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HEINL NEWS SERVICE

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Robert D. Heinl, *Editor*

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RADIO HANDOUTS RATED LOW IN PRESS MATERIAL EVALUATION

Radio program news sent to the press has been given a very low classification in a survey made by the Journalism Department of the University of Miami.

Seventeen institutions which supply publicity were rated by editors on the basis of how often their releases are acceptable for print. A value of 3 was given for "nearly always acceptable". Detailed questionnaires were sent to the city editors of 182 dailies with circulations of 50,000 or more. Sixty-one replied.

Chambers of Commerce handouts - the most highly commended - were the first on the list. The free material sent to the newspapers by radio stations and networks stood 15th on a list of 17. The comparative ratings follow:

<u>Institutions</u>	<u>Average</u>
Chambers of Commerce	2.25
Fraternal & social groups.	2.21
Professional associations (doctors, teachers, dentists, lawyers, etc.)	2.15
Special events (fairs, festivals, etc.). . .	2.03
Educational institutions	2.01
Labor organizations.	1.84
Armed forces	1.84
Political groups	1.72
Public utility firms	1.65
Legitimate theaters.	1.61
Federal Government agencies.	1.42
Public relations agencies.	1.35
Trade associations (textile, steel, oil, railroads, NAM)	1.35
Industrial and manufacturing concerns. . .	1.32
Radio stations and chains.	1.30
Motion picture industry.	1.17
Night clubs.82

Top-ranking supplies of publicity are non-profit institutions Commercial enterprises, usually good advertisers, rate lowest, James L. Julian, Assistant Professor of Journalism, University of Miami, comments.

City editors say they receive enough unsolicited publicity handouts to fill more than half the space of their daily papers, Mr. Julian continues. However, receipt of this material does not lessen the work of their staffs, because most of the handouts are not worth printing.

Although less than 6% of this unsolicited material is usable, the majority of city editors do not want it to stop coming to their offices. Most say that handouts often suggest tips for stories to be developed with local angles by their staffs. That's why 78% prefer to have unsolicited stories continue coming to their desks.

Respondents claim they receive 10 to 500 handouts daily, the average being 77 stories.

One-third of the editors use 2% or less of the handouts. Only 7% use more than 10% of the releases.

Newsmen were asked to give the most common reasons for rejecting handouts - assuming that they had space to print them. Their replies, in order of frequency, are: limited local interest - 53; no reader interest at all - 53; story poorly written - 16; reasons of policy - 12; disguised advertising - 9; material obviously faked - 6; apparent inaccuracy in story - 5; release duplicated - 2; and material stretched too thin - 2.

Respondents claim that the above faults are found in from 25 to 99.9% of all handouts. Average of estimates is 82.4%.

What is a city editor's reaction to receiving a publicity story which accompanies an order for ad space? Here are their replies, in order of frequency: reject it unless it's news - 19; business and editorial offices separate - 9; seldom or never happens - 8; carries no weight - 4; advertising is not news - 3; resentment - 3; into wastebasket - 3; reader space not for sale - 1; gives appearance of pressure - 1; omit unless directly ordered to carry it - 1; the b-----s! - 1; bad - 1; will use reluctantly - 1; grrrrr! - 1; not handled this way - 1.

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RMA "SPRING CONFERENCE" SCHEDULED MARCH 15 AT CHICAGO

The annual "Spring Conference" of the Radio Manufacturers' Association will be held on March 15-17 at Chicago, and industry leaders will discuss a number of problems and proposals resulting from the rapid expansion in the fields of television and changing radio market conditions.

President Max F. Balcom will conduct a meeting of the RMA Board of Directors on Thursday, March 17, to pass upon varied proposals of RMA divisions and committees.

Continuation of the RMA "Radio-in-Every-Room" campaign and plans for National Radio Week in 1949 will be considered by the RMA Advertising Committee on Tuesday, March 15.

Television service problems will be discussed by the RMA Service Committee also on Tuesday, and the RMA Parts Division will organize a new Antenna Section to act on this phase of TV reception.

Set manufacturers will consider a number of proposals involving television, including expansion of RMA's statistical service on Wednesday, March 16. On the same day the Executive Committee and Section Chairmen of the Parts Division and the Executive Committee of the Amplifier & Sound Equipment Division will meet.

Plans for RMA's "Silver Anniversary" convention, scheduled for May 16-19 at Chicago will be acted upon by the Convention Committees.

