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WILSON, RCA, HITS BACK SHARPLY IN TV OBSOLESCENCE SCRAP

A powerful new element entered the fight which seemed to have the television manufacturing industry almost on the ropes when J. G. Wilson, Executive Vice-President, in charge of the RCA Victor Division, declared that predictions that a future shift of television broadcasting to higher frequencies will make present receiving sets obsolete are absolutely unfounded, and are not based upon scientific or economic facts.

Up to now RCA has been silent and significance is added to Mr. Wilson's entrance into the melee by the fact that Brig. Gen. David Sarnoff, RCA Chairman of the Board, after a call on President Truman last week to report on his European trip, was quoted as saying to the newspapermen that present television sets would not become obsolete "for many years" and would continue to receive normal service if UHF (ultra high frequency) were introduced.

Mr. Wilson took off the kid gloves when he waded into the fight. Though no names were mentioned, his remarks were obviously directed to Commander E. F. McDonald, Jr., President, and the Zenith Radio Corporation newspaper ads which started the whole fight.

"For any manufacturer to boast economic superiority for a television receiver that will not be obsolete eventually because it is provided with a few components for receiving higher frequency channels is unjustified and misleading", Mr. Wilson declared. "And to adapt such a set to receive higher frequencies would be an expensive job, probably more costly in total than the simple converter needed to keep present receivers in line with progress. With such a converter no modifications whatever are required inside the set."

Prefacing this, Mr. Wilson said:

"Naturally, the majority of manufacturers in designing their television receivers have the public interest continually in mind, and they adhere to standards set by the industry and by the FCC. But they cannot build receivers today for the future when it is not known what channels will be used. Engineers must know which higher frequency channels will be allocated to television and what the standards will be to supplement those already in use, before they can design the set of the future.

"Never in the history of wireless, radio broadcasting, or television have scientists and engineers been able to guarantee 'positive built-in assurance' that a receiver will not be made obsolescent by any contemplated changes in channels. Such a statement is no more true in radio and television than in the automotive, aviation, or any other field which thrives upon science and continually improves and advances in bringing new and added benefits to the public.

"The Federal Communications Commission has not proposed that the existing television channels be replaced by others. On the

contrary, Chairman Coy stated on March 23, as reported by the Associated Press, that the twelve channels 'will not be eliminated' and that 'present television sets available on the market will get service from these channels continuously.' Service on these channels is constantly expanding, and thousands of new receivers for these channels are reaching American homes daily.

"If and when additional channels in the higher frequency band are opened to television, their function will be to supplement, not to replace, the channels already in use. Instruments now in service will continue to serve, and new instruments also will come into American homes in much the same way that a new streamlined automobile takes to the road alongside cars that are 10, 20 and even 25 years old -- and all continue to give service to the public.

"Until it is definitely known which higher-frequency channels will be available for television it is impractical to design a set and unjustified to assert that it will efficiently pick up all channels by the mere adjustment of the tuning turret.

"If, as, and when the Federal Communications Commission decides that the higher frequencies are to be utilized for television, then and only then can the proper sets be designed. But when that day comes, the simple converter can be used with present sets to extend their tuning range into the higher-frequency spectrum.

"If a manufacturer has partially provided for possible conversion to UHF in current receivers, the customer is paying for such provision today for an arrangement which may prove inadequate tomorrow.

"RCA Victor considers it economically unsound to add to the price of existing equipment, costs that might not eventually be justified. This includes turret tuners or any other device built in to provide only partial coverage of the full range of ultra-high frequency channels which may be allocated by the FCC in the future."

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NEW DAYLIGHT SAVING RECORDING PLAN FOR DELAYED BROADCASTS

A completely new recording operation that includes 10 of the latest type RCA Victor magnetic recorders has been installed by the National Broadcasting Company in its Chicago Merchandise Mart Studios to handle delayed broadcasts when the network begins operating on Daylight Saving Time, Sunday, April 24th.

The new equipment will record all of NBC's daily 18 hours of network programming so that the affiliated stations remaining on Standard Time will receive these programs on special lines by transcription one hour after the live broadcast time.

The netire new tape recording operation will originate in the Merchandise Mart Studios, where 25 persons have been assigned to work on the new equipment.

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KOBAK SUCCESSOR TO BE CHOSEN AT MBS MEETING APRIL 8 - WEISS

That Edgar Kobak will be replaced as President of the Mutual Broadcasting System at a meeting of the Board of Directors in Chicago, Friday (April 8) was confirmed by Lewis Allen Weiss, of Los Angeles, Chairman of MBS. There was nothing definite said as to who might be Mr. Kobak's successor, but one frequently mentioned at this writing is Frank K. White, President of the Columbia Recording Company.

