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December 22, 1948

BIG CHANCE SEEN FOR RADIO SERVICE MEN TO CASH IN ON TV

That there isn't the slightest chance of television doing them any harm but to the contrary afforded the chance of a lifetime to expand, was the assurance given to radio servicemen by Max F. Balcom, President of the Radio Manufacturers' Association and Vice-President of Sylvania Electric Products, when he addressed them recently in New York City and later in Boston. Mr. Balcom took a very optimistic view of the situation and said for them it was like turning from repairing bicycles to servicing automobiles.

"No competent radio technician today need have any fear that television or any other new broadcasting service will put him out of business", Mr. Balcom assured the New York group. "On the contrary, his chances for increasing his profits and making his economic position more secure were never so good as they are today. But he will have to do what every other professional man has to do - learn everything he can about new equipment and techniques as they appear in his field.

"All of us in the radio industry are having to, in effect, go back to school to keep abreast of the rapid developments in television. While closely akin to radio, television is different in so many respects that everyone - from the design engineer to the dealer-salesman - has had to start from scratch to produce and market this new and exciting product. Television requires new production techniques and knowhow. It requires new marketing and selling methods. And TV sets require new servicing knowledge and practices.

"The servicing of home receivers, particularly the new TV sets, is rapidly becoming a big business, and it will require well trained technicians who are familiar with the instrument they are servicing and the most modern techniques for detecting and correcting any trouble that may develop.

"You may think that 900,000 or even a million television sets don't seem like much in comparison with about 20 million radios manufactured in 1947. In units, that is true; but in dollars it presents an entirely different picture."

Television receivers sell today from just under \$100 to more than \$4,000. The average retail price is between \$350 and \$400 - a price equal to the more expensive radio phonograph console, the RMA head pointed out. During the first half of 1948 the number of television receivers represented only about 3 percent of the total set production but nearly 21 percent of the set manufacturers' dollar volume.

"What does this mean to the radio technician?" Mr. Balcom asked. "It means that he will be working on a much more costly product than he has been in the radio field where the average service job, probably, was done on a table model which sold anywhere from \$10 to \$35.

"There is one obvious reason why neither an incompetent set manufacturer nor an untrained serviceman cannot hope to stay in the television business very long. That is because, in broadcasting at least, the ear is much easier to fool than the eye.

"No doubt all of you have met the radio listener who is so used to listening to the distorted tone of his old radio that he thinks there's something wrong when he hears the clear tones of a modern set. Many listeners are tone deaf or have tin ears and consequently fail to appreciate the high quality reception and amplification found in today's better radios. The ability of an FM receiver to reproduce music with much higher tonal ranges than can an AM set, for instance, means little to such listeners.

"However, almost anyone, whether or not he wears glasses, can immediately detect a faulty television picture. He doesn't need a musical education to note that reception is distorted or unclear. And he's even more at a loss than he was with his radio as to what he can do about it. So he just picks up the phone and calls a serviceman or the dealer from whom he bought it."

Mr. Balcom concluded:

"Perhaps I have placed too much emphasis on television tonight. I have done so because television is the newest and the most exciting addition to the receiver line. I do not mean to imply, however, that radio receivers are passing out of the picture. On the contrary radio set production undoubtedly will continue well ahead of television for several years to come, and I do not believe that television will ever supplant radio."

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BROOKLYN DEALER AGREES TO OMIT RECTIFIERS IN TUBE COUNT

Louis Schwartz, trading as Musical Chest Co., 458 East 51st St., Brooklyn, has entered into a stipulation-agreement with the Federal Trade Commission to stop selling lottery devices and to discontinue certain representations concerning radios and wallets.

Schwartz agrees to refrain from supplying to others punchboards or other lottery devices that may be used in selling and distributing merchandise to the public.

Under the terms of the agreement, Schwartz also agrees to stop representing that any radio receiving set is of a designated tube capacity when one or more of the tubes referred to are devices which do not perform the recognized and customary functions of radio receiving set tubes in the detection, amplification and reception of radio signals. Rectifiers were included in the tube count in Schwartz's advertisements, according to the stipulation.

