



# HEINL NEWS SERVICE

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TRUMAN MUCH PLEASED WITH INAUGURAL TV; SOME OTHERS NOT

According to a reliable informant close to the President, the television broadcasts seemed to please Mr. Truman almost more than any other feature in connection with his Inauguration. Evidently he had had time to hear from the country regarding the telecasts and had termed them a complete success.

It was said that the television angle was the most frequently mentioned thing in that part of the mail from the East and the newly added Middle West television territory, in the deluge of mail received at the White House following the Inauguration.

There was praise for the Inaugural television from another of the top flight viewers in Washington. Mrs. Wayne Coy, wife of the Chairman of the Federal Communications Commission, stayed home to watch the Inaugural Parade on her video set, and was quoted as saying she was perfectly satisfied and felt she had missed nothing "except maybe the color".

The criticism of radio and television editors varied.

"The cameras of television, covering an inauguration for the first time, caught both the solemnity and pageantry of the occasion with such startling detail and realism that the sense of 'being there' was inescapable", Jack Gould observed in the New York Times. "When the ceremonies were opened with the singing of 'The Star-Spangled Banner', hundreds in offices, homes and public places instinctively followed the action of the spectators in Washington and rose promptly to their feet.

"From the technical standpoint, the coverage of the inauguration was for the most part excellent, but occasionally there were some flaws. Chiefly, the announcers seemed bent on talking every moment they could. In their grasp for words they usually sounded trite and superfluous when what their audience was seeing was sufficiently moving and inspiring in itself. At the parade, the music of the bands and the noise of the crowd often was unnecessarily cut off.

"The view of the proceedings that was projected into the living room was more revealing than that obtained by most spectators spread out in front of the Capitol."

"Television industry, given a once-and-for-all chance on President Truman's inauguration to demonstrate its reported superiority over the newsreels, flubbed the opportunity", Stal wrote in Variety. "Comparison of the two mediums' coverage gave the reels a decided edge, leaving tele only its uncontested immediacy to brag about.

"Not that TV did a bad job. That could hardly have happened with the industry bearing down on all cylinders, pressing 14 cameras and its top announcers and directors into service. But the standout

work expected of the pool pickup from Washington failed to materialize, especially in coverage of the inauguration parade.

"TV lost the showmanly touch accorded by the reels. With one camera stationed directly opposite the President's stand on the White House lawn, it would have been interesting to watch more of Mr. Truman's and Vice-President Barkley's reaction to the different floats. Instead, the cameras kept cutting to such relatively uninspiring sights as the state governors in their cars, or the police motorcade. When they had a chance to inject a little color through concentrating on the West Point cadets or the Annapolis middies, the cameras again went roving, brushing off almost completely the precision marching of the future officers pointed up so neatly by the reels.

"The announcers, too, missed the boat. Where they should have let the camera eye handle the description, they came in with unimportant remarks to distract the viewers' attention."

"At the Lafayette Hotel cocktail lounge, a spokesman said, 'Yes, some of them have been here all day, (the day of the parade)', Sonia Stein wrote in the Washington Post. 'Yes, they keep ordering; some of them must be seeing two pictures by now.'"

Miss Stein concluded:

"Television can see over the heads of the crowds. Through the voice of a narrator, it can help the audience identify celebrities they might not recognize even if they saw them face to face.

"It can bring such historically important ceremonies into the school as it did with the presidential inauguration in Baltimore, St. Louis and Milwaukee.

"But what it cannot do, is give the joy of participation, the feeling of being one of a crowd. It leaves out of its presentation the part of the show some parts of the audience want to see as it jumps around from spot to spot for the best pictures.

"It deprives us of color in the presentation of an event where even the colors worn by the spectators make a vivid and pleasing picture.

"The roar of jet planes flying low over the Capitol is spine-tingling. The television report of the same thing is not.

"The smell of hot dogs and mustard on a crisp, cool day doesn't come over the television channels.

"You can be omnipresent with television - you can be absolutely everywhere. But you can't be there."

A sour note was added by a Post reader, Eric Reisfeld, of Silver Spring, Md.:

"I saw the Inauguration on television - and it was a sad spectacle. I am rather certain that it decided quite a few people, besides myself, against spending money on a set for some time to come.



