings will be made to Congress early next year. Owen D. Young and ex-Senator Robert LaFollette are two other members of the Committee.

Television sets will enable reporters at typewriters in the press room to keep in touch with what is going on down on the Philadelphia Republican National Convention floor, and cue them for rapid re-entries to their convention seats for quick coverage of major happenings as they develop.

A farewell luncheon will be tendered to FCC Commissioner Clifford J. Durr by the Washington chapters of the National Lawyers Guild on June 19th upon his retirement at the end of his term on June 30. Speakers will include FCC Chairman Wayne Coy; Thurman Arnold, former Assistant Attorney General, and Senator Claude Pepper.

Commander E. F. McDonald, Jr., of Chicago, President of the Zenith Radio Corporation, left last week for the Summer vacation to what he described as the North Country where he said it would take \$2.50 postage on a postcard to reach him.

John M. Otter has been elected Vice President and General Sales Manager of Philco Corporation, it will be announced tomorrow by James H. Carmine, Vice President, Distribution, of the Corporation.

Mr. Otter joined Philco in 1926 and has played an important part in helping to create the nationwide Philco distribution organization which includes 134 wholesale distributors and about 27,000 dealers. For the past year he has been General Sales Manager of Philco.

A hearing was held today in Washington in the cases of Radio Kits, Inc., and others, for false and misleading advertising in the sale of radio parts assembled in kits.

Plans for a vast adult education project to be undertaken by the National Broadcasting Company and its affiliated stations in cooperation with leading U. S. colleges and universities were announced Monday (June 14) by Ken R. Dyke, the network's administrative Vice-President in Charge of Programs and Public Affairs.

Institutions of higher learning are being invited to join with NBC and its affiliates in a college-by-radio plan which will provide home-study courses built around network-produced programs, supplementary guidance broadcasts by local affiliates and university stations, and assigned reading. The entire project will be under the supervision of Sterling W. Fisher, Manager of the NBC Public Affairs and Education Department.

Announcement was made last week in New York by John Cowles of Minneapolis, Vice-President of Cowles Broadcasting Co., and Mrs. Cowles, of the engagement of their daughter, Sarah Richardson, to John Marshall Bullitt, son of Mrs. Donald M. Payson, of Portland, Me., and the late Keith L. Bullitt of Los Angeles. The wedding will take place in August.

A United Press report from Athens, Greece, stated that William Donovan, wartime chief of the U. S. Office of Strategic Services, left by plane Sunday, June 13, for New York, after a preliminary investigation into the death of George Polk, Columbia Broadcasting System correspondent. Donovan said "Greek police and judicial authorities are handling the case satisfactorily."

John Mills, who had been living in Pasadena, Calif., since his retirement as Director of Publications of the Bell Telephone Laboratory in 1945, died Monday night in Rochester, N.Y., while visiting his son, John Jr.

An important contributor to the development of transcontinental telephony, Mr. Mills held twenty-nine patents relating to wire and radio telephonic communication, and as an author had done a great deal toward making modern scientific achievements comprehensible to the layman.