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April 13, 1949

"HOW DO YOU KNOW?" McDONALD, ZENITH, TO WILSON, RCA, IN TV FRAY

As a result of our carrying the statement of J. G. Wilson, Executive Vice-President in Charge of the RCA Victor Division, last week (April 6) in connection with the television scrap, the following letter has been received from Commander E. F. McDonald, Jr., President of Zenith, who touched off the original explosion:

"I was interested in reading your lead story quoting Mr. J. G. Wilson of RCA. In your next issue I would appreciate it if you would, in my name, ask Mr. Wilson why he, in one paragraph, states 'Engineers must know * * * what the standards will be to supplement those already out, before they can design the set of the future', and in a succeeding paragraph, in the same article, he states 'A simple converter can be used with present sets to extend their tuning range into the higher frequency spectrum.'

"I would like to know why Mr. Wilson leads the public to believe that converters will make present receivers work on the new frequencies, if he does not know what the standards are to be. He should know that if the present 6 mc standards are changed, no converter will work on the new frequencies and none of the present receivers can be made to function properly on the ultra highs.

"The answer to this question, to me, will be the answer to the soundness of his entire statement."

Commander McDonald also sent a letter to all of the television manufacturers which read in part:

"The time is here for the radio and television industry to move as a body if we are going to build for the future to make television a great national industry.

"Television can come into its own nationally only when there are many, many additional television stations on the air. Everyone with an adequate knowledge of the situation concedes that the 12 present channels cannot serve the country. Television can expand only by moving into many additional UHF channels, which means that sooner or later every thinking manufacturer will have to provide receivers that will tune both the old VHF and the new UHF channels.

"While it is generally accepted that the present 12 bands are not to be eliminated, the fact remains that it has been stated repeatedly by FCC that the new ultra highs will have to go into some cities that now have the old VHF bands.

"It is ridiculous to assume that there will be separate markets for VHF and UHF. If many satellite cities like Waukegan, Illinois, near Chicago, or Camden, New Jersey, near Philadelphia, are assigned stations in the new UHF only, it does not mean that they will provide a market for single band UHF receivers. People in these cities will insist on reception from VHF in their areas and will demand two-band receivers.

"Some owners of VHF broadcasting stations now on the air have disputed the need for two-band receivers, evidently on the theory that the coming of UHF will dilute their audience. In other words, they seem to feel that if sets sold today will tune only the old VHF channels, there will be no danger of losing their audience to new UHF stations. What these gentlemen fail to realize is that if we manufacturers were to build, in the future, some sets that would tune the new UHF only, present stations would have no chance of getting these new set owners into their audience.

"We in the industry know that every television broadcasting station now on the air is losing tremendous sums of money and some of them may not be able to carry on and continue sustaining these losses. It has been charged openly that many owners of construction permits are stalling to the limit of their ability, hoping to wait until there is sufficient audience to make profitable television broadcasting operations.

"In spite of more than one million VHF receivers in the public hands today, broadcasting stations are suffering staggering losses. What is going to happen to the new UHF broadcasters when the band is opened if there is no large reservoir of UHF sets in the public hands to provide an audience. These entrepreneurs are forced to start with an audience of nearly zero, and I don't need to draw pictures of what is going to happen to them when you have before you the losses that are being sustained by present television broadcasters with over a million sets now equipped to receive them. If the industry is to anticipate this situation - as they should - every manufacturer should place on the market as quickly as possible, two-band receivers capable of receiving both the old and the new frequencies so that these new UHF broadcasters coming in on the ultra highs will have an audience waiting for them.

"The public has been misled on the value and useability of converters in the old short wave days; in the transition from 50 to 100 megacycles on FM. I know that we are not fooling ourselves, and we should not try to fool the public into believing that converters are going to be satisfactory in television, which is much more difficult to convert than either short wave or FM.