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WASHINGTON, D. C. TRANSIT RADIO PLEASES SOME; GRIPEs OTHERS

It is still too early to reach a definite conclusion about the radio music recently installed on Washington, D. C. buses. The Capital Transit Company and Station WWDC report that the innovation has been so favorably received that the number of buses so equipped have been tripled and that about half of the advertising time available has been sold.

Bus riders have been heard from in letters to editors of local newspapers and their reactions vary. The following is a cross-section of those received by the Washington Post;

"I'm taking this opportunity to say how very much I like the music on the buses. The other day I was fortunate enough to board a bus so equipped and feel I must express my pleasure."

- Mrs. J. F. Waple

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"The other day I rode on one of the new radio-equipped buses for the very first time. The music is really very nice - not too hot and not too, too sweet - just relaxing and pleasant to hear. If it was the commercials that worried people, now they will have to admit - commercials couldn't be taken in an easier form - very short and not too frequent."

Silver Spring, Md.

- E. Gilleran

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"The complaint of Mr. G. A. Sullivan, Jr. in the Post relative to transit radio last Sunday was quite justified.

"The present hours of special programming of news and soft music for transit radio are from 7 A.M. to 7 P.M., Monday through Friday, and from 7 A.M. to 3 P.M. on Saturdays.

"Due to mechanical failure, two bus receivers have remained on past normal hours, one during the evening and one last Sunday. This failure has been corrected and both the Capital Transit Co. and ourselves have taken steps to prevent a recurrence.

"The programs which were inadvertently carried on these receivers were not designed for bus listening and, while they had entertainment value for the home listener, could on occasion be irritating to a bus rider. Certainly the 'One O'Clock Jump', to which Mr. Sullivan particularly refers, is not the type of music planned for transit riders. We are very sorry that Mr. Sullivan was unduly annoyed."

- Ben Strouse, General Manager,
WWDC-FM, Washington

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"During the battle of the installment of the transit radios, I waited. I read the pros and cons. The other morning I rode downtown to work, on a bus with this contraption installed. I can't speak for the other passengers, but I certainly will speak for myself.

"Under normal circumstances the sound of this jazzed-up trash gives me violent indigestion. But so early in the morning - ugh - I came to the office with a violently turning stomach, and swimming head. I couldn't concentrate on the paper.

"I don't think that any fairly well-educated person can take this sort of noise for as long a time as it takes the buses to go downtown in the morning, or in the evening to go uptown. It usually takes 45 minutes from the Munitions Building to Euclid St. Now with this blasted radio going - I think I'll buy myself some ear stoppers so I don't hear anything."

- William Osten

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"Not until last Sunday was I subjected to the transit radio torture which seems inevitable for all residents of Washington. I believe the Capital Transit Co. said the music would be soft and soothing so the passengers might relax and enjoy their ride. The two radio announcers who babbled at each other were bad enough, but one of the songs, which lasted 5 minutes and 40 seconds, was 'The One O'Clock Jump.'

"This, of course, is one of the loudest jazz tunes ever written, and it really was quite a wonder that not one of the windows in the bus was cracked. A look of pain and futility was all that registered on the faces of the unfortunate passengers. The Capital Transit Co. could not be using Webster's definition of relaxation soft, or enjoyable.

"I hope you will continue to fight this diabolical scheme which the Capital Transit Co. has thought up to annoy the passengers and collect money. It is also quite possible that you might frighten the D. C. Board of Commissioners out of hiding so they would prohibit such nonsense and keep to some degree the sanity and safety of the District."

- G. A. Sullivan, Jr.

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This one from the Washington Times-Herald:

"Well I had my first taste of the new advertising scheme of the Capital Transit Company anent the broadcasts on the Sixteenth Street buses.

"I boarded the bus for a few blocks' ride at Twelfth and G Streets. The first thing that attracted my attention was a raucous noise, presumably music, that must be the new bus radio.

"In about three minutes I was informed as to the time, always having a timepiece with me, I was not interested. I was then greeted by the fact that I could buy all the finest furs obtainable at a certain shop.

"The weather was then served me. In my hand I had the latest edition of the Herald so I was not interested in that. This was followed by more so-called entertaining music.

"During the past year I have finally educated my wife to not have the radio turned open when I am in the house on the penalty of my leaving for my club; am I now to be penalized by the local transportation company and be forced to listen to this tripe?"