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MORE THAN A THIRD OF U.S. NEWSPAPERS AFFILIATED WITH FM

More than 35% of the nation's FM radio stations are affiliated either directly or indirectly with newspapers, the FM Association stated Monday.

Following a survey of FM station ownership the FMA disclosed that 243 of the 687 commercial FM stations are owned either outright or in part by newspapers. This indicates, said the FM Association, that newspapers are expanding their public service operations into the field of radio.

A breakdown of FM stations owned entirely or in part by newspaper interests disclosed that 43 are independent FM operations, 40 have independent FM and AM stations not affiliated with the major networks, and five independent FM stations have pending before the Federal Communications Commission applications for AM stations.

Of 155 FM-AM stations owned by newspapers and affiliated with one or more of the major networks, 50 are affiliates of the American Broadcasting Company; 39 of Mutual Broadcasting System; 32 of National Broadcasting Company, and 30 of Columbia Broadcasting System. Four stations owned by newspapers are affiliated with two of the major networks.

In addition to the 243 newspaper-owned FM stations now on the air, newspapers hold construction permits for 48, the FMA stated.

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ROSY PROMISES OF HOLLYWOOD TELEVISION SCHOOL HIT BY FTC

Misrepresentation of a home study course in electronics, radio and television is charged in a complaint issued by the Federal Trade Commission against Universal Radio-Vision Training Corp., 1025 North Highland Ave., Hollywood, its officers and its superintendent of instruction.

The complaint, which charges violation of the Federal Trade Commission Act, alleges that the respondents "are making numerous false, deceptive and misleading statements and representations" with respect to the advantages and benefits to be derived from their course of instruction. The misrepresentations, the complaint says, are made by field agents in personal conversations with prospects and through the dissemination of advertisements in newspapers and other mediums.

According to the complaint, the respondents have represented that their course of study enables students to obtain and hold lucrative positions in the electronics industry, including the fields of broadcasting, public address systems and sound, and that graduates may be assured of earning from \$125 a week to \$700 a month in the television industry.

Terming such representations as "grossly exaggerated, false and misleading", the complaint contends that the course is confined

to the teaching of theory in electronics, radio and television and is "wholly insufficient" to properly train one as a technician. The complaint adds that substantial practical training and experience are required to qualify anyone as a technician.

Other statements challenged as false and misleading by the complaint include representations that the corporation is a successor of the American Institute of Technology, Detroit, and has been in continuous operation since 1934; that anyone with a liking for radio, electronics and television may become part of the industry and be assured of high paid positions; that men and women from the ages of 17 to 50 may successfully train for and become certified technicians in the electronics industry. . . .; that the school is recognized as having authority to certify its graduates as radio technicians; that the Federal Communications Commission, through its branch offices, certifies graduates as radio technicians; that prominent firms in the electronic and radio industry employ graduates at salaries beginning at \$500 a month; that the course of study is superior to the work offered by Massachusetts Institute of Technology; and that students may be trained in less time through the course than by attending standard residence schools.

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ABC ACQUIRES TV LICENSE TO DUNNING ANIMATIC PROJECTOR

The American Broadcasting Company has acquired the exclusive television license to the Dunning Animatic projector developed by Dunningcolor Corporation of Hollywood, Cal. Under this license, the Animatic projector becomes available to ABC owned and operated television stations as well as video stations affiliated with the network.

Designed to achieve a low cost method of producing 16 mm. television films and video commercials, the Animatic projector was demonstrated to the press last week in the ABC board room by Carroll H. Dunning, President of Dunningcolor Corporation, whom together with his son, Dodge, invented the machine.

Similar to slide film projectors, the Animatic projector achieves animation in films by pulling each picture down in the brief interval of 1/200th of a second. The illusion of animation is achieved through the fact that each succeeding frame appears in perfect register with the previous picture. The frames containing the telecast picture may be moved either electronically, through an inaudible note on the phonograph record which provides the sound track, or, if the commercial announcement is to be done live, through manual push-button control.