"Some manufacturers have protested the statement in our advertising that only Zenith has built-in provision for accommodating the ultra highs. That statement was true when made -- but we no longer will use it because we now know of other manufacturers who soon may be on the market with two-band sets. We welcome this growth of competition and look for the day when every manufacturer can make the statement that they also have two-band receivers. * * * *

"No industry can be built by misleading the public or by keeping them in the dark on future developments with the hope of making two sales instead of one.* * *"

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TV NOW ACCOUNTS FOR OVER HALF OF SET DOLLAR SALES, BALCOM SAYS

More than half of all set manufacturers dollar sales are currently in television rather than radio, Max F. Balcom, President of the Radio Manufacturers' Association, said last night (Wed., April 13) in an address before the Chicago Town Meeting of Radio Technicians.

TV set sales passed the half-way mark in January, Mr. Balcom said, "and from now on we can expect that television will move steadily ahead of radio in dollar volume". Radio set production in units, however, still is far ahead of television, he pointed out.

Mr. Balcom warned the service technicians against assuming that "radio is on its way to extinction like the Dodo bird".

"I personally believe", he added, "that radio will continue to provide entertainment for the home for many years to come although readjustments of listening habits with viewing time probably will be necessary in cities which have both television and radio broadcasting."

The public today has about a half billion dollars invested in approximately 1,500,000 TV sets, Mr. Balcom declared.

"This year our industry expects to manufacture two million or more television sets, and in 1950 I believe the production of television receivers probably will reach or exceed three million", he added.

"By 1951 we can expect at least six million TV sets to be in operation in the United States with a public investment in them of about \$1.8 billion."

Service technicians can look forward to an expanding and more stable business as television receiver ownership expands, the RMA president said. Most manufacturers will gladly turn over the job of TV set servicing to local technicians, he added, when they are assured that competent and well trained servicemen are available.

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GENERAL ELECTRIC WOULD CUT RADIO SET PRICES \$15 TO \$90

General Electric Company this week suggested to dealers and distributors price reductions ranging from \$15 to \$90 on three radio-phonograph combinations in seven models. Walter M. Skillman, Manager of Sales for the Receiver Division of GE, said the new prices were suggested to apply on merchandise shipped from the factory after April 1. Figures for the price reduction, he added, are for the Eastern price zone, with prices slightly higher in the West. Receivers affected by the reductions are a table model radio-phonograph and two console radio-phonograph combinations, Mr. Skillman said.

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ST. LOUIS "GLOBE-DEMOCRAT" BACK INTO RADIO VIA TV ROUTE

Usually it is the radio station and then the television development but with an acquisition of a minority interest in Station KWK, St. Louis, by the St. Louis Globe-Democrat to go with the paper's \$1,500,000 television station now being built, something really new has been added. Furthermore, it marks the Globe-Democrat's second entrance into radio.

Although announcement of details awaited filing of the formal contract with FCC, it was understood the newspaper is buying about 15% interest for around \$125,000, may acquire additional shares later, and will make still further purchases when and if KWK's television application is granted.

The Globe-Democrat closed down its four-month-old KWGD (FM) coincident with announcement of the merger with KWK.

Withdrawal of the Globe-Democrat's television application will leave six bidders (including KWK) for the four channels available in St. Louis under FCC's present and proposed allocations plans. KSD-TV, on the air for about two years, is St. Louis' only operating television station.

The KWK-Globe-Democrat agreement was announced by Robert T. Convey, President and General Manager of KWK, and E. Lansing Ray, publisher of the newspaper.

Mr. Ray promised that "the cooperative support that the Globe-Democrat can lend to KWK, one of St. Louis' veteran radio stations, will bring to the community a new and modern community service."

The merger revives a radio association which started almost a quarter-century ago. Mr. Ray and Thomas Patrick Convey, founder of KWK and father of the station's present president, were stockholders in KMOX, St. Louis, when that station went on the air in 1925. Mr. Convey organized KWK in 1927, when he bought KFVE University City, changed the call letters and moved studios to the Chase Hotel.

KWK-FM will use KWGD's equipment and 525-foot tower atop the new building, which faces the newspaper office on 12th Blvd. The permit for KWGD, operating on 98.1 mc., is being returned to FCC but KWK-FM plans to seek the use of that frequency in lieu of its present 99.1 mc.