Although it was erroneously assumed by some that Mr. Kobak would maintain his \$100,000 job, the Board named a special four-man committee to select a successor, consisting of Ted Streibert, WOR; Ben Gimble, WIP; Tom O'Neill, the Yankee Network, and Mr. Weiss.

A canvas of able and available executives since Mr. Kobak's resignation, says the Hollywood Reporter, finally selected Mr. Kobak's successor, a man with "legal background, experience in network operation, and about 45 years of age." He has agreed to take the job immediately with only the forman announcement of the Board to be awaited.

"In an effort to clarify his own status in the widely-publicized issue", the Reporter continues, Mr. Weiss said that there has been general dissatisfaction with Mr. Kobak for the past two years over his programming policy and lack of organization ability. Mr. Kobak refused to replace Phil Carlin as Program Manager until he was forced to several weeks ago.

"Mr. Weiss pointed out that although Mr. Kobak had publicly complained about the inadequacy of \$1,500,000 as a yearly program budget, he had been frequently told by the Board that anytime he saw a program he wanted in excess of his appropriation, all he need do was telephone Mr. Weiss for okeh. At no time was such a call made, Mr. Weiss Said.

"Another complaint lodged against Mr. Kobak was the single-handed manner in which he administered his job, Mr. Weiss went on, with no reliance on his executives. Despite an autonomy exceeding any other network president, Mr. Kobak was wont to hold complete authority within his own hands to the point of morale deterioration, Mr. Weiss declared, so much so that Robert Swezey, the network's General Manager until recently, resigned for this reason.

"Indicative of the unanimity of the Board's action in replacing Mr. Kobak, Mr. Weiss said that at last month's meeting there was not a single vote of the eleven Directors dissenting or abstaining. This included the two of the Chicago Tribune (WGN) which up to that time had been considered as favorable to Mr. Kobak by many.

"The new man, according to Mr. Weiss, will be given wide authority in all phases of the network's operation, with the Board 'pointing only to general objectives.' One of these is raising the chain's total sales from the present 22 to about 25 million dollars. Another is executing the Board's idea of 'mood' programming

which, briefly, places similarly-themed programs, such as mystery or drama or comedy, together successively for a period - and then keeps them on long enough for audiences to get in a habit of tuning there and then.

"Contrary to rumors of internecine troubles between the 'rugged individualists' in the Mutual directorate, Mr. Weiss invited attention to the unity which has ultimately existed in all of their actions once matters have been threshed out. Beyond that, he added, the network is one of the wealthiest in resources with such stockholders as the Chicago Tribune, Gimbels, Bamberger, General Tire (Yankee Network) and Don Lee. There will never be any trouble about picking up network programs, he said, if those programs are good. That, he stated, was Mr. Kobak's trouble - stations simply wouldn't pick up inferior shows.

"In June, when WOR goes on with its video adjunct, Mutual will announce a television network, Mr. Weiss said. At that time, MBS will have stations in such key cities as New York, Washington, Chicago, Detroit, Philadelphia, Los Angeles and others. In a couple of weeks Don Lee should have a CP for KPRC in San Francisco and that station will additionally augment the network's TV coverage.

"Radio is still supporting television, Mr. Weiss said, and will continue to for several more years. Although he was one of the first boosters of TV, since 1931, when Don Lee's experimental station went on the air, Mr. Weiss supports the contention that radio is a long ways from being extinct. His own KTSL, for example, will be carried along as a loss for at least a couple of years longer. And, insofar as radio in general, there is enough business available to keep every station loaded with advertising if they will only go out and work aggressively for their revenue."

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N.Y. FIRE DEPARTMENT TO USE WALKIE-TALKIES

The first experimental walkie-talkie radio sets, for two-way communication between firemen and supervisors on a test basis, are being ordered by the New York City Fire Department for early use at large fires. Ten units are being purchased at a cost of about \$250 each, and an application for an operating license has been made to the Federal Communications Commission.

New York sets being ordered are crystal-controlled type transmitters, with receivers, so that supervisors outside burning buildings can speak to firemen inside.

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FCC ADOPTS CITIZENS RADIO SERVICE RULES; EFFECTIVE JUNE 1

Rules for the licensing of Citizens Radio Service stations on a regular basis were adopted as final by the Federal Communications Commission last week and will become effective Wednesday, June 1, 1949.