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NBS HEAD PUTS RECORD STRAIGHT RE BRUNETTI RESIGNATION

Inasmuch as an article about Stanford Institute securing the services of Dr. Brunetti, one of the developers of the proximity fuse, away from the National Bureau of Standards by offering him more money, which appeared in the Heinl News Service (Dec. 15, Page 1), fell into several of the same errors we are reprinting here a letter written by Dr. E. V. Condon, Director of the National Bureau of Standards to the Washington Post:

"On December 11, The Post published an article on the resignation of Dr. Cleo Brunetti from the staff of the National Bureau of Standards. There were several errors which I hope can be corrected.

"The article credits Dr. Brunetti with development of the proximity fuse. No one scientist can be given credit for this. Many individuals made important contributions. Several types were developed and the basic ideas originated both in England and the United States.

"The American work originated at the Department of Terrestrial Magnetism of the Carnegie Institution of Washington. Later the developments for non-rotating projectiles were carried on at the National Bureau of Standards, while those for rotating projectiles were made by the Applied Physics Laboratory of the John Hopkins University at Silver Spring, Md.

"The fascinating story of this important development can be found in the book, 'New Weapons for Air Warfare', edited by Dr. J. C. Boyce, of New York University, for the National Defense Research Committee.

"The article also credits him with the invention of printed electric circuits. Work on this originated in discussions between engineers of the Globe Union Co., of Milwaukee, Wis., and Dr. Alexander Ellett, then of the National Defense Research Committee. Dr. Brunetti has, however, played an important part in extending postwar applications of printed circuits.

"It was stated that Dr. Brunetti's Government salary is \$9,500, whereas it is \$8,509.50, a year. As to the statement that he 'never received a cent for developing the proximity fuse' it should be remarked that, whatever views one may hold as to the adequacy of Federal salaries, it was for precisely his part in this work that the Government was paying him his salary."

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CLIFFORD JONES, A BATAVIA RADIO PIONEER, STRICKEN

Clifford Jones of Batavia, N. Y., well known in western New York radio circles, was stricken fatally while attending a dance with Mrs. Jones last Saturday night. He was 41 years old.

Mr. Jones joined Station WGR in Buffalo as a staff announcer in 1935, and appeared in many radio productions that he wrote and directed. He remained active in radio after becoming a plant safety engineer for the Doehler-Jarvis Corporation at Batavia 7 years ago.

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PRACTICAL TEST PROVES NEW TV EXTENSION IDEA O.K. - SARNOFF

First practical use of a newly developed method of extending television coverage by reducing interference between stations on the same channel is under way on a full-time basis between the New York and Washington television stations of the National Broadcasting Company, it was announced last week by Brig. Gen. David Sarnoff, President and Chairman of the Board of the Radio Corporation of America.

General Sarnoff disclosed that the new method, known as television carrier synchronization, has been in regular operation since Thursday of week before last, employing facilities at RCA Laboratories, Princeton, N. J. He then declared:

"The immediate effect of these operations has been to extend interference-free service to thousands of additional viewing families in the 'fringe', or outlying service areas, of stations WNBT, New York, and WNBW, Washington.

"These operations, therefore, can be regarded as highly successful and point the way to application of synchronization to stations in other parts of the country where the co-channel interference has become a problem.

"Use of synchronization permits a closer spacing of television stations on the same channel than is possible without this method of reducing interference between stations. It also enlarges the service area of television stations, thus enabling television to reach out and serve many more people than otherwise could be served. This is of particular importance to rural sections since it makes possible service to such sections which could not otherwise be obtained."

Chairman Wayne Coy, of the Federal Communications Commission, has now been notified of the initiation of the synchronizing service between the NBC stations, WNBT, New York, and WNBW, Washington.

Commenting on the operation, Niles Trammell, President of the National Broadcasting Company, said:

"Another great engineering advancement in television broadcasting has been achieved by the RCA Laboratories Division of the Radio Corporation of America and we at the National Broadcasting Company are proud indeed to have had the opportunity to put it into operation immediately, thus adding another 'first' to our list.