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RADIO ADVERTISING IN NEWSPAPERS ZOOMS TO \$14,401,000

As compared with 1941, radio advertising in newspapers has shot up 554%. This represents \$14,401,000 and includes both radio and television sets and broadcasters advertising, the Bureau of Advertising of the American Newspaper Publishers' Association reports. National advertisers' investment in newspaper space climbed to a new all-time high of \$389,261,000 in 1948.

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CHICAGO STATION ASKS W.U. "HOW COME?" EXTRA BASEBALL LEVY

Station WIND in Chicago, owned by Ralph L. Atlass, who is not afraid to hit back when he thinks anybody is pushing him around, has protested against Western Union's proposed new rates governing use of its baseball play-by-play service, claiming they would discriminate against radio stations as compared to newspapers and press associations.

The protest said WIND is the originating station for the Mid-west Baseball Network, furnishing baseball broadcasts to some 30 stations in Illinois, Iowa, Michigan, Nebraska, Minnesota, Indiana and Wisconsin.

Contrary to Western Union's interpretation, the Chicago station claimed WU's past tariffs contemplated use of the Western Union baseball service over more than a subscriber station.

The proposed new rates, to become effective April 18 unless set aside by the Federal Communications Commission, would call for payment of \$2 per game by each station using the service, plus the regular fee paid by the subscriber or originating station. These additional payments, WIND claimed, "would constitute a net profit since no additional payments, cost or charges are incurred" by WU.

WIND also argued that the "identical service is furnished to newspapers, and/or press associations, which subscribers may incorporate information received from (Western Union) in news services furnished to non-subscribers without additional charges of any kind."

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CATHODE RAY TUBE SALES ROSE SHARPLY IN 1948

Indicative of the sharp rise in television receiver production in 1948, sales of cathode ray tubes during the year increased more than 361 percent in number of units and more than 312 percent in value compared with sales in 1947, the Radio Manufacturers' Association reported last week.

Based upon individual company reports received by the RMA Transmitter Division and the National Electrical Manufacturers' Association, cathode ray receiving tube sales in 1948 numbered 1,265,472 valued at \$31,985,461 compared with 274,000 tubes valued at \$7,756,203 in 1947.

Sales of television receiver type cathode ray tubes to equipment manufacturers during the year totalled 1,179,444 units valued at \$29,804,018. Renewal or replacement sales to users and distributors amounted to 84,230 tubes valued at \$2,140,682. U. S. Government and export purchases in 1948 accounted for 1,380 units valued at \$29,603 and 418 tubes valued at \$11,158, respectively.

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CHARGE HIGH NEWSCASTING RATES SUBSIDIZED NON-PAYING SERVICES

It was brought out in the proposed findings in the matter of charges for communications service between the United States and foreign points filed with the Federal Communications Commission last week by the Mackay Radio and Telegraph Company, the intimation that high rates previously charged were for the purpose of aiding non-paying lines. A brief submitted by James A. Kennedy, Mackay counsel, stated, in part:

"A witness for United Press, one of the large American news distributing agencies, testified before the FCC that until the offer of service by Mackay, the newscast rates of American carriers offering such service were in almost every case considerably higher than any rates the news agencies paid for similar service in foreign countries and, as a result, it was suspected that the high rates then paid for newscasting service from the United States were subsidizing uneconomic point-to-point channels.

"United Press, before the end of the war and prior to the establishment of Mackay's 'newscast' service, endeavored to persuade Press Wireless - a specialized carrier in the field of press communication - to provide a world-wide newscast service at rates commensurate with the extensive use of such service for transmission of large volumes of news, but found Press Wireless unwilling to do so. United Press became a user of Mackay's service when it was established. The news agency distributes news directly to 951 newspapers and 151 radio stations in 71 countries or territories outside the continental United States, plus approximately 900 more served indirectly."