"It was a rare picture that was not 'fuzzy', 'foggy', or whatever other excuses may be made for a very simple, basic defect: out of focus. Apparently the camera people on these cameras along the route had less knowledge of the workings of a lens than the average amateur photographer.

"Perhaps the time will come when it will be understood, that outside of knowing the limitations and peculiarities of this medium, a television cameraman should know basic photographic principles in preference to knowing the exact electronic process by which his pictures are being transmitted.

"As another criticism, leveled at the producer of this telecast, let me yet mention that there was a marked lack of continuity in the show, some floats being shown each time they passed one of the four camera locations, others being omitted completely."

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#### SARNOFF, "GREAT MAN", SETTLED RECORDS BAN, SAYS PETRILLO

That credit for settling the year old ban on record manufacturing was given to Brig. Gen. David Sarnoff, of RCA by James C. Petrillo, President of the American Federation of Musicians, was revealed in the January issue of Radio Age.

"I feel that something should be said about a great man who brought this about, for this is another victory for all of us", Mr. Petrillo was quoted as saying, after the pact had been signed. "And feeling that one man in the industry was a fair man, I went to see General Sarnoff, some five-six months ago and I said, 'General, what are we going to do about this thing. Are we going to fight it out like we did before, or are we gonna settle this matter in a nice manner like Americans should?' And he said: 'Jimmy, there shouldn't be any fights; we ought to get together on this thing.' And we did get together. He grabbed hold of the bull by the horn himself, called in the industry - did a swell job - advised me as to what he thought was right and wrong. I mean when I say advised me, he said: 'This is the thing we can do, and this is what we will do, and no more than this', and so on, and I believed every word that man said. And, believe me that everything he said was God's honest truth. Night and day, when he says this is the truth, this is what's gonna happen - that's exactly what happened. I can't say too much for that man in this industry, and I think that labor has a friend in General Sarnoff."

"This is almost as great an emotional surprise for me as seeing the first record cut here after a year of silence," said General Sarnoff in reply. "I don't know any appropriate response that I could make to so generous a statement as Jimmy Petrillo has just made about me. All I can say is that this is not the work of any one man. It took patience, restraint, wisdom and some skill in negotiations on both sides to arrive at this settlement.\* \* \* \* In these negotiations Mr. Petrillo has been fair and worked hard."

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## HIGH COURT UPHOLDS LOUD SOUND TRUCK BAN; DECISION PUZZLING

Sound trucks which send out "loud and raucous noises" can be banned by city ordinances, the Supreme Court said yesterday in upholding a Trenton, N. J., regulation by a 5 to 4 vote.

In the sound truck decision, five separate opinions were handed down, and there was no majority opinion, only a majority judgment.

Last year, the high court ruled 5 to 4 that a Lockport, N.Y. ordinance under which Samuel Saia was fined and jailed for not having a loud speaker permit, was unconstitutional. That ordinance was overruled because the police chief had sole authority to decide who should get a permit.

Chief Justice Vinson and Justices Rutledge, Murphy, Douglas and Black joined in the Saia decision.

In yesterday's case, Charles Kovacs, international representative of the CIO United Steel Workers, had been fined \$50 in a test case for violating the Trenton ordinance governing sound trucks.

Justice Reed announced the judgment in an opinion in which Chief Justice Vinson and Justice Burton joined. Senator Reed said that the New Jersey Supreme Court had ruled that the ban involved only "loud and raucous noises", and:

"We think it is a permissible exercise of legislative discretion to bar sound trucks with broadcasts of public interest, amplified to a loud and raucous volume, from the public ways of municipalities", without injuring rights of freedom of speech.\* \* \*

Justice Frankfurter concurred, but added, "Nor is it for this court to devise the terms on which sound trucks should be allowed to operate, if at all", for he said legislatures are free to act as long as they do not attempt to prescribe ideas.

Justice Jackson also concurred, but he said the decision repudiated the Saia decision, from which he had dissented, and added he believed the Trenton ordinance bans all sound trucks. Comparison with the Saia decision, he said, "I think, will pretty hopelessly confuse municipal authorities as to what they may or may not do."

Justice Murphy dissented without written opinion.

Justice Black, in a dissent in which Justices Douglas and Rutledge joined, agreed that the Trenton ordinance bans all sound trucks, "and it strains the imagination to say that the ordinance itself would warrant any other interpretation.