"We also take pride in the fact that the cooperation of NBC's engineers made possible the accomplishment of this new system of synchronization which already is being used to improve the service of our television stations in New York and Washington, WNBT and WNBW.

"This new system will make the fine programs of these two stations available in more perfect form to many thousands of additional television viewers who live in a wide area between New York and Washington which heretofore has not received satisfactory service.

The use of synchronization will soon be extended to other areas which are troubled with the problem of interference where two stations or more are on the same channel."

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NOW JOHN KENNEDY, KSDJ, TURNS UP AT THE WHITE HOUSE

Having gotten the shirt off President Truman's back (after he had admired it when visiting Mr. Truman at Key West), John S. Kennedy, publisher of the San Diego Journal, and operator of Station KSDJ, San Diego, called on the President in Washington last Friday. Mr. Kennedy did not divulge the object of his visit but there was no further evidence of the President having lost any additional wearing apparel.

John was an ardent Truman supporter in the "late unpleasantness" and put up a real fight for him in the campaign.

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FCC GOES INTO IMPORTANT QUESTION "WHO ARE THE YOUNGEST HAMS?"

The question of who is the "youngest" amateur radio operator is a continuing subject of debate. However, pre-teen-age radio "hams" are nothing new to the Federal Communications Commission.

Recently, two youngsters - one nine years old and the other 11 - received Class B amateur operator licenses. They are Kent William Lattig and Lowell Kay Lattig, brothers, of Cropsey, Illinois. They passed the code and written tests on November 26 in radio district No. 18. As a result, each can now operate an amateur station - Kent with the call signal W9FZE and Lowell, W9FZJ.

The children became interested in radio through their father, Orletta A. Lattig, who holds a Class A amateur license and operates Station W9KOD in the family home.

Though the average age of amateurs is about 34, an eight-year old girl qualified for a license about 15 years ago. FCC Commissioner George E. Sterling was the examining officer at the time and he recalls that she demonstrated her ability to copy on a typewriter at the rate of some 20 words a minute. It was necessary for her to sit on a large dictionary so that she could reach the keys. At last reports this girl, Jean Hudson, W2TEF, was writing stories for the amateur fraternity magazine "QST" on the exploits of amateurs who lost their lives in combat during the last war.

The amateur radio service provides an appropriate outlet for radio-conscious youth to pursue an interesting and instructive hobby. It has been a boon to the invalid, and even the blind. It is also a means of self-improvement, for it furnishes training and experience for those who would enter the rapidly expanding radio fields.

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MANUFACTURERS PRESENT NATION-WIDE TV SERVICE PLAN TO FCC

Plans for future national television service, continuing and expanding present standard (VHF) frequencies for larger cities and proposing future supplementary broadcasting and TV receivers for smaller cities in the higher (UHF) frequencies, were submitted last Monday to the Federal Communications Commission by President Max F. Balcom and a committee of the Radio Manufacturers' Association. The manufacturers' plan would avoid obsolescence for the public of current TV receivers and largely avoid costly future "two-band" sets.

Also, the FCC was urged to end its temporary "freeze" on new TV station construction permits, as quickly as possible, to allow maximum development in 1949 of the current standard television broadcasting and receivers.

The RMA recommendations were presented informally by a committee headed by President Max F. Balcom, but later will be formally submitted.

The RMA plan contemplates that the present standard VHF television system shall be the "back bone" of national television service principally for larger cities and shall be expanded at once to maximum use; also that the higher UHF frequencies be allocated promptly for use, within two or three years, generally for TV service in the smaller cities, with a minimum of overlapping of the higher and lower frequency systems and, therefore, a minimum of two-band receivers. In the meanwhile, for both small and large cities it is proposed to use the present VHF frequencies for maximum service and stations.

Also, the RMA proposals would provide at least four television stations in each city, for competition and network service.

The Commission was urged to end its present "freeze" on the new VHF stations as soon as possible and before specifically allocating the future UHF service. It would be from one to three years before the supplementary UHF service, transmitters and sets, would be available for the smaller cities.