- Passenger

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SOUTH DAKOTA PROTECTS RADIO AGAINST LIBEL; PRESS DEMURS

South Dakota is the latest State to pass a law protecting its radio stations from libel suits resulting from defamatory remarks made by speakers during broadcasts.

Gov. George T. Mickelson signed the measure which exempts stations from damages resulting from defamatory remarks broadcast by persons not associated with the stations if it is shown that the stations tried to prevent such defamation.

This trend doesn't please the newspapers as revealed by the Editor & Publisher which says that pressure groups are attempting to do on a State level what they have not been able to do on a national level. It declares these measures are unconstitutional and continues:

"The Federal Communications Commission ruled in the Port Huron Broadcasting case that under Section 315 of the Communications Act of 1934 broadcasters are forbidden to censor political broadcasts or to restrict the broadcast of libelous material contained therein. Broadcasters have reasoned, rightly, that they are caught between the Federal law and their own State libel statutes. So they are seeking legislation in the various States exempting broadcasters from liability under the libel laws in connection with political broadcasts.

"Colorado, Florida, Virginia, Wyoming, Illinois and Utah already have such libel exemptions on their statute books. The bill is now being debated in the South Dakota legislature.

"The Sioux Falls Argus-Leader has aroused the press of South Dakota and is leading the fight against the bill. The most obnoxious part was deleted after a public hearing in which the newspapers played the leading role. But in most other States this measure has been slipped over without notice or opposition.

"Why is such legislation undesirable? Because it relieves broadcasters of any responsibility for what is said over their facilities during political broadcasts. It opens the way for slander to run rampant and go unpunished, contrary to the public interest. It leaves newspapers open to charges of news suppression when things are said over the radio that a newspaper would not dare to print.

"Rather than permit such discriminatory legislation, newspapers and radio stations might better work together to amend the Communications Act. Nobody should be granted a license to destroy or assist in destroying the reputation of one another."

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STUDY ON STANDARDIZED COMMUNICATIONS ASKED

The National Securities Resources Board last week asked leaders of the communications industry to study the problem of standardizing the radio, telegraph and telephone equipment used by the various armed forces. The question was raised at a meeting of 31 industry representatives, military officials and civilian government agency spokesmen who were called together by the Board to help draw up mobilization plans for any future M-day.

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POUND WINS POETRY PRIZE; WHY CAN'T HE BE TRIED FOR TREASON?

That's the question being asked about the amazing award to Ezra Pound, an American alleged treasonable broadcaster, who last week won a \$1,000 prize, the Bollingen National Prize for Poetry, for the best poetry published in 1948.

Broadcasting during the war from Italy, and known as the American "Lord Haw Haw", Pound, born in Idaho, was indicted for treason by a grand jury in July, 1943. He was re-indicted on the same charge after he was returned to this country in November, 1945. He denied to reporters that he had betrayed his country, or that he had ever supported Mussolini. In court he angrily disavowed Fascist sympathies.

A jury decided he was incompetent to stand trial, and he was sent to St. Elizabeth's Hospital in Washington, D. C. in December, 1945. Attendants there say he is still busy writing, and that recently he has been translating Confucius.

Those who believe Pound, now 63 years old, is feigning, argue that anyone who can win a national poetry prize or can translate from Confucius is competent to be tried for treason or anything else.

Pound has consistently denied the Federal Government's charge that he betrayed the United States or that he broadcast Axis attacks.

At that time, Pound was returned to this country and sarcastically told reporters. "There is an idea afloat here that I betrayed this country. If that damned fool idea is still in anybody's head, I want to wipe it out."

"What I want to know is whether anybody heard my broadcasts, and, if so, how they could have any earthly idea of what I was talking about."

The Justice Department said the time quoted excerpts from Pound's broadcasts and said "The general trend of his comments follows the familiar Axis propaganda line: that international Jewry is the root of the world's difficulties, that the United States is being used as a pawn by the British, and that the Fascist way of life is the hope of the world."

The Department also said "Pound's style as a broadcaster has much in common with his style as a writer; much of what he says is meaningless and incoherent, further complicated at times by the use of words of his own coinage."

Pound's award has caused red faces among the poets that anyone confined in a mental institution could win a national poetry prize.

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WASHINGTON POST TAKES CONTROL OVER 50 KW STATION WTOP

The Washington, (D. C.) Post last week assumed control of WTOP, Washington's most powerful radio station.