The prelude to the Citizens Radio Service dates from May 1945, when the Commission's allocations report established a band for the operation of "citizens stations". In accordance with this allocation, technical regulations for citizens stations came into effect December 1, 1947, and were designated as Part 19 of the Commission's rules. To supplement these technical requirements, proposed regulations dealing with the licensing and administration of citizens stations were issued by the Commission August 12, 1948 as proposed rules. In finalizing these procedural requirements, the Commission is recognizing Citizens Radio as a full-fledged service.

After the effective date of the new rules, licenses in the Citizens Radio Service will be issued on a regular service basis, rather than under the Commission's experimental rules as heretofore. Under the newly adopted regulations, licensing procedures have been simplified, and persons desiring to operate type-approved transmitting equipment may submit application on a single card form, soon to be available at the Commission's field offices and the Washington office.

Generally, any citizen of the United States who is 18 years of age or older will be eligible for a station license. Licenses will be valid for a period of five years and the station license is normally the only authorization that will be required for operation of a citizens station.

The Citizens Radio Service is designed primarily to afford a two-way short-range private communication service. Part 19 of the rules defines it as a "fixed and mobile service intended for use for private or personal radio-communication, radio signalling, control of objects or devices by radio, and other purposes not specifically prohibited herein."

Although the issuance of licenses in the Citizens Radio Service to persons and organizations who may be eligible for licensing in another type of radio service has been temporarily suspended by the Commission, the possible uses of citizens radio stations are many and varied. They may be employed for communication on farms, such as between house and buildings or workers in remote locations; for outlying camps and work crews, and for industrial plants and construction projects. Citizens stations may also be used to communicate with vehicles within a limited area and, as in the case of other radio services, for emergency communication when regular wire line facilities have been disrupted or rendered ineffective.

In addition, the short-range coverage of the Citizens Radio Service opens possibilities of radio control of devices such as gates and garage door openers, model aeroplanes, and display signs. However, the operation of such radio-controlled devices must be inter-

mittent in nature, in order to preclude undue interference to other users of the citizens band.

Citizens radio stations will not be permitted to charge for messages, to carry broadcast material, to transmit directly to the public, or to engage in communications which are contrary to law. Individual communications must be kept as short as possible because of the large number of persons expected to share this service. In these respects the Commission's monitoring network and field staff will be on the watch for any violations of the regulations.

Compact personal transmitting and receiving units are now being commercially manufactured, and additional models are planned, for the new service. The range of the units will depend upon local conditions and may vary from a distance of a few city blocks in the presence of high absorption or reflection to considerably greater distances under favorable unobstructed conditions. Stations in this service will be able to communicate with other Citizens stations within range, but not with stations in other services or with foreign stations.

Although Citizens radio transmitters may be operated temporarily by any person designated by the licensee, the latter must be in control of and responsible for the station at all times. Citizens stations using manually operated telegraphy may be operated only by the holder of a radiotelegraph license issued by the Federal Communications Commission. As in the case of other radio services, any transfer or modification of the station license will require approval by the Commission.

The Commission has established a procedure for "type approving" equipment to be used in the Citizens Radio Service. Transmitters or transmitter-receivers tested at the Commission's Laboratory and found to conform with the technical engineering standards set forth in the rules will receive a certificate of type approval. At the present time one transceiver has been approved and there are indications that others will soon be submitted for testing.

Two types of Citizens stations may be authorized, with the distinctions based on technical and operating specifications, including input power of 10 watts for one type and 50 watts for the other type. All Citizens operation will be in the 460-470 megacycle band previously allocated to this service.

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NEW WGN-TV ANTENNA MAY 1; NEW BUILDING IN FALL

By May 1st the new WGN-TV antenna will be installed and in operation atop the Chicago Tribune Tower. The 100-foot combination RCA TV-FM antenna system will be supported by a steel mast that rises 33 feet above Tribune Tower, bringing the top of the WGN-TV tower to 610 feet above ground level.

A new General Electric TV transmitter is in the process of being installed on the 29th floor of Tribune Tower where it will share space with the WGNB-FM transmitter.

Carl J. Meyers, WGN Engineering Director, gave details of the television facilities in the new building that are expected to be ready for operation late this Fall.

There will be three studios devoted exclusively to television and three other studios in the building will be available for TV programs. The master control room will have an adjoining projection room and an announce studio. The projection room will house two 35mm projectors, two 16mm projectors and several slide projectors. The announce studio will be utilized for standby operations and interview programs such as "Sportsmen's Corner".