"If Trenton can completely bar the streets to the advantageous use of loud speakers", he said, all cities can do the same, and preference is given those who can afford newspaper, radio or motion picture advertising.

Justice Rutledge, in addition to joining the Black dissent, wrote a separate dissent in which he declared:

"In effect, Kovacs stands convicted, but of what it is impossible to tell, because the majority upholding the conviction do not agree upon what constituted the crime. How, on such a hashing of different views of the things forbidden, Kovacs could have known with what he was charged or could have prepared a defense, I am unable to see. How anyone can do either in the future, under this decision, I am equally at loss to say."

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# RALPH ATLASS SEEKS KLAC, L.A. "BECAUSE HE LIKES CALIFORNIA"

Not many people in this world get to do what they want to do and at the same time live exactly where they want to live. Someone asked Commander George B. Storer how Fort Industry happened to buy a station in Miami. Commander Storer said that one of the main reasons was that he was very fond of Miami and wanted to have an excuse for spending more time there.

Ralph L. Atlass, Chicago broadcasting magnate, was quoted as saying almost the same thing about the West Coast in connection with his negotiations for Station KLAC in Los Angeles.

"I like it in California and hope to live there some day", Mr. Atlass was quoted as saying in reply to a question as to whether he intended to transfer all of his interests to the West Coast. The latter part of the query was evidently intended to smoke Mr. Atlass out on a rumor in circulat recently that he intended to retire from radio.

Mr. Atlass said reports from the West Coast that he was interested in buying the 5 kw station for in excess of \$400,000 are "substantially correct."

Mr. Atlass is chief owner of WLOL, Minneapolis, and has a heavy interest in WKTY, La Crosse, Wis., as well as WIND, Chicago. He revealed that negotiations are underway for the La Crosse Tribune to purchase WKTY.

Mr. Atlass said the Los Angeles deal is being discussed with Warner Brothers. The motion picture firm's purchase of KLAC and KLAC-TV and KYA, San Francisco, from Mrs. Dorothy Thackrey has been held up by the Federal Communications Commission. Warner Brothers already own KFVB, Los Angeles.

Mr. Atlass, partner in the proposed Los Angeles venture, Benjamin F. Lindheimer, is one of Chicago's most influential financial, political, and sports figures. A close friend of Illinois' late Gov. Henry Horner, Mr. Lindheimer owns the Los Angeles Dons football team, nearly all of Chicago's Washington Park and is chief owner of Arlington Park.

Ralph Atlass is a brother of H. Leslie Atlass, vice president of CBS in charge of the Central Division and general manager of

WBBM, Chicago. The Atlass brothers developed WBBM, WIND and WJJD into outstanding Chicago stations, selling WBBM to CBS and WJJD to Marshall Field.

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#### SYLVANIA TO ISSUE ADDITIONAL COMMON STOCK TO FINANCE TV

Don G. Mitchell, President of Sylvania Electric Products, Inc., states that the company contemplates the issuance and sale of additional common stock to finance a part of the company's expansion in television.

At the end of 1948, Mr. Mitchell said, Sylvania was producing at a rate of 500,000 picture tubes annually, an eight-fold increase during the year, with Sylvania's Emporium, Pa., plant accounting for most of this output. The company's Ottawa, Ohio, plant which started production in December is scheduled to reach full operation around the middle of 1949.

A new plant at Seneca Falls, N. Y., is being equipped to turn out television picture tubes. The company's wholly owned subsidiary, Colonial Radio Corporation, has commenced the manufacture of television sets in volume and indications are that in 1949 its television set sales will be larger than its sales of radio receiving sets.

Mr. Mitchell stated that Sylvania now has an investment of more than \$5,000,000 in plants, facilities, and current assets for the operation of its television picture tube division.

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#### RADIO PARLEY COLLAPSE LOOMS

Soviet Russia's sharp criticisms threatened to break up the World Radio Conference being held in Mexico City, according to an Associated Press report from there last week.

The conference president and vice president, both Mexicans, resigned after a stormy session lasting into the early hours of the morning. The Soviet bloc of 11 nations had refused to join in a vote of confidence in their management.

A Committee, including the U.S.S.R. and Romania, was named to ask the Mexicans to forgive and come back, but the group failed to find them.

Belgium has taken over the conference presidency temporarily.