Frank Stanton, President of the Columbia Broadcasting System, and Philip L. Graham, President of The Washington Post Co., signed final papers last week at WTOP, completing the transfer announced May 17, 1948.

In the brief ceremony, WTOP, which has been owned by the CBS since 1932, was assigned to WTOP, Inc., a new corporation of which 55 per cent is owned by The Washington Post, and 45 per cent by CBS.

Eugene Meyer is Chairman of the Board of WTOP, Inc. and Mr. Graham is President.

Under the new arrangements, WTOP remains affiliated with CBS. Through the affiliation, the Capital's only 50,000-watt station will continue to air the familiar CBS network programs.

The Columbia network will continue to maintain a separate Washington office in the Warner Building, staffed by network personnel, with Earl H. Gammons as Vice President in Charge. This office will include the legal department, the CBS News and Public Affairs Department under Theodore F. Koop, and Country Journal program headquarters.

John S. Hayes was named General Manager of WTOP. He has been Executive Vice President of WINX, the original Washington Post station, since January 1, 1948. Mr. Hayes said:

"WTOP now enjoys a greater share of audience than any other Washington station. We plan, therefore, no major changes in policy, programs or personnel. The station has risen to leadership through the teamwork of its present staff. All of our efforts will be directed toward maintaining and extending that leadership."

The Washington Post and CBS originally announced their plans last May 17, and made application to the Federal Communications Commission last June 15. FCC permission for completion of the transaction was granted February 9, 1949.

An application to sell WINX to William A. Banks of Philadelphia for \$130,000 is now pending before the FCC. Transfer of WINX-FM to WTOP, Inc. also awaits final FCC action.

WTOP is a descendant of the small 37-watt WTOP, which became WJSV in 1927, with offices and transmitter in Alexandria, Va. WJSV was acquired by CBS in October, 1932. Its power was increased from 10,000 to 50,000 watts in 1940 when the transmitter plant was moved to Wheaton, Md. The call letters changed from WJSV to WTOP in 1943 when its position on the dial moved to 1500 kilocycles.

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TRUMAN GIVES PEARSON ANOTHER \$1,000,000 FREE ADVERTISING

President Roosevelt gave Drew Pearson a million dollars worth of free advertising when he called him a liar. President Truman surely duplicated the largesse when without naming him, he called Drew a S.O.B.

It was thought FDR had gone the limit in castigating commentators and columnists but there were those in Washington who felt President Truman had gotten down to the bottom of the barrel by inferentially dragging in the name of Mr. Pearson's mother. Already in official copies of the speech, the White House has expunged the bitter characterization.

The question has been raised as to whether or not even the President of the United States might not be sued for libel in such a case.

The writer does not recall an instance when the President has been sued for alleged slanderous remarks but remembers when President Theodore Roosevelt sued an editor of a small paper in Michigan charging that President Roosevelt had been intoxicated at a dinner.

Unlike most libel suits which are usually settled out of court, this suit came to trial and, of course, was the sensation of the country. The dinner President Theodore Roosevelt attended was in the old Arlington Hotel at Vermont Avenue and Eye Street, N.W., present site of the Veterans Administration, and just across Lafayette Park from the White House. The late "Jimmy" Sloan of the Secret Service produced a book which the Secret Service kept, which showed that the President had only been out of the Executive Mansion, I think, something like 40 minutes. Counsel for prosecution argued that even Theodore Roosevelt, as fast as he moved, could not have walked across Lafayette Square, made a speech, gotten intoxicated and walked back across the Park, a matter of three blocks, in such a small period of time. The judge in the case agreed, and the editor was found guilty but was only fined several cents.

Someone remarked that maybe General Vaughan might resign to save President Truman further embarrassment when the man he was talking to, who knew of Vaughan's apparently universal unpopularity with the Armed Services official circles, and the press and radio people, almost exploded: "I'd drop dead with surprise if he did. Every President seems to have some person to embarrass him but no President ever had one as vulnerable as this bird Vaughan."

Gen. Harry H. Vaughan, the President's Military Aide, has been criticized recently by Drew Pearson and by others for accepting a decoration from President Peron of Argentina.

The President spoke informally at a dinner given in honor of Vaughan by the Reserve Officers Association at the Army-Navy Country Club in Arlington, Va. At the dinner, Vaughan received the Association's annual Minute Man Award.