The RMA national television service plan was received by FCC Commissioners Paul A. Walker and Edwin M. Webster, Chairman Wayne Coy being ill. The RMA committee plans were unanimous and said to represent about 95 percent of the television industry opinion. Formalized, detailed RMA recommendations are being drafted by Dr. Allen B. DuMont for submission soon to the Commission.

Future color television was discussed briefly but industry opinion was that it is far distant and would require even higher UHF frequencies than the present television or the supplementary UHF frequencies.

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CIVILIAN WALKIE-TALKIES ANNOUNCED BY CITIZENS RADIO CORP.

The first portable radio transceivers for public use between homes, automobiles, offices, plants, farms and many other person-to-person radio telephone applications are now in pilot plant production, according to Al Gross of the Citizens Radio Corporation of Cleveland, which, it is said, has received the first FCC type approval for equipment to be used on the 465 megacycle band allocated for civilian use.

The equipment, according to Mr. Gross, is one-fourth the size of the famous wartime walkie-talkie, and is the result of more than two years of research and engineering in which many new techniques, including subminiature tubes and the use of silver-on-ceramic circuits, have been perfected for practical push-button, person-to-person radio communication for public use.

The transceiver, two of which are required for person-to-person air contact, is housed in a tiny case measuring only 6" x 2-7/8" x 1-1/4" topped by a small folding antenna. This pocket-sized radio station includes all necessary equipment except a tiny headphone and batteries carried in a separate case about the size of a miniature camera.

Development of the citizen's radio, Mr. Gross said, was made possible largely through the availability of subminiature tubes manufactured by Sylvania Electric Products, Inc. and the cooperation of Sylvania's advanced development laboratories. However, he admitted that many practical design problems, without which FCC type approval CR-401 could not have been obtained, were solved in the laboratories of the Citizens Radio Corporation.

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TWO STATES PUT ADMISSION TAX ON TELEVISION

The admission tax is catching up with the newest medium of mass entertainment - television, the Associated Press reports from Chicago this week.

The Municipal Finance Officers' Association said Tuesday, Kentucky and Pennsylvania are the first States to be affected.

A recent Kentucky Revenue Department regulation held that if television is used for entertainment in night clubs that have minimum charges, an admission tax is in order. Twenty-five percent of the total charge made is regarded as the admission charge, and the tax is computed on that basis.

Pennsylvania courts have upheld the right of that State to require tavern operators to pay the State for an amusement permit if they use television sets to attract trade.

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PETRILLO RECORD BAN SEEN AS COSTLY STRIKE METHOD

What sounded like "the raspberry" was given to James Caesar Petrillo by the Washington Post for doing an about face in calling off the recording ban. Said the Post:

"A year ago, Mr. Petrillo announced that recorded music would be banned forever by his union. But this week he celebrated the lifting of that ban by directing a recorded rendition of 'I'm Just Wild About Harry' for presentation to President Truman. What is more, he hasn't even bothered to deny charges of inconsistency, contenting himself with the modest observation that, 'All great Americans (and he mentioned President Lincoln as an example) change their minds.'

"As a matter of fact, Mr. Petrillo's actions indicate that he has not changed his mind at all. For the ban on recordings was obviously a tactical move designed to force restoration of the welfare fund for unemployed musicians which was controlled by the union and financed by royalty fees paid by the companies on each disc sold. Under the Taft-Hartley Act, payments of this kind made to representatives of employees are illegal. Hence Mr. Petrillo probably resorted to the ban as a means of bringing pressure on Congress to revise the act or to induce the industry to get around it by some sort of compromise agreement acceptable to his union.

"Last October a compromise agreement was finally reached setting up a welfare fund to be administered by an impartial trustee selected by the recording companies. This week Attorney General Clark, prodded by the Department of Labor, stated that in his opinion the new setup does not violate the Taft-Hartley Act. That cleared the way for a lifting of the ban on recordings. Since the agreement is based on a plan drafted by a union lawyer, and is liberal in its terms, Mr. Petrillo is doubtless fairly well satisfied with the outcome of his strategic campaign, although the Taft-Hartley Act still stands as a bar to the kind of union-controlled fund that is, no doubt, his ultimate aim. However, for members of the musicians' union deprived of income from recordings as well as manufacturers and distributors of records whose sales have declined sharply during the past year, the Petrillo ban has been a costly method of arriving at the present compromise settlement."