The World High Frequency Broadcasting Conference began in Mexico City last October to try to work out a plan for sharing the eight crowded short-wave broadcast bands between 6 and 26 megacycles. It is considering two plans, one offered by Russia and the other by the United States. Earlier the delegates of the Soviet bloc walked out.

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## 1948 TV SET PRODUCTION MORE THAN 975,000, RMA REPORTS

More than 975,000 television receivers were produced during 1948, bringing the postwar total TV set production to at least 1,160,000, the Radio Manufacturers' Association reported this week. An additional 25,000 to 30,000 unassembled TV set kits were reported to have been manufactured last year.

With set manufacturers applying an increasingly large share of their manufacturing facilities to television, particularly during the second half of 1948, production of radio receivers last year declined about 20 percent under the all-time peak reached by the industry in 1947. Last year's output of radios, however, was the second highest in the industry's history.

Total industry production of radio sets in 1948 was estimated by RMA at more than 16,000,000 of which RMA member-companies manufactured 13,265,793. In 1947 the entire industry's production of radio sets exceeded 20,000,000.

TV set production by RMA member-companies reached a new high of 161,179 in December, only 17,500 sets under the entire output of television receivers in 1947.

RMA member-companies reported manufacturing 866,832 TV sets in 1948 as compared with 178,571 in 1947 and 6,476 in 1946. Production by non-member manufacturers brought the total TV set output in 1948 to more than 975,000.

FM-AM and FM only sets made by RMA members, however, last year rose 35 percent above the 1947 output despite the general decline. RMA companies reported 1,590,056 in 1948 as compared with 1,175,104 in 1947, and the December tabulation reached a new high of 200,326 FM-AM sets as against a previous peak of 171,753 in September. Over 100,000 of the 1948 output were FM only sets.

A decline in AM only home receivers accounted for the entire decline in radio set production in 1948. Table models dropped from 72 to 46 percent of the total radio output, while consoles maintained about the same proportionate share it had in 1947 or 12 percent.

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## EX-SEN. WALLACE WHITE, JOHN KENNEDY DROP IN AT WHITE HOUSE

Among President Truman's callers during the past week were John A. Kennedy, of San Diego, California, well known broadcaster and editor, and former Senator Wallace H. White, Jr., of Maine, co-author of the Radio Act.

Mr. Kennedy has been a frequent visitor in connection with the President's support of a National Water Resources Committee.

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BALTIMORE RADIO "GAG" IS APPEALED

Radio station WCBM on Tuesday (February 1), appealed its contempt-of-court conviction under Baltimore's "gag rule" prohibiting the broadcasting and publication of certain information on criminal proceedings.

Attorneys for the station instructed the clerk of the Baltimore Criminal Court Monday to enter an appeal to the Maryland Court of Appeals at Annapolis.

Station WFBR also has indicated it will appeal, while Station WITH, also found guilty, has not announced its decision.

The three stations and an announcer were cited for broadcasts concerning the arrest of Eugene James for the slaying of 11-year-old Marsha Brill. James has been sentenced to hang.

Station WSID of nearby Essex, Md., was acquitted because there was no proof that its broadcast was heard in Baltimore. A charge is pending against a fifth station, WBAL.

The radio stations argued in court last week that freedom of news should not be restricted on the chance some of it might prejudice a man's right to a fair trial.

The State argued back that restrictions in force in Baltimore for ten years have done more than anything else to promote the orderly administration of justice and eliminate "trials by newspaper".

court

At the hearings last week the intervenors were the National Association of Broadcasters, the American Newspaper Publishers' Association, the American Society of Newspaper Editors and the American Civil Liberties Union.

Paul D. P. Spearman, council for WCBM, advanced the theory that Congress and the Federal Communications Commission have exclusive power to regulate and control radio communications and the programs broadcast. He argued that the Federal Communications Act of 1934 specifies that there shall be no censorship.

Commenting upon the case the Editor & Publisher said:

"The Rules of the Supreme Bench of Baltimore forbid publication of any statement an accused person may make after arrest, reports about his actions and discussions of past criminal record, or disclosures about evidence found by police.

"Last Summer Baltimore police arrested a murderer who confessed to killing two children in Baltimore and Washington. Baltimore newspapers and radio stations kept silent on many details of the crimes because of the gag rule but the Washington papers, circulating freely in Baltimore, carried the complete story. Subsequently, radio stations in the Maryland city quoted the Washington newspaper stories bringing contempt citations.