The WGN main audience studio will be modified to handle AM and TV shows simultaneously, through the installation of a combination AM-TV control room, special light control booths, and automatic curtains for regular stage productions. This studio, seating about 400 people, will be utilized for all types of audience shows and participating programs.

According to present plans the entire television operation and all facilities including executive and business offices will be moved to the new building by the first of the year, Mr. Meyers said.

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STRIKE CUTS OFF WASHINGTON NEWSPAPERS; RADIO BUSINESS BOOMS

Out of a clear sky as far as the average reader was concerned, the Washington Post and the Washington Times-Herald failed to reach the streets this morning (Wednesday, April 6). Up to noon today, neither the Washington Star or the Washington News (Scripps-Howard), evening newspapers had appeared.

Washington broadcasting stations immediately added news broadcasts and took over what advertising they could. The Star and Post have their own stations, WMAL and WTOP, but the Times-Herald and the News have no radio outlets.

Both the Post and The Times-Herald reported that the failure of the pressmen to report for work was a surprise to them. Negotiations between the union and the four major Washington papers have been in progress several months.

The former contract expired February 7th. George Walker, an official of the union local, said the entire contract was open to negotiation. He said "nearly every issue" was in dispute.

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FORT INDUSTRY TAKES ON NEW V-P; JONES, DETROIT

Fort Industry has added another top executive to its staff. Richard E. Jones has been promoted to Vice-President. Mr. Jones joined the organization last year as Managing Director of WJBK, Detroit, which included WJBK-TV and FM.

Mr. Jones has been associated with radio in Detroit for many years. He was formerly commercial manager of CKLW, Detroit-Windsor.

WJBK recently moved its studios into the Detroit Masonic Temple Tower. Its TV affiliate is the Detroit outlet for both the Columbia Broadcasting System and DuMont television networks.

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FM 1948 SET PRODUCTION 3,000,000; ARMSTRONG DEMONSTRATES

Everett L. Dillard, President of the Continental (FM) Network, summarized at the FM Association meeting in New York last week the gains made by both television and FM in the past year. Operating commercial FM stations in 1948, he pointed out, had advanced from 370 to more than 700; television from seventeen to fifty-two. FM set production in the year had reached 3,000,000, and television 1,000,000. The FM figure, he explained, did not include a large number of FM tuners built into television receivers.

Broadcasters have been selling "too much poor listening over bad AM reception" whereas "FM the 'life saver' - the radio industry's only means of giving every person good reception" has virtually gone begging, Edgar Kobak, President of the Mutual Broadcasting System, charged.

Enlarging on what he termed a strange broadcast apathy with regard to FM's wider and better use, Mr. Kobak disclosed that a recently taken Mutual coverage study of FM vs. AM had indicated that the Mutual System's 160- odd frequency-modulation affiliates do a "better job" of serving radio families in the area studied than do all of the system's nighttime AM stations, numbering nearly 500.

Major E. H. Armstrong, the inventor of FM, discussed the growth in use of his invention, current low-priced table receivers from more than a dozen manufacturers were on exhibit.

Major Armstrong contrasted these with one of his first experimental sets, a huge contraption of wires, tubes and gadgets which cost thousands of dollars and yet which was the forerunner of the inexpensive sets now available to the public, and which will perform the same miracle of ridding radio of its nemesis static. Major Armstrong also provided the audience with a demonstration of tape records of broadcasts from typical New York AM and FM stations which showed a marked superiority, not only in fidelity of broadcast but the greater coverage of the FM signals.

Ted Leitzell of the Zenith Radio Corporation, declared: "There are already areas in these United States where FM stations with alert, promotional minded management represent a better buy for advertisers, and will do a better job for them, than AM stations in the same city.

Any advertiser who buys network time without valuing above AM the FM outlets that he gets for little or nothing is just as crazy as a silver miner who throws away his by-products of gold and platinum."

Mr. Leitzell reported to the meeting on the results of a recent promotion campaign undertaken in cooperation with dealers and broadcasters all over the country, to the effect that, at a time when AM sets were backing up on dealer's hands, the public demand for FM sets had been such that the company had to increase its production since January, although during this period the demand for radios normally falls off seriously.

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RMA \$100,000 TV GROUP SEEKS TO SOOTHE TRADE, REASSURE PUBLIC

With the industry a degree calmer, the members of the Committee just appointed by Max F. Balcom, President of the Radio Manufacturers' Association, will meet soon to outline plans "for giving public, trade, and government a accurate television information".