The brief stated further:

"Since the point-to-point rate increases authorized by the Commission would add approximately 6% to Mackay's point-to-point revenues, Mackay undertook to increase its presscast rates sufficiently to yield approximately 6% additional revenue from this service. RCA Communications having then in effect a rate of \$6.00 per hour for this type of service, Mackay could not competitively increase its own \$6.00 rate. Consequently, in order to meet the requirements of the Commission's order, Mackay could only increase, as it did by 25%, the rate of \$2.00 applicable to additional transmitters and the Tangier relay service.

"Mackay's gross revenue from presscast service, following the application of the 25% increase to rates for additional and relay transmitters, amounted to \$19,418 for July, \$20,074 for August, and \$18,925 for September, 1948. On the basis of a study of costs associated with the performance of this service, Mackay shows net operating revenues of \$1,979 for July, \$2,604 for August and \$2,051 for September, 1948."

The conclusion was that Mackay's revision of its tariff effective last June, increasing by 25% the rate applicable for additional and relay transmitters was a sufficient and proper compliance with the Communications Commission's order of last April.

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CREATES NAB CONVENTION SENSATION BY PREDICTING RADIO'S DOOM

The man who almost stopped the show at the National Association of Broadcasters' Convention in Chicago this week wasn't on the program. In fact, he didn't even speak, but most everyone was acquainted with or had heard of him. It was an old-timer, Merlin H. Aylesworth, first President of the National Broadcasting Company, and because of an article he had written in the current (April 26) issue of Look Magazine entitled "Radio Is Doomed".

Imagine what a hit the prediction that radio would be replaced by television in the next three years must have made at a broadcasters' convention. The first person to dispute this was Wayne Coy, Chairman of the Federal Communications Commission. However, Mr. Coy said that the essential difference in his and Mr. Aylesworth's points of view "is one of time".

Three years, Mr. Coy asserted, seemed much too short in terms of the radio manufacturing industry's ability to build the receivers necessary to give television real country-wide circulation.

"I predict that within three years the broadcast of sound, or ear radio, over giant networks will be wiped out", "Deac" Aylesworth wrote in Look. "Powerful network television will take its place, completely over-shadowing the few weather reports and recorded programs left to the remaining single independent ear radio stations. And stars who are now big in ear radio will be the best in television."

"If you think this is too rash, consider these facts:

"Today, 1,600,000 American homes have television sets.

"By the end of this year, 4,000,000 homes will have television - and 1949 is only the second year of major distribution.

"Already television reaches by coaxial cable from New York to Chicago and St. Louis. And a coaxial cable will reach the West Coast early next year.

"Television sets are not, as most of us might think, luxuries that only people with big incomes can have. You may be surprised, as I was, to know that among the 4,100,000 electrically wired homes in the New York metropolitan area and New Jersey there are: At least 600,000 television sets.

"Of these 51 per cent are installed in homes of people in the two lower income brackets.

"Fully 20 per cent are in homes that don't even have telephones.

"In other words, the television set is becoming a necessity, not a luxury, in the home. Here's a sample of what I mean:

"A few days ago, I was riding with a taxi driver. We missed two green lights while he told me how wonderful he thought his new television set was.

"Cost me 400 bucks", he said. "But it's worth it."

"Yes?" I said. "How do you mean."

"Keeps my wife home all day, for one thing. I come home tired, see? I don't want to go out. I don't want to do anything except sit there and watch Milton Berle. My wife, she likes to do the same thing. So we stay home - and laugh."

"You feel, then", I asked, "that you need it?"

"I need it", he said, "like I need my next dinner."

"Technical qualities of television, as in early ear radio and the movies, are far ahead of the programs we see. Technically, television is growing faster than most of us realize. At this moment there are 55 entertainment television stations in this country. Building permits have been granted for 67 more. And 314 applications are pending. Smaller stations will be built to serve smaller communities. But network television will be handled by five major networks: American Broadcasting Company, Columbia Broadcasting System, DuMont, Mutual Broadcasting System and the National Broadcasting Company. And they'll soon reach wherever you are."