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MARSHALL, EX-ALL-AMERICA, MACKAY RADIO, WESTERN UNION HEAD

Walter P. Marshall, Vice-President, last Tuesday was elected President of the Western Union to succeed Joseph L. Eagan who died early this month. Mr. Marshall became Assistant to the President of Western Union in October, 1943, following the merger of Western Union and Postal Telegraph. He was associated previously with Commercial Cable Company, All America Cables and Radio, Inc., Mackay Radio and Telegraph Company and the Mexican Telegraph Company. He takes over direction of the company's \$70,000,000 mechanization program designed to speed up transmission of telegrams and increase the efficiency of operations.

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FRANK MULLEN ADDS JESSE BUTCHER TO HIS STAFF

Frank E. Mullen, President of the G. A. Richards stations, last week appointed radio producer Jesse Butcher as Director of Programming for KMPC in Los Angeles.

Mr. Butcher had been identified with the production of many network programs, including "Breakfast in Hollywood", "Noah Webster Says", and the "Jean Sablon Show".

In his new capacity at KMPC, Mr. Butcher will direct the station's programming efforts, which include building more live talent variety shows and increasing KMPC's agricultural services.

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RADIO-IN-EVERY ROOM CAMPAIGN BOOMS SALT LAKE SALES 128%

Salt Lake City, 128 percent sales increase; New Orleans, 21 percent sales increase; Indianapolis, 50 percent sales increase; Trenton, 110 percent sales increase - there are the final figures in Radio-in-Every-Room campaigns conducted in those cities, proof of what the proper merchandising approach can do in boosting radio sales, the Fred Eldean Organization in New York reports. Conditions were not always favorable; the cities each faced different problems; yet in each case, dealer response was unanimous - Radio-in-Every-Room campaigns help radio business.

Despite the fact that New Orleans dealers found themselves faced with a combination of adverse circumstances, consumer reaction to the campaign held there from October 4 to 20, was strong. Regulation W, going into effect immediately preceding the campaign, curtailed credit buying; announcement of the opening of the city's first television station focussed interest on television sets; and three religious holidays fell during the campaign period. However, dealers and distributors were obviously enthusiastic over the 31 percent increase. Their reaction was summed up by one dealer who said, "If it had not been for the Radio-in-Every-Room campaign, our sales would have been at a standstill. With the campaign, they increased!"

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MRS. FRANK B. JEWETT, WIFE OF FORMER BELL LAB. HEAD, DIES

Mrs. Fannie C. Frisbie Jewett, wife of Dr. Frank B. Jewett, who was President of the Bell Telephone Laboratories from 1925 to 1940, died Friday night in her home at 388 Hobart Avenue, Short Hills, N.J. in her seventy-first year. She was graduated from Rockford (Ill.) College in 1899, received a Ph. D. in Physics from Columbia in 1904, and then taught at Barnard College until her marriage in 1905.

Mrs. Jewett was a member of the Board of Trustees of Rockford College.

Besides her husband, she leaves two sons, Harrison L., and Frank B. Jr. and two brothers, Leigh A., and Joseph R. Frisbie.

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NOVEMBER TV SET PRODUCTION 122,304; NEW RECORD

As manufacturers pushed production of television and radio receivers to meet large pre-Christmas demands, the monthly output of TV sets by member-companies of the Radio Manufacturers' Association jumped 28 percent in November to reach a new peak of 122,304 in November and bring the year's production by RMA manufacturers to more than 700,000 TV receivers, the Radio Manufacturers' Association reported on Monday.

The November TV set production brought the total output by RMA companies since the war to 890,700 and indicated that a million or more television receivers will be off the production lines by the end of 1948. The November TV set production rate was more than four times that of January of this year.