The Committee is headed by Paul V. Galvin, RMA Past President and Motorola President. Other members: Benjamin Abrams, Emerson Radio & Phonograph President; Dr. W. R. G. Baker, RMA Engineering Department Director and General Electric Vice President; H. C. Bonfig, Zenith Vice President; James H. Carmine, Philco Vice President; James W. Craig, Avco's Crosley Division Vice President; Dr. Allen B. DuMont, Allen B. DuMont Laboratories head; Joseph B. Elliott, RCA Victor Division Vice President, and William J. Halligan, Hallicrafters Co. President.

In the meantime, a letter written by E. F. McDonald, Jr., President of the Zenith Radio Corporation, to Wayne Coy, Chairman of the Federal Communications Commission, was released by the FCC Chairman's office. In this, Commander McDonald wrote, in part:

"I have read every word of your address before the Advertising Club of Baltimore and I am not in disagreement with a single statement that you make. I can see that great care was used in preparing it; it is informative and factual.

"I do not envy you in trying to keep everybody pleased, but I again say to you that the laboratories of our competitors are working night and day to produce two band sets. They will start marketing them shortly and thereby somewhat relieve the situation that is going to exist with new stations going on the air in the UHF, with practically no receivers to receive them."

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Ninety-six loud speakers carry the Minister's words into all parts of the new \$1,000,000 Baptist Temple at Akron, Ohio, and there is apparatus for recording his speech as well as for radio service. Special ear phones are provided for the hard of hearing and those totally deaf may participate in the sermon by a translator who uses sign language.

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WNYC, NEW YORK MUNICIPAL STATION, WOULD BROADCAST NIGHTS

New York City's radio Station WNYC is seeking Federal Communications Commission authorization to broadcast until 10 P.M., EST.

Coincidentally, S. N. Siegel, Director of the station, disclosed that WNYC had just received an extension until September of its temporary permit for broadcasting through the evening hours. Except for such a permit, broadcasting over the city's station would have to cease at 5 o'clock every afternoon.

Formal application for the permanent authorization will be submitted to the FCC within two weeks, Mr. Siegel said. For seven years, WNYC has operated daily until 10 P.M. under successive renewals of temporary permits, most of them for six-month periods.

The station expects to make a strong case for its long-term application on the ground that, as the only municipally-operated non-commercial outlet of its kind in the country, its services through long hours of the day and evening are vital to the public. Its functions go beyond entertainment to include disaster warnings, and other public services.

Mr. Siegel said:

"We do not have just a few sponsors, as most stations do. We cater to 8,000,000 sponsors."

And many of these 8,000,000 sponsors are quick to use the mails and the telephone to tell WNYC what they think. Bona-fide pieces of mail concerning programs received by the station numbered 38,105 in 1946, 54,947 in 1947 and 64,594 in 1948.

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GERMANS FEAR ALLIES' BAN OF BERLIN RADIO INDUSTRY

A german official expressed fear last week that American, British and French negotiations in London have agreed to ban Berlin's radio transmitter industry.

Wolf Steinbrucke, chief of the electrical industry section of the Berlin city government, the Associated Press reported, said German officials had unconfirmed reports that the industry is to be put back on the list of prohibited war potentials. He said the reports were that the British, fearing competition, had exacted the ban as a price for their agreement to save about 150 German plants from dismantling for reparations.

Steinbrucke said such a decision would have "disastrous" political repercussions in Berlin's Western sectors, which repeatedly have demonstrated support for the Western powers in the blockade.

The industry, employing a large number of persons, has been kept going by supplies from the airlift.

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RCA TO MANUFACTURE THEATRE TELEVISION EQUIPMENT

The Radio Corporation of America expects to start manufacture of instantaneous theatre television equipment in pilot run quantities by the end of this year and figures on marketing such video equipment for theatres at less than \$25,000 per single unit, Barton Kreutzer, head of the company's film recording and theatre equipment activities, disclosed during a demonstration held in conjunction with the 65th semi-annual convention of the Society of Motion Picture Engineers. New RCA theatre TV equipment demonstrated is said to be more practical than any previously shown in that the only element of equipment required in the theatre auditorium is an optical barrel projector, 30 inches in diameter and 36 inches long, mounted on a seven-foot-high pipe standard.