"If you live in a town that has no television station today, but radio stores are selling sets, go ahead and buy one. Then start shouting for a station and good programs. You'll get both. You'll get them because, as my friend Owen D. Young, the industrial statesman, once told me, 'the dollar follows the service'. * * * * *

"A number of publishers today are worried that television will cut into the reading of newspapers, magazines and books. But I predict that just as ear radio helped increase this nation's literacy, helped build the reading of papers, books and magazines, so television will help step up the numbers in literate groups. * * * *

"I've read a number of news stories and seen surveys saying that television will bring an end to the movie business - or greatly handicap it. I feel that the exact opposite will be so. Television will not only increase the movie audience by leaps and bounds, it will also be a great leveller of motion picture costs - which have always been a handicap to the industry."

"I've heard considerable gossip about coin gadgets to have viewers pay the costs of television. But it won't work. It will be the sponsor who pays the bill for television programming. * * * *

"Soon television will become a six-billion-dollar industry. It will be one of America's ten biggest industries, may well be the shock absorber in the national economy."

"In whatever complex ways television will affect our morals, our manners, our thinking, our economy, I feel confident in summing up these things I'm sure it will do:

"1 - It will increase the number of sports fans and build up attendance at sports events."

"2 - Educators will find it a big boon in teaching people of all ages."

"3 - It will bring religion to more non-church goers, will encourage more attendance at church."

"4 - It will increase the number of movie fans and send more people into the movie theaters.

"5 - It will provide another big industry for American job-holders.

"6 - Just as ear radio helped increase literacy in this country, television will increase the numbers of readers of good books, good magazines, good newspapers.

"Television, here to stay, is already a necessity in the home."

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NEW ULTRA HIGH FREQUENCY TV BAND SOON, FCC HEAD PREDICTS

Keynoting the Annual Convention of the National Association of Broadcasters in Chicago last Monday (April 11), Wayne Coy, Chairman of the Federal Communications Commission, predicted that before many months, "a new ultra high frequency television band will be opened which will make it possible, given imaginative leadership rather than the Maginot Line type, to bring video service to all of America."

He envisaged the day when large cities would be surrounded by a series of secondary, or slave, television stations fed by coaxial cable or relay towers from the main stations in the city. The secondary stations also might tap the main cross-country coaxial cables. None of the slave transmitters would originate programs.

"One can build up a network similar to that of a railroad system", Mr. Coy said. "The video system would include major terminals, intermediate stations, short side spurs and secondary lines."

The Chairman stated further:

"There is also little doubt that TV and sound radio are entering a period of intensive competition", he said. "Make no mistake about it - television is here to stay. It is a new and irresistible force unloosed in the land."

Mr. Coy said that "there is grave financial risk in starting a new aural radio station today", adding:

"More than half of 340 new AM (standard) stations last year lost money as did 15 per cent of all stations licensed before 1946. Part of the blame must be laid at the door of excess profits tax, however."

All television networks and stations reported losses last year, but the trend is toward reduced radio incomes and increased television revenues, he said. "I see nothing on the horizon which indicates this trend will be altered."

The FCC Chairman urged broadcasters who might be tempted to lower program quality because of reduced radio incomes to "read the Communications Act and study the obligations for public interest, convenience and necessity."

"The public interest, I can assure you, is not expendable", he emphasized.

Referring to the large number of Americans still outside of television service areas, Mr. Coy said:

"People on Main Street know about television, are excited about it, and if they don't see signs of getting it in a reasonable time, they are going to start asking questions. The day of the hinterland, the backwoods and the sticks have passed in America."

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WASHINGTON STATIONS AGAIN CARRY NEWS BURDEN; PRESS STRIKE

Once more the radio stations in Washington, D. C., have taken over local news broadcasting facilities because of a strike on the four newspapers, - Post, Times-Herald, News and Star. The strike began Monday afternoon and is still on at this writing (Wednesday, April 13).

It was the second stoppage within a week. An unauthorized walkout of pressmen halted publication for twenty-four hours last Tuesday and Wednesday.