Earlier speakers had praised Vaughan and referred to the criticism by Pearson. The Chief Executive took full cognizance of the criticism when he arose to speak.

"If any S.O.B. thinks he can get me to discharge any of my staff or Cabinet by some smart-aleck statement over the air, he has got another think coming", Mr. Truman said vehemently.

Pearson later replied:

"If Mr. Truman is trying to discourage the right of fair comment, then he too has another think coming. The men he has on his staff are his business - even though the taxpayers have to foot the bill.

"But when his staff members accept medals from a military dictator whose principles this Government has denounced, then it's the public's business and should be Truman's."

It was thought in Washington President Truman might even himself withdraw the epithet explaining that it was an expression used hastily and in an angry moment but at the same time making it clear that his attitude towards Pearson was unchanged.

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ADDITIONAL PHILA, CHICAGO TV CIRCUITS MONTH AHEAD OF TIME

Additional channels on the Bell System's television network between Philadelphia and Chicago will be available about May 1, more than a month ahead of schedule, according to an announcement of the Long Lines Department of the American Telephone & Telegraph Company made last Friday (February 18). This stepped-up program has been made possible by special efforts on the part of the Bell Telephone Laboratories, the Western Electric Company, and the Long Lines Department to place these much-needed Bell System inter-city facilities at the disposal of the television industry as speedily as possible.

Under this program, the present pair of circuits (which transmit television programs in opposite directions) will be greatly supplemented, a total of three west-bound and one east-bound channels being made available. After May 1 two of the west-bound channels will operate on a twenty-four hour schedule while the third will be available only after 6 P. M. Between Monday and Friday the single east-bound channel will only be available for television transmission after 6 P.M. However, under a newly announced arrangement, this circuit will be placed in operation for television transmission at any time on Saturdays and Sundays - which will make it possible to bring week-end Midwestern sports events, for example, to the television audience in the East.

After May 1 occasional important television programs will also be accepted for transmission southward over the Bell System facilities between New York and Boston, which in recent months have only been arranged to carry north-bound programs. However, as this will necessitate reversing the repeater equipment involved at each intermediate station on the route, suitable advance notice will be required to permit the change-over.

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WOULD ESTABLISH SPONSORED NEWS BROADCASTS TO SHIPS, PLANES

with the FCC

Tariff schedules have been filed/by Wayne Miller (licensee of coastal radiotelegraph station WPG, Norfolk), effective March 15, 1949, establishing regulations and charges applicable to a so-called "sponsored press broadcast service" from Norfolk, Va., to ships at sea or in the air.

The proposed service consists of the radiotelegraphic transmission, by automatic equipment, of news items of a general nature, procured (and edited if necessary) by Wayne Miller from recognized news distributing agencies. For a flat charge of \$250.00 per month, a customer is entitled to one hour of newscasting daily except Sundays and legal holidays.

Service is offered subject to the following tariff provisions: (1) At the beginning of each transmission period there will be an announcement that the following news may be utilized in any manner aboard any maritime mobile vehicle if full credit is given to the sponsors (name to be inserted) through whose courtesy the news is made available; (2) WPG reserves the right to curtail, alter, suspend or otherwise limit press service if at any time such service interferes or in any way disrupts the normal coastal telegraph and/or marine relay service for which WPG is regularly licensed; (3) The previous month's sponsor of any particular period shall have prior rights to the following month's sponsorship of such period.

Wayne Miller recently established regulations and charges for a somewhat similar service designated "Sponsored weather broadcast service" to ships at sea or in the air.

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WAY CLEARED FOR CROSLY TO BUY WHAS, LOUISVILLE

Fort Industry told the Federal Communications Commission last Monday that the economic outlook does not warrant going into such heavy obligations to purchase WHAS, Louisville, its FM affiliate and TV permit. Thus the way was cleared for the Crosley Corp., licensee of WLW, Cincinnati, to buy the property for \$9,925,000, since the Fort Industry Co. and Bob Hope have both withdrawn.

Ford Industry declared in a statement filed with the Commission that it is desirous of proceeding with its TV construction in Detroit, Toledo and Atlanta, and of pushing its TV applications in Wheeling and Miami.