"This is censorship by the courts and is even worse than attempted censorship by legislation. It is obviously unworkable and patently unconstitutional. It's absurdity is apparent.

"The Baltimore justices can jail every editor and every radio announcer in Maryland but they still can't touch those in Delaware, Pennsylvania, Washington, etc. Try as they might they can't seal up the residents of Maryland or Baltimore in a news vacuum of their own making.

"The sheer hopelessness of the idea should indicate to them the certainty of its unconstitutionality."

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### TRUMAN STILL DISTRUSTS POLLS; INDIANA HONORS GALLUP "MEMORY"

President Truman said last week he had no more confidence in public opinion polls than he had before the election, even though a recent one showed 69 per cent of the voters approved of his actions.

At a news conference, a reporter called his attention to this result of a recent Gallup Poll and asked whether he would comment.

The President said he never did have any confidence in polls and he didn't have any now. He made his own decisions, he said, on whether an action is right or wrong after he got all the facts and polls had no effect on him whatsoever.

The Indiana Senate, with a Republican majority, stood for a minute last week in tribute "to the memory of Dr. George Gallup."

Just before the Senate recessed to hear a broadcast of President Truman's inaugural, Senator Harold Handley, Republican from Laporte, moved that the lawmakers stand in memory of the poll director.

The Senators laughed heartily and then Republicans and Democrats alike stood up.

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### EMERSON REPORTS \$2,401,768 NET

Emerson Radio & Phonograph Corp. and its wholly-owned subsidiaries this week reported a record net income of \$2,401,768, or \$3 a share for the fiscal year ended October 31.

This compared with net income of \$2,263,024, the equivalent of \$2.82 a share, for the previous year.

Consolidated net sales for the 1948 fiscal year totaled \$30,926,842 against \$32,658,122 the preceding year.

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MAX BALCOM, RMA PRES., JACK GOULD, EDITOR, SIZE UP TELEVISION

Television manufacturers see no near-future developments which will make receiving sets now in use obsolete, Max Balcom, President of the Radio Manufacturers' Association, and Vice-President of Sylvania Electric Products, Inc., said last Monday night on CBS-TV in a "People's Platform" discussion on "How Will Television Influence the American Home?"

Participating in the roundtable under the chairmanship of Quincy Howe, in addition to Mr. Balcom were:

James C. Hanrahan, Vice-President of Scripps Howard Radio, Inc., and General Manager of WEWS, Cleveland affiliate of the Columbia Television Network, and Jack Gould, radio and television editor of The New York Times.

Mr. Gould emphasized that responsibility for the development of television programming along the best possible lines rests equally on broadcasters and the public.

"Television right now is heavy on vaudeville and variety entertainment", he said. "The drama programs have made some brilliant offerings and there's good reason to hope that a greater diversification of programming is on the way. It's up to the public, however, to write and tell the broadcasters what they like and what they don't like. If that vacuum in the broadcasters' knowledge is filled by an articulate public, we won't have much trouble about programming."

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UN-AMERICAN ACTIVITIES PROBES BAR RADIO, CAMERAMEN

Chairman John S. Wood announced Monday that the House Un-American Activities Committee in Washington had voted unanimously to bar radio recorders, newsreels, television and news photographers from future Committee hearings.

The action was taken at the Committee's first meeting since it was overhauled by Democratic Congressional leaders in an effort to spike widespread criticism that the group was more interested in publicity than investigations.

He declined to discuss the Committee's reasons for barring news photographers and picture-taking mediums. In the past, the committee sometimes was criticized for the "circus-like" atmosphere of its sessions.

Whenever important witnesses, such as Whittaker Chambers or Alger Hiss, were questioned, the Committee room invariably was jammed with newsreel cameras, photographers and wire recorders.

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## CORNING GLASS CUTS PRICE OF TV TUBES 24%; NEW GE TUBE

The Corning Glass Works disclosed in New York last week it had begun mechanized production of fifteen and sixteen inch glass bulbs for television tubes and would cut prices 24 per cent.

William C. Decker, President, said economies from the new process would permit price reductions effective Feb. 1. The production of bulbs for smaller sized television tubes already had been mechanized.

The glass bulbs or blanks are used by cathode ray tube manufacturers to make viewing tubes for television sets. Because they represent only a portion of the total cost of a finished television viewing tube, the cost saving will be considerably less than 24 per cent.