All other equipment, power supply, etc. are in cabinets, which can be stored at some distance away. The projection throw of theatre TV has been increased from 40 to 65 feet. At 65 feet it is capable of projecting a picture 15 by 20 feet. The demonstration was limited to an 11 by 15-foot picture because of room dimensions.

Questioning the economic feasibility of commercial theatre-size television at present, except for a limited number of major sports attractions, Dr. Allen B. DuMont suggested selective use of regular TV broadcasts in motion picture houses until video receivers become more plentiful. DuMont recommended theatre spotting of home telecasts during an address at a luncheon opening the convention.

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TRUSTEES' SUIT FACES EX-HEAD OF MAJESTIC RADIO CORPORATION

Federal Judge Walter J. LaBuy last week in Chicago gave trustees of the Majestic Radio and Television Corporation permission to sue its former president. Attorneys said they might sue for \$500,000.

Martin A. McNally, lawyer representing trustees John E. Dwyer and Donald J. Walsh, said they proposed to sue Eugene A. Tracy, In outlining their proposed suit to the court, they cited these charges:

That Mr. Tracy unlawfully exercised stock options and thereby realized \$273,000; that he shifted certain personal obligations to the corporation; that employees had realized "substantial profit" through company stock deals arranged by Mr. Tracy; that he realized \$72,000 in profits from a partnership to sell radio crystal controls in competition with Majestic, contrary to his contract with Majestic; that he received excessive salary and bonuses, and that he voted to pay a former president's family two years' salary of the former president after the latter had died.

Judge LaBuy postponed to may 16 a hearing on a trustees' plan for reorganization of the company under Federal bankruptcy law. Creditors opposed the postponement.

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SAM ROSENBAUM TAKES OVER FREE MUSIC PROJECT FOR PETRILLO

The welfare fund won five and a half years ago by the American Federation of Musicians, AFL, is going under new management, writes A. H. Raskin in the New York Times.

"After distributing nearly \$4,500,000 to provide free public music programs, the union's brash, bouncy president, James C. Petrillo, is turing control of the fund over to a scholarly, soft-spoken Philadelphia lawyer who left the presidency of a radio station to become a wartime colonial in military government overseas.

"The change in administration of the fund is not likely to be as spectacular as the change in administrators. Samuel R. Rosenbaum, who has been designated as trustee of the fund by the manufacturers of records and transcriptions, is lavish in praise of Mr. Petrillo and the union for the way in which they have run the fund.

"The money paid in as royalties on records has been used as a public service and not a feed bag', Mr. Rosenbaum says. 'The union has never treated the money as a slush fund and has administered it effectively and economically.'

"The new trustee's freedom to make changes in use of the fund is severely limited by the deed of trust under which he was appointed three months ago. The money must continue to be used to provide free musical programs and it must be allocated on a geographic basis that corresponds exactly with the formula used by Mr. Petrillo in distributing funds among his 640 locals.

"The principal change that Mr. Rosenbaum foresees is in the type of musical service that will be provided through the fund. He expects to put much more stress on musical programs in schools and less on music in hospitals. He thinks this will help to crease a new interest and appreciation for music.

"The transfer of administrative control over the fund from the union to a neutral trustee was made necessary by the provisions of the Taft-Hartley Law. Mr. Petrillo and his attorneys drafted the proposal finally approved by the Department of Justice for the change, which permitted revocation of the union's ban on the making of new musical records.

"The new agreement, which runs until Dec. 31, 1953, has a clause transferring control back to Mr. Petrillo if the Taft-Hartley Law is repealed or amended in such a way that the union may legally designate the trustee. It is generally thought, however, that the union president would favor retention of Mr. Rosenbaum, who has long been a partisan of the union in its battles with the radio and recording industries.

Mr. Rosenbaum concedes that the new system of trusteeship will result in the spending of a bigger share of the fund for overhead. Under the terms of the agreement, the trustee receives a salary of \$25,000 a year. In addition, he must maintain a central office from which some 15,000 checks a month will be issued to musicians in all parts of the country.

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Charges Admiral TV Set Performance Claim Not Provable
 (Report of Chicago Better Business Bureau)

The current television advertising free-for-all has recently produced a new absurdity in superlative statements -- this with the publication by Admiral Corporation of the claim that its produce ia "guaranteed to outperform any set, anywhere, any time."

In reply to a protest by the Chicago Better Business Bureau that the claim by its very nature is impossible to substantiate, the Admiral Corporation described the statement as "a summation of competitive demonstrations wherein Admiral Television Receivers outperformed all other sets." The Admiral Corporation also said that some time in the future, it planned to hire an independent engineering laboratory to make conclusive tests.