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TWENTY-EIGHT PERCENT EXHIBITORS INCREASE; \$6,000,000 DISPLAY - IRE

All records in the history of radio engineering shows are expected to be broken at the 1949 Institute of Radio Engineers' Radio Engineering Show and Convention, to be held at Grand Central Palace and the Hotel Commodore in New York City from March 7 to 11. Two hundred and twenty exhibitors, including the U.S. Air Force, Army, Navy and Veterans' Administration, representing an increase of twenty-eight per cent over last year's phenomenal one hundred and eighty, will display over six million dollars worth of the newest miracles of modern science, many of them shown for the first time.

Dissolving tumors without surgery is only one of the many potential uses of the ultrasonic fountain, a crystal built in a parabola, which can focus so much energy at a fixed point that it will gain enough power to spurt a column of water two to three feet in the air, and which may revolutionize modern surgery by doing away with the knife. Furthermore, the fountain can force the mixing of non-miscible liquids, and thus homogenize such previously uncombinable substances as oil and water.

Those interested and concerned with the current record controversy will be interested in a new pickup which will play 33-1/3, 45, and 78 rpm records without changing needle pressure. Unique television equipment, including rotatable antennas and a guest television system for hospitals, will be demonstrated and some very startling developments are to be revealed, as well as much unusual radio equipment. Facsimile recorders receiving weather maps from Washington, Tokyo, and the Rhine Main, printed circuits for television receivers, dynamic relay testers, and new germanium triodes in dynamic applications are but a few of the innumerable scientific developments to be shown and explained to the public.

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ASCAP EXTENDS TIME FOR TV MUSIC DISCUSSIONS

Robert P. Myers, NBC, Chairman of the National Association of Broadcasters' Television Music Committee, last week said an additional 30 days' extension, from March 1, of the current arrangement television broadcasters have with the American Society of Composers, Authors and Publishers, has been granted for the use of ASCAP music on television.

The NAB Television Music Committee, a newly constituted group under Mr. Myers' chairmanship, will begin discussions with a newly appointed committee of ASCAP, at a meeting tomorrow (Thursday, Feb. 24), concerning the use of ASCAP music for television.

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WAY PAVED FOR AMATEURS TO SHARE 1800-2000 KC BAND

The Federal Communications Commission has amended Part 2 of its Rules to show that the United States service allocation of the frequency band 1800-2000 kilocycles is for amateur and radio navigation (Loran) use, subject to certain restrictions on amateur operation which will not cause harmful interference to Loran or bar the expansion of that type of radio navigation service. However, this band will remain unavailable for amateurs until such time as Part 12 (Rules Governing the Amateur Service) has been amended to reflect the conditions and limitations imposed on its use by amateurs. This is the major portion of the only pre-war amateur frequency band not yet reactivated for amateur use.

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POSTWAR RADIO SET BOOM SEEN PASSING BY FELDMANN, DETROLA

Leveling off of after-the-war set manufacturing conditions were noted in the annual report of C. Russell Feldmann, President of the Detrola Corporation.

"There were unmistakable indications during the year that the unprecedented postwar boom in the home radio receiver business had slackened. This situation was accentuated by the growing rivalry of television for radio sales markets. It was felt most keenly in the case of receivers retailing for more than \$50.00. At about the same time, the phonograph section of the industry was thrown into uncertainty by introduction of long playing records requiring new types of players. Large merchandisers were impelled to withhold new purchasing commitments until they could judge more clearly the preference of consumers", Mr. Feldmann reported.

"Our Detroit radio plant was geared to produce large quantities of radio receivers, phonographs, and automatic record changers to designs specified by the mail order houses and other nationally known merchandisers. The factors mentioned above made the Detroit operation increasingly uneconomical, and the manufacture of home radios and phonographs was suspended. At the year end all other electronic activities were consolidated at our Huntington, Indiana, plant. Any further manufacture of radios and phonographs, which will be dependent on market conditions, will be carried on at our Huntington plant."

Mr. Feldmann said that in 1948 Detrola had earned the largest net profit in its history - \$1,710,083. Net sales of steel for the year were \$32,464,493 or 46% and radio \$16,419,317 or 23%. This caused the company to change the name from Detrola to Newport Steel Corporation, denoting its principal business.

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 ::: SCISSORS AND PASTE :::
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Hospital Rents TV Sets To Patients For \$15 A Week
 (V. R. Montanari, "Washington Post")

Television sets, available to Georgetown University Hospital, (Washington, D. C.) patients at \$3 a day or \$15 a week, are a boon not only to the sick, but also to the doctors, nurses and visitors.