The Corning development is regarded in the industry as the glass maker's answer to the mass-produced, metal-sided, sixteen-inch tube developed by RCA and others.

One industry source said the development probably would not have any immediate effect on prices of sets containing the fifteen and sixteen inch viewing tubes, which give pictures of 125 to 130 square inches in area. He said most 1949 prices on such sets were based either on use of the cheaper RCA metal tube, or to meet competition from sets using the metal tube, and that the Corning reduction had been discounted in advance.

The General Electric Company announced last week development of a picture tube designed to increase by 50 per cent the viewing area in low-priced television sets.

The tube has a diameter of eight and one-half inches. It easily handles 39 square inches of picture area, J. M. Lang, Manager of the G.E. Tube Division, said.

The seven-inch tube now used gives about 26 square inches of picture area.

Production is expected to get under way this year. Mr. Lang said the tube probably would cost no more than the seven-inch tube.

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## AFL TO ENLARGE RADIO PROGRAM, PUBLISH MILLION-COPY PAPER

President William F. Green, of the American Federation of Labor, in convention at Miami, said Tuesday it was definitely decided to have the league publish a national weekly newspaper, aiming at an early circulation of one million and an eventual circulation of more than four million. The paper would keep a critical eye on the activities of Congress, and would seek to keep the AFL rank and file up to the minute on political events.

The newspaper will be started in Washington just as quickly as a staff can be organized and arrangements made for publication.

The radio program is still in the consideration stage, Mr. Green revealed. The program would be a five-nights-a-week news broadcast, jointly sponsored by AFL and Labor's League, covering all news developments, and giving labor's point of view on the major issues. A nationally prominent newscaster is being sought for the program.

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#### RADIO, CABLE RATE RISE AUTHORIZED FOR OVERSEAS COMMUNICATIONS

The Federal Communications Commission, after extensive hearings, last week authorized increased international communication rates to companies operating from the United States.

It is estimated that the new rates, effective not before February 2nd, will mean additional annual revenue of \$2,542,000 on outbound traffic and \$565,000 in inbound traffic.

The companies are RCA, Inc., Western Union Telegraph, Tropical Radio Telegraph, Globe Wireless, Ltd., All America Cables and Radio, Inc., Mackay Radio Telegraph, Commercial Cable, Commercial Cable Pacific, Press Wirless, Inc., U. S.-Liberia Radio, Cables and Wireless (W.I.), Ltd.

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#### WASHINGTON, D.C. BUSES TO INAUGURATE TRANSIT RADIO MONDAY

A select few District bus riders may travel to music next Monday. A Capital Transit Company spokesman said it is hoped to have five or six radio-equipped buses operating in northwest Washington, D. C. by that day.

The radios will pick up programs from WWDC-FM, Washington, and Ben Strouse, one of the owners of the station, has promised commercials will be "brief and conservative".

The first buses to be equipped will be in the transit company's western division. The company plans to equip all of its buses with radios, and then will begin installing them in street-cars.

The Washington, Marlboro and Annapolis bus line has had one radio-equipped bus in service for about a week, alternating it on three routes.

R. A. Chew, Traffic Manager of W. M. & A., said his company plans to have all 50 of its buses that are in regular service eventually equipped with radios.

Mr. Chew said he wished the public would realize that the radios are not costing the bus company any money, and in fact will profit from the plan. The cost of the radios and their installation are paid by the radio station.

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 ::: SCISSORS AND PASTE :::  
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Jack Benny's Debut As Film Producer Apparently Not So Hot  
 (B.C. in "New York Times")

It might be that Jack Benny's first fling as a producer of a film was embarked upon merely to provide him with another "turkey" about which to kid. That is the kindest explanation that we can remotely conceive for the incompetence of the efforts - a little dud called "The Lucky Stiff".

This fantastic hodgepodge of mumming, which came to the Globe on Saturday, is a painful attempt to draw laughter with an assortment of corpses and a fake ghost. The corpses are those of several characters who get killed in the course of a racket probe and the "ghost" is that of a night-club singer who has been supposedly executed for murdering a man. The idea is that the singer, actually innocent, is aiding the D.A. in smoking out the villains. Fancy that, if you can.