The advertising agency handling the Admiral account offered to eliminate the word "guaranteed" from all future copy. The claims would then read "outperform any set, anywhere, any time".

Obviously such a revision still leaves a statement which has not been proven as fact. It is objectionable because it is physically impossible for any one manufacturer to make tests sufficiently extensive to support such a claim.

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Number Of Movie Theatres Using Advertising Films Doubles
 ("Hollywood Reporter")

The number of theatres getting a dded revenue from playing advertising films has almost doubled in the last ten years, it was revealed this week in a survey which showed 13,185 houses of a total of 18,351 are available for such commercial showings on their regular bills.

Seventy-two percent of the U.S. screens, with an estimated 53,494,900 weekly attendance, are open to commercial advertising at present, while in 1939, 6,787 of the then 17,541 houses, or 38.6 percent, were showing ad-plug pictures.

It was also learned that about 2000 theatres, pressed for more revenue in a declining entertainment market, have joined the commercial film list only in the last six months.

Showing of advertising films has become a multi-million dollar business for the exhibitors as well as the companies making and distributing the pictures which range from a one-minute short, and 90-second animated cartoon up to the more expensive one-reel or more short subject.

Judging from the rate care of one commercial distributing company, to show a one-minute subject for one week in every one of the 13,185 theatres would cost the advertiser more than \$225,000.

Every state has shown an increase in the theatres using ad films, and in 21 states, their number has doubled or tripled during the last ten years.

Arkansas, Kentucky and Louisiana evidence the largest increases, the first going from 98 to 296; the second, 83 to 268, and the last, 123 to 366.

State leading in actual number of theatres playing the subjects is Texas with 1,177; in 1939 the tally was 531.

Illinois is next with 660, then Pennsylvania with 597.

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Wireless Covering 32 Miles O.K. But Skeptical As To Future
 ("Fifty Years Ago" Column in The "Washington Star")

"The successful test of the Marconi system of wireless telegraphy which has just taken place with the French Channel as a barrier between stations", said the Star editorially on March 29, 1899, "will probably demonstrate to most observers that the science of electrical manipulation is entering upon a new phase, the ultimate development of which no man can now foresee. The Marconi method of sending messages may not acquire much commercial value for some time. Despite the success of this first long distance test, it is apparently still in the experimental stage. But it is a distinct gain to prove that words can be sent by a current without the use of a conductor over a considerable space. The distance in the present instance was 32 miles. It is too much to say that in the present stage of the system this distance can be indefinitely extended, for it is stated that as far as the experiments have gone success comes only when the instruments and the vertical conductors are elevated high enough at each end of the line to clear the horizon. In other words, account must be taken of the curvature of the earth, as the existing methods permit only horizontal transmission". The Star, however, was sanguine about such difficulties being overcome.

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The Unintentional Influences Of The Wireless
 ("London Calling")

While there is much of practical interest of the student of broadcasting in No. 3 of Volume 3 of The BBC Quarterly, now published, one of the most penetrating and thought-provoking contributions is in the field of sociology. It is written by a well-known broadcasting priest, the Rev. Canon V. A. Demant, and his theme is: "The Unintentional Influences of the Wireless".

What effect has broadcasting, he asks, "not upon the discriminating listeners who get their 'education' elsewhere, but upon those for whom it is the regular and almost the only contact with the world of recreation, art, thought, and religion?" What kind of a mind and person does broadcasting produce "among populations for which listening has become an important part of the life-habit?" The erudite analysis of motives and reactions, conscious and subconscious, that follows constitutes a thesis commanding the consideration of all who recognise the influence of, and the dangers implicit in, broadcasting's function as a social force.

"It must be impressed on listeners in some way", Canon Demant concludes, "That the perspective they get from what comes over the air is a highly skillful and artificial creation of human ingenuity. If it is mistaken for 'second nature', it will incapacitate men for coping with the real problems the world presents to them."

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TRADE NOTES

That Atwater Kent had drifted far from his old radio manufacturing associates was indicated by the fact that none were mentioned among the 73 friends he left \$442,000 to. Approximately \$1,335,000 went to charities and educational institutions, \$2,000,000 to his estranged wife, and it was estimated that his estate probably would exceed \$4,500,000.

Bendix Radio and Television, Division of Bendix Aviation Corporation, has formulated a new price structure on television that will allow the Bendix dealers to accept liberal trade-ins on television sales.