"The patients that have sets in their room sure get good care!" a resident in medicine remarked facetiously. "Doctors and nurses are always at their elbow!"

"Seriously, though", he added, "the programs do have a therapeutic value, making patients more anxious to get well since they bring the outside world into their rooms."

Sister Mary Antonella, hospital superintendent, said the video sets are "wonderful recreation" and the three sets available for rent from a television dealer are "always out".

A floor supervisor said visitors sometimes stay too long when they become interested in sports events. They want to stay to see how it comes out, the supervisor said.

One doctor said he had had to write orders not to allow more than one hour of television viewing for one or two of the patients with heart trouble. These patients, he said, were getting too excited over the games.

"It's something to look forward to during the day", said Mrs. Amory Lawrence, of Warrenton, Va., who has undergone an operation for a foot crushed by a horse. She said she had had "lessons" in golf, skiing and tennis over the set as she lay in bed.

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Jack Benny's "Unlucky Stiff"
 ("Variety")

CBS Board Chairman William S. Paley's capital gains acquisition of Jack Benny's Amusement Enterprise package (which gives CBS a financial toehold in Amusement Enterprise's first Benny-produced pic, ("The Lucky Stiff"), is already translating itself into Paley's initial capital loss transaction.

"Lucky Stiff", made at a cost of approximately \$750,000, opened at the Globe, N. Y., and was yanked after a week in one of the record pic folderoos for the house. It was generally panned by the critx. It's estimated that the film, released through United Artists, will wind up a few hundred thousand dollars in the red.

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Exempting Radio Stations From Libel
 ("Editor & Publisher")

The American Newspaper Publishers' Association reports an effort is being initiated in several States to enact legislation which would exempt radio stations, their owners and employees from any liability for damages for any defamatory statement issued on the air by or on behalf of a candidate for public office.

Why not adopt State laws declaring: "All libel laws are hereby declared null and void insofar as they apply to statements by a political candidate in the newspapers or on the air."

Sounds ridiculous, doesn't it? But that's just what is being done for radio alone in Colorado, Florida, Virginia and Wyoming. No holds barred on the air - but the press can be sued for libel.

These efforts are probably a result of that ridiculous ruling by FCC in the Port Huron case that the Communications Act of 1934 forbid broadcasters to censor political broadcasts or to restrict libelous material contained therein.

Rather than absolve broadcasters of their liability in any instance that might permit slander to have an airborne field day, it would be better to amend the Communications Act to permit deletion by the broadcaster of such material.

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Television In Autos
("New York Times")

At Albany the Assembly has passed a bill sent to it by its Motor Vehicle Committee which would prohibit installation of television sets in automobiles if the screen is within the view of the driver. According to an Albany dispatch to this newspaper, the bill would not outlaw television screens visible to other occupants of motor vehicles.

We wish we could say that this bill is well drawn. But is it? The bill, with its express and limited restriction, tacitly condones, if not approves, this new form of amusement for automobile passengers. To allow television at all in motor vehicles, particularly in pleasure cars, is hazardous. It invites further accidents on public roads already undergoing unprecedented demands on their capacity.

Argument may be made that television is safe in the rear compartments of taxicabs because of the separation - physical and social - of operator and passenger. But as all the world knows, or certainly all New York, the front-seat-back-seat relationship in taxicabs is increasingly one of camaraderie, and this would carry over into discussion of the ball game or something else coming onto the screen.

The point about separation of rear and front activities would certainly not hold for pleasure cars, even if it could be argued effectively for taxis. Pleasure cars' drivers are usually akin conversationally to all those riding with them. The operator's attention could hardly be expected to remain riveted to the road when his passengers are exclaiming over a home run, touchdown or denouement in a melodrama.

The bill passed by one house at Albany deserves a speedy death, before it brings sudden death to persons along the highways and streets.

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TRADE NOTES

Frank M. Russell, Washington Vice-President of the National Broadcasting Company, will give a reception next Wednesday, March 2, at the Carlton Hotel in Washington in honor of Frank M. Folsom, of New York, President, of the Radio Corporation of America.

A life-size, reflection-projector institutional television system, known as Tele-Video, is being introduced by the Telecoin Corporation at a four-day showing, opening this week in New York. A four-unit installation, Tele-Video utilizes forty-nine electronic vacuum tubes - more than double the number used in the conventional home receiver. It is adaptable for projection on screens up to sixty-three square feet in area.