FM-AM radio receiver production remained at a high level although November's total of 166,701 was slightly under October's figures due to the Thanksgiving and Armistice Day holidays. The weekly production rate of FM-AM sets in November was 54 percent greater than the weekly average during the first three quarters of 1948.

Total set production by RMA member-companies, including both TV and radio receivers, was 1,116,127 in November or about the same rate as in October. The November production report covers the four week period, Nov. 1-26, and does not include the last two working days, Nov. 29-30.

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PARA APPEALS FCC TV STATION STAND

Paramount will ask the Federal Communications Commission for a hearing on the Commission's proposed denial by pending applications by company subsidiaries for TV stations in San Francisco, Detroit and Boston, it was learned by the Hollywood Reporter over the weekend. A petition to that effect will have to be filed by December 30.

In response to queries, Paul Raibourn, Vice-President in charge of planning and video chief for Paramount, declared "The proposed decision of the FCC constitutes only the preliminary step in the final determination of the question of television station ownership as affected by the Paramount-DuMont relationship."

Comment was withheld by Dr. Allen B. DuMont, whose firm's applications for TV outlets in Cleveland and Cincinnati were also turned down. The FCC limitation of five video stations to a common ownership was interpreted by the Commission last Thursday as applying to both Paramount and DuMont because of the former's stock interest in the latter. Two outlets are operated by the film company in Los Angeles and Chicago, while the video firm holds licenses in New York, Washington and Pittsburgh.

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 :: SCISSORS AND PASTE ::
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FCC Chairman Coy Sees Phonevision Demonstration
 (Ben Kaufman in "Hollywood Reporter")

New York. - Phonevision works and is a practicable mechanical device, Wayne Coy, Chairman of the FCC, told this pillar last week. Picture quality, he indicated, was as good as that of the conventional home telecast variety. . . Coy disclosed that he saw a demonstration of phonevision last September at the Chicago home of Comdr. Eugene F. McDonald, Jr., president of Zenith Radio Corp., which has developed the telephone-wire-connected system of subscription TV. In the Windy City at that time to address the Theatre Owners' Association, the FCC chief stated that he saw the new process in action during a video broadcast of the Purdue-Notre Dame football game. . . The Zenith-developed method of TV for subscribers employs a device at the transmitter for staggering the picture, so that it can be unscrambled only by sets linked to a corrective instrument by phone wire. . . There has been no application to the FCC, however, to extend phonevision beyond the status of its present experimental license in Chicago. Forthcoming Zenith TV receivers are described by the company as equipped with outlets to utilize the closed telecast system.

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A Society Editor Sizes Up Frieda, the FCC Glamour Girl
 (Mary Van Ronsseleer Thayer in the "Washington Post")

On a Sunday morning last June, at precisely 7:00 A.M., the Republican Congress confirmed Truman appointee Frieda B. Hennock, first woman member of the Federal Communications Commission and sole confirmee out of 900 cases presented. This was the Eightieth Congress' final act before debouching Philadelphia-ward and the Republican Convention.

A feminine Communications Commissioner had long been needed, since women and children make up 90 per cent of the air-attuned consuming public. Lawyer Hennock, a dynamo addicted to golf, sapphires and indoor plants, is the sole woman on a Board of six men. The Commission has ultimate word on all matters dealing with electric and electronic communication. Primarily, Miss Hennock's job is quasi-judicial.

Some days 60 cases pass over her desk and she makes decisions on such variedly allied subjects as telephone rate-making, radio licensing, television, FM, international teletype; special safety services, such as police and taxi radios, ship-to-shore telephones, private citizens' radios.* * *

Frieda, who's blonde, intense, barely forty-ish, studied everything except law as a youngster. At varying periods during adolescence she dipped into music, dramatics, wanted to be a singer. Around 18, she decided to shock her placid family, become a lawyer. Then, most top-notch law schools were closed to women. She wangled

into Brooklyn Law school and, remembering men like Lincoln had no formal training but "read" law in an office, she got herself an after hours job with a legal firm. The day she passed the bar examinations Frieda opened her own office. It had been lent to her, rent free, by a casual woman acquaintance.