"In the past", said Edward C. Bonia, General Sales Manager, "the low discount structure on TV has precluded the possibility of the retailer accepting trade-ins which is a most potent weapon of merchandising. Under our new pricing effective April 1, 1949, the consumer will receive a very substantial allowance for his old radio or TV set against the nationally advertised list prices on Bendix Television receivers.

A new technique for selecting suitable television and FM transmitter sites based upon actual field tests employing airborne equipment, was outlined in Chicago by Edward S. Clammer, Commercial Engineer of the RCA Engineering Products Department, before the annual convention of the National Association of Broadcasters.

As outlined by Mr. Clammer, the new system would provide information on field strength and incidence of echoes within the proposed service areas by employing transmitter and antenna radiating pulses of short duration, high peak power and low recurrence rate from a helicopter or balloon. A receiving equipment capable of indicating strength of received pulses and the amplitude of delayed echoes is assembled together with signal generator, oscilloscope, motor generator and an extension mast and dipole antenna in a mobile unit that can be deployed throughout the area under study.

The Washington Television Circulation Committee, representing the four operating television stations in Washington, D. C. (WMAL-TV, WNBW, WOIC, WTTG) reports that the April 1 official estimate of sets installed and operating in the Washington area is 40,750. This represents an increase of 3,350 sets over the March 1 figure of 37,400.

Television sets in Chicago now number more than 115,000, an increase of almost 100,000 since WGN-TV, Chicago, went on the air a year ago, according to a WGN-TV press release.

A television wage increase for union musicians has been agreed upon under a new one-year contract signed with the networks, James C. Petrillo, President of the American Federation of Musicians, AFL, announced Tuesday. Under the new arrangement, musicians on local telecasts will receive 80 per cent of the comparable rate for standard radio broadcasts instead of the previous 66 and 2/3 per cent. For network telecasts they will receive 90 per cent of the rate for standard broadcasts, compared with the former 75 per cent.

Other terms of appearances by union musicians on television had been settled last May 1 when a new three-year contract for radio was signed by the union and the networks. The television wage question, however, had been left open for further negotiation, and the new agreement was reached after several weeks of discussions.

WINX-FM will become WTOP-FM at 5:30 A.M. last Friday when WTOP programs were available for the first time to FM radio listeners.

The 20,00-watt station, at 96.3 megacycles on the FM dial will duplicate all programs broadcast over WTOP-AM, operating weekdays and Saturdays from 5:30 A.M. to 1:05 A.M. and Sundays from 7 A.M. to 1:05 A.M. the next day.

The station changed hands officially Thursday, when papers were signed transferring ownership from the WINX Broadcasting Co. to WTOP, Inc., which is owned 55 per cent by The Washington Post and 45 percent by the Columbia Broadcasting System. Purchase price was \$160,000.

The first FM station in the Washington area, WTOP-FM began as W3XO, an experimental station, in 1938. It was purchased by The Washington Post October 30, 1945 and began broadcasting WINX programs June 14, 1947. Its present transmitter building at 5232 Lee Highway, Arlington, Virginia, (across the river from Washington) went into operation January 1, 1948.

A wire recorder that's not a wire recorder is the newest and most revolutionary equipment to be introduced in the office dictation field.

Developed and being released starting April 1st by the Peirce Wire Recorder Corp. of Evanston, Ill., the new machine actually utilizes wire as a high fidelity recording medium. But the development of a Wire-o-matic Cartridge and of other design features that are failored to office dictation needs make the new Peirce a dictation system, completely unlike conventional wire recorders in appearance, operation and applications.

Developed after 7 years of research, the cartridge is regarded as the outstanding feature of the new equipment. It eliminates handling of the wire; it simply slips in and out of the machine by the touch of a spring lever. It can hold any amount of dictation up to an hour, and a magnetic erasing feature makes possible its being re-used more than 100,000 times.

All sections of the New York-Philadelphia-Washington-Pittsburgh radio beam network are now in operation, the Western Union 1948 annual report reveals. "Experience with radio transmission clearly indicates the value of this method of communication", the report states. "These circuits demonstrated their unusual stability during severe storms in the early part of 1948 when parallel pole lines were prostrated. The Company owns sites for radio relay towers as far west as Minneapolis and as far south as Atlanta, so that its radio beam network may be expanded as needed.

"Radio beam towers between New York and Philadelphia have been equipped to provide two television channels. Commercial operation of these channels is dependent upon decisions by the Federal Communications Commission in the matter of rates to be charged for such facilities and whether they may be interconnected with the facilities of another common carrier."

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