The system utilizes an optical principle in which the picture is thrown on a fourteen-inch parabolic mirror and projected through a special picture corrector on the screen a few feet distant. The demonstration is being staged by Jay Electronics, 3300 Broadway, newly appointed New York City distributor.

Open hearings on a bill to let Washington operate on daylight saving time every Summer will be held Friday, February 25th, starting at 10:30 A.M. in Room 445 Old House Office Building in Washington.

The hearings will be conducted by the House District Judiciary Subcommittee headed by Representative Oren Harris (D), of Arkansas. Persons who wish to testify were asked to notify William N. McLeod, Jr., Clerk of the House District Committee, and if possible to prepare a written text of what they will say.

Greer W. Cowley, a development engineer with the Bell Telephone Laboratories in New York, died at his home in Lincoln Park, N.J., after an illness of several months. His age was 45. He made many significant contributions to radar development during the Second World War, helping to design the portable ground search equipment widely used in military operations.

The National Broadcasting Company's television network, claiming to be the nation's largest operating video chain, will include 33 stations on the air from coast to coast by May 15.

The two most recent additions, WGAL-TV, Lancaster, Pa., and WDEL-TV, Wilmington, Del., were announced in New York by Easton C. Woolley, NBC Director of Stations Departments. Both stations signed inter-connected television affiliation contracts with NBC. WGAL-TV will begin operating April 1 on channel four, and WDEL-TV May 15 on Channel seven.

A report from New York is that Frank Stanton, President of the Columbia Broadcasting System, has been invited to head a university.

The Federal Trade Commission has approved a stipulation-agreement in which Stephen N ester, Virginia Nester, Nathan Lang Van Cleave and Doris Lang Van Cleave, co-partners, trading as Duotone Co., 799 Broadway, New York, agree to stop designating synthetic sapphire-tipped phonograph needles as "sapphire" without plainly describing them as synthetic sapphire.

The co-partners also agree to stop representing that their synthetic sapphire-tipped needles will give up to 5,000 plays or any other stated number of plays without plainly indicating that such needles may chip, break or wear, causing sound distortion and improper tone fidelity.

Wayne Coy, Chairman of the Federal Communications Commission, yesterday told four teen-age orators that the Federal Government has been a contributor to the freedom of radio.

"And in keeping radio free", he said, "We are furthering the cause of democracy in the United States and the world."

Mr. Coy spoke at a luncheon honoring the schoolboy winners of the second annual Voice of Democracy Contest.

Justin Miller, President of the National Association of Broadcasters, told the boys their writing and voicing of the best 250,000 scripts on the subject, "I Speak for Democracy", was work as important as their classroom studies.

Sponsors of the contest, in addition to the NAB, are the U. S. Junior Chamber of Commerce and the Radio Manufacturers' Association.

With January revenues 18% ahead of the comparable month a year ago, WJZ, New York key station of the American Broadcasting Co., during the first month of 1949 signed 11 new accounts, five of which are scheduled to start in February and March.

In a move that may set a pattern for the industry, the Crosley Broadcasting Corporation moved into the sports promotion business over the weekend with the announcement it has filed incorporation papers for Telesports, Inc., with authorized capital of \$100,000.

The incorporators include James D. Shouse, Chairman and President of Crosley Broadcasting; Robert E. Dunville, Vice President and General Manager, and Dwight Martin, Vice President and Assistant General Manager. Mr. Dunville said the new firm plans to promote its own sports shows and to televise them if it so desires.

Under the terms of its charter, Telesports, Inc. will not only promote and televise sports events, but can carry on broad activities in other amusement and educational fields if it chooses. The charter provides for potential activities ranging from play production and exhibitions to the handling of musical copyrights and publication of books.

A primary interest of Telesports, Inc., according to Mr. Dunville, will be to encourage the development of a wider roster of athletic events, and to assure the availability of the events for television.

Mr. Dunville added that the establishment of Telesports, Inc. represents a move to augment, rather than necessarily supplant, the sports television shows which WLW-T, Cincinnati, now offers its audiences. Events promoted by Telesports, Inc., would be available for telecasting on all three Crosley video stations. These, in addition to year-old WLW-T, include WLW-D, Dayton, and WLW-C, Columbus, both of which are scheduled to go on the air in March. They could also be made available to other radio or television stations.