Within two weeks Miss Hennock had won a case for her landlady and completely revamped her finances. Frieda asked no fee but her grateful landlady insisted on paying her \$3,000. Not a bad start.

First taking every kind of case, she began at last to specialize in corporate law, handling large estates, and became an outstanding Wall Street lawyer.

Always interested in social service, Frieda claims a flair for Government, believes every citizen at some time should serve in it. Her Commissioner's job pulls down only an infinitesimal part of her former plush salary and, like everyone else, she finds economy tough going.

Her most pleasant eccentricity is believing that, after a hard day's work, there's nothing more refreshing than coming home to a plant-filled room. To buoy herself in new surroundings, Frieda carted some seventy exotic plants from New York, set them in ceiling high rows between windows."

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A Bill To Ban TV Sets In Locomotive Cabs
("Washington Post")

No one has suggested seriously that it would be a good idea to install television for the diversion of locomotive engineers, but a Connecticut legislator is taking no chances. He plans to introduce a bill at Hartford banning video sets in locomotive cabs or in automobiles where the driver can see them. If this restriction seems far-fetched, it is only because such places are among the few spots where the benefits of television are not at least projected. The vogue has seized the country.

When the Federal Communications Commission approves the new high-frequency bands, more channels will be available. So that, with the advent of network video broadcasting and the possibility of stratovision, even the smallest hamlets may soon have a choice of beams. What is in store, then, is a general as well as fundamental revision of American entertainment habits. Surveys already have shown a marked drop in movie attendance. But even at home the outlook is for a reduction in after-dinner reading and conversation, with a possible drop in book selling. While it is possible to do other things while listening to the Hit Parade, as any teen-ager bears witness, television demands full attention.

It is the magnetism of television that places the infant industry under a profound social responsibility. Something will have to be offered to replace the informational and educational activities that are being superseded. At the present rate of growth, it may not be long before sets are placed on sightseeing buses to take passengers' minds off the scenery.

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::: TRADE NOTES :::
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Edgar Morris, a Past President of the Washington, D. C. Board of Trade, has been proposed by the Board of Directors to serve a second term as a Director of the Chamber of Commerce of the United States.

The name of Mr. Morris, who is the Washington Zenith representative, will be placed before the 2500 National Councilors representing member organizations in that national body, who will elect Directors by mail in March of 1949. Mr. Morris again is proposed to represent the Third Election District of the national Chamber.

Harrison W. Moor, Jr. has been appointed Commercial Manager for WBSM (FM) New Bedford, Mass. After his release from active duty as a Major in the Signal Corps, Major Moore served as Sales Manager of Fisher Radio Corp., New York, and later as sales representative for Broadcast Equipment, Inc., Boston. WBSM (FM) will commence operation in late January 1949.

George O. Gillingham, genial FCC press representative, did it a little differently. Instead of the usual Christmas salutation his card read: "The Seasons's Greetings and best wishes for the New York (Fiscal 1949).

Radio Station KRID's two 478-foot towers in Dallas, toppled over early Tuesday, causing the 50,000-watt station to suspend its programs temporarily.

Gardner Cowles, publisher, has been named Chairman of the New York City advertising, publishing, entertainment and graphic arts solicitation committee for the Salvation Army 1949 appeal. Mr. Cowles is President of the Cowles Broadcasting Company.

WNAX, Yankton-Sioux City, has been awarded the American Legion's 1948 National Radio Citation for distinguished public service in South Dakota.

The award was given to WNAX on the recommendation of the American Legion's State Executive Committee in recognition of "outstanding cooperation with the American Legion in the presentation of programs for the betterment of community, State and nation."

The Ministry of Education, which controls radio broadcasting in Colombia, has established a tax of 3 centavos for every record played to the public by a broadcasting station. This measure was taken to meet the provisions of the agreement on payment of royalties to both foreign and national composers and recording companies.

Comdr. Eugene F. McDonald and his 11 year old daughter, Marianne, were listening to Kaltenborn over the radio the other night, Marcia Winn writes in the Chicago Tribune. "Dada", Marianne interjected suddenly, "I don't like that man. He uses too much make-up on his voice."

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