Obviously, Lewis R. Foster, who wrote the feeble script, and also endeavored to direct it, failed to fancy it himself. For his story is thoroughly helter-skelter, lacking spirit or fun, and it has no more pace or direction than a very poor amateur show. Caught in it and completely wasted are Brian Donlevy as a racket sleuth and Dorothy Lamour as the nightclub singer.

Mr. Benny will have to go some to laugh this off.

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TV To Provide 5,000 Hours Of Pix In Few Years, Paley Predicts  
 (Abel Green in "Variety")

Estimate by William S. Paley, Columbia Broadcasting System prexy, that video within a few years will provide a market for 5,000 hours of film annually is a source of both relief and perplexity to the picture industry. Five-thousand hours of film is a tremendous order when it is realized that Hollywood's current total output of features, westerns and shorts occupies something less than 650 hours of screen time.

Above all, even the most casual visitor to this capital of Celluloidia must realize that the potential inroad of TV is one of the principal problems bothering execs. There is apparent a great deal of confusion and consternation in the realization by studio toppers that they've got to get into the video act but they don't know exactly where. \* \* \* \*

That's why Paley's estimate of TV's whopping maw for pix is a relief. If tele actually proves to be that much of a market for films - and can pay for them - it will clearly leave plenty of place for the studios. As a matter of fact, of course, Hollywood's future would be assured.

On the other hand, the Paley estimate is likewise a reason for perplexity because studio toppers recognize their responsibility to theatre operators. They have no desire to risk exhibitor ire by turning the majority of their productive facilities or talents to a competing media. If their profits are to lie in films, they prefer to keep them there.

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Warns Release Of Theatre Films To TV Will Bring Legal Action  
 ("Hollywood Reporter")

The Theatrical Owners Association this week-end warned producers and distributors that release of films made for theatres to television stations will be countered by "such action as is legally permissible." The directors of the exhibitor group resolved that release of theatrical film to TV is "a grave danger and injustice . . . economically indefensible." It would lead to a decline in theatre rentals and an eventual loss of producer income, they said.

The group was told by FCC Chairman Wayne Coy there is no legal reason why a system of special TV programming solely for theatres cannot be worked out, with coaxial cable or relay in the UHF to carry the programs.

Producers were called upon to experiment with special trailers for local television showing, with exhibitors to rent the trailers and buy the tele time themselves.

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George Storer Tells How To Go Broke Running A Television Station

Hazards of operating a television station today were projected by Fort Industry prez Commander George B. Storer in operation of his WSPD-TV, Toledo, at the CBS tele clinic.

On the basis of eight hours of programming per day (including test pattern) for six days a week, Storer pays out a total of \$15,233 in operating costs each month. His top month for billings in 1948 was December, when the station took in \$10,739. And, the operating costs figure does not include such weighty capitalization factors as depreciation, taxes, reserve for new equipment, etc.

Speaking to delegates at clinic, Storer pointed out that the budget was based on monthly operating costs without network program source via the coaxial cable. Toledo, as part of the midwest network, is now linked to all four major webs and, since Jan. 12, WSPD-TV has been running network shows. Station's billings, consequently, are expected to show a hefty upswing for January and during the rest of this year.

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Radio's Yesterdays  
 ("London Calling")

Marconi arrived in England early in 1896. By the August of 1898, his apparatus had so far been developed that he was able to place it at the disposal of the Royal Family. The Prince of Wales, aboard the Royal yacht "Osborne", had injured his knee; Queen Victoria, in residence at Osborne House on the Isle of Wight, was naturally perturbed, and desired day-to-day reports of her son's progress. But the yacht was at sea in Cowes Bay, and the only means of convenient communication was wireless. Marconi's help was sought; on August 3 telegraphic apparatus was installed on the yacht and in Ladywood Cottage, in the grounds of Osborne House, and for sixteen days the system established constant and uninterrupted communication, some 150 messages passing to and fro.

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TRADE NOTES

The Library of Congress on Tuesday opened a special exhibit devoted to Victor Herbert, famous composer, one of the founders of the American Society of Composers, who died in New York in 1924.

The display in the Library's main building includes nearly all of Herbert's 45 operettas, many autographs, letters, photographs and documents relating to his career. The collection, to be shown for one month, got its start in 1935 when Mrs. Ella Herbert Bartlett of New York, daughter of the composer, left with the Library a collection of her father's original manuscripts.

The Metropolitan Opera Association last week revealed that its total income for the 1947-48 season was \$3,024,688.78 and its deficit amounted to \$233,357.08.

Broadcasting of the operas brought in the substantial sum of \$197,738.

World War II as seen through the eyes of Gen. Dwight D. Eisenhower in his book "Crusade in Europe" will be televised by the American Broadcasting Co. in 26 weekly half-hour installments in March, the network announced yesterday (Tuesday, Feb. 1)

Sparks-Withington Company and Subsidiaries - Six months to December 31: Net profit, \$339,469, equal to 36 cents a common share, compared with \$457,416, or 49 cents a share, in 1947 period.

Fleming Newbold, 75 years old, President of the Washington, D.C. Evening Star Newspaper Company, died early last Monday, after fifty-eight years of association with The Star.

In 1938 Mr. Newbold was elected a director of the M. A. Leese Radio Corporation, which later became the Evening Star Broadcasting Company, owner of radio station WMAL.

Bob Hope asked the FCC last Monday to defer for 60 days the hearing announced last week for Feb. 28 in Washington on his application to purchase WHAS, WHAS-FM and WHAS-TV, Louisville.

He asked also that the hearing be held in Louisville. Competing applications, all offering \$1,925,000 for the properties, are on file from Victor Emanuel's Aviation Corporation and the Fort Industry company.

Mr. Hope said in Philadelphia last week he had no plans to shift from the NBC to another network.

"High Current Density Electron Beams" was the subject of a scientific paper delivered to a meeting of the American Physical Society, Division of Electron Physics, in New York last week by Dr. R. G. E. Hutter and Shirley W. Harrison of the Physics Laboratories of Sylvania Electric Products Inc., Bayside, New York.

The paper revealed the resolution of a new series of differential equations by Dr. Hutter and Mrs. Harrison for determining the theoretical maximum current which may be obtained from electron beams under varying conditions in vacuum.



Donn B. Tatum, Los Angeles attorney, has been named a member of the Board of Directors, General Counsel and Assistant Secretary of the Don Lee Broadcasting System, it was announced last Saturday by Lewis Allen Weiss, President of the 45-station regional web and Mutual Network Board Chairman.

In addition to his functions as General Counsel of the network, it is also planned to have Mr. Tatum assume some of the executive operational duties and responsibilities assisting Mr. Weiss and Willet H. Brown, Executive Vice-President.

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The Federal Communications Commission is continuing to revise its commercial radio operator examinations to bring them into step with developments in radio theory and practices and with the Commission's Rules and Regulations. During this process, supplements to the "Study Guide and Reference Material for Commercial Radio Operator Examinations" are issued from time to time as changes or additions are made to the material used in the examinations. Supplements Nos. 1, 2 and 3 covering the radiotelephone examinations have been incorporated into the revised edition of the Study Guide dated July 1, 1948.

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Despite the printers' strike, in effect throughout 1948 and now in its 15th month, Chicago's four major newspapers carried 96,639,459 lines of advertising, daily and Sunday last year, a gain of 1,971,777, or 2.1% over 1947.

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"Television will put radio in the old ladies' home but is no threat to newspapers", the 81st annual convention of the Michigan Press Association in Lansing, Mich., was told by Harry Bannister, General Manager of the Detroit News' stations.

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More than 200 million radio receiving tubes were sold in 1948 by RMA member-companies, the Radio Manufacturers' Association revealed this week. Tube sales during last year totalled 204,720,378 an increase of more than five million over the 199,533,827 tubes sold in 1947.

Sales of receiving tubes in December also increased considerably over December 1947 but fell below the November 1948 sales, RMA said. December sales totalled 19,270,164 compared with 16,511,408 in December 1947 and 21,118,874 in November 1948.

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Contents of Radio Age for January include Radio in 1948-1949, by Brig. General David Sarnoff; Changes in RCA Management; New Phonograph and Record; Television in Boston by Frank M. Folsom; Television Coverage Extended; Film Recording at "411"; RCA Frequency Bureau; Large-Screen Television, by Ralph V. Little, Jr. and Dr. Zworykin Receives Poor Richard Club Award.

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A second printing of the National Association of Broadcasters' staff study, Television, forced by heavy and steady demand for the chapter-by-chapter publication, according to the Association. The new re-printing of the study will include its introduction and the first three chapters, all the material thus far published, the NAB said.