Stereotypers joined in this latest walkout, which had the sanction of the two international unions involved. The pressmen and stereotypers together control the two final stages of newspaper production.

The workers are seeking higher wages and shorter hours, among other things. The publishers say they are willing to submit the dispute to arbitration, but the unions have rejected the idea.

The Washington Publishers' Association said the two unions involved rejected not only arbitration but also a Federal Mediator's proposal for a fact-finding board whose conclusions would not be binding on the parties to the dispute. The unions had no comment.

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HERBERT BAYARD SWOPE BECOMES RCA CONSULTANT

Herbert Bayard Swope has joined the Radio Corporation of America in the capacity of Adviser and Consultant. His work with the Radio Corporation of America will not require his full time and he will continue his independent practice with other and non-competing organizations.

Mr. Swope recently resigned as Director of the Columbia Broadcasting System, Inc., of which he was a Director and Member of the Executive Committee, since 1932.

Mr. Swope was formerly a reporter on "The World", of which he later became the Executive Editor, during which time it won three Pulitzer prizes, as well as one Pulitzer prize awarded personally to Mr. Swope. Recently, he was a Member of the United States Atomic Energy Mission to the United Nations, which was headed by Bernard M. Baruch.

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RCA DISPLAYS COMPLETE 500-WATT TV STATION AT NAB CONVENTION

RCA this week revealed for the first time its "BASIC BUY" in television as a complete 500-watt television broadcast station. Designed to bring television facilities to the nation's smaller communities, the complete TV station layout was unveiled by the RCA Engineering Products Department at the 1949 exposition of the National Association of Broadcasters.

Unlike anything previously offered, the "BASIC BUY" comprises 182 TV equipment items which provide complete basic television broadcasting facilities and allow for local origination of film shows as well as network rebroadcasts.

The system is built around new RCA TT-500A or TT-500B television transmitters, which produce the same high quality pictures as the famous 5 KW TT-5A television transmitter; the widely-used superturnstile type antenna; and the radical new RCA TC-20A switching console which can provide transmitting control, dual monitoring, audio and video control, fading and switching, and film control in one simple console.

"The BASIC BUY has been developed to permit stations in the smaller communities an opportunity to buy-in, right now, to the fastest coming medium in the long history of entertainment", said T. A. Smith, General Sales Manager of the RCA Engineering Products Department, in announcing the new TV package. "With the BASIC BUY equipment, a video service comparable to 250-watt AM is possible right now in many areas."

The "Basic Buy", Mr. Smith explained, will operate on film and coaxial cable network to start. However, in locations where no live network service is available, it is still possible to operate exclusively on film, using kinephoto transcriptions as the backbone of television service. Kinephoto service is now available from the major networks. Such film is already being turned out in New York, Chicago, and Hollywood studios at a rate that exceeds that of the entire motion picture industry in actual footage.

Priced to sell from approximately \$70,000 to \$85,000 (depending on channel frequency and amount of antenna gain required), RCA foresees the new "Basic Buy" as establishing a significant trend in the broadcast industry. Already marketing plans for 1949 and 1950 are being formulated on the growth of television in the smaller communities across the nation.

With the "Basic Buy" television can be brought to any community with the following additional outlay -- suitable site, tower facilities, small transmitter-film-control house (a one-story 30 x 40-foot structure is adequate), and proximity to co-axial cable, existing station or other source of programming.

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PRIMARY HIGH-FREQUENCY VOLTAGE STANDARD DEVELOPED

Recognizing the importance of high-frequency standard voltage in the field of radio and electronics, the National Bureau of Standards is developing primary standards of voltage for radio frequencies up to several hundred megacycles. This work is being carried on by M. C. Selby, under the direction of W. D. George of the Bureau's Central Radio Propagation Laboratory, as part of a broad program to develop national standards for electrical quantities at all radio frequencies.

Precision voltage standards are urgently needed by communications services and research groups in the adjustment of many laboratory and field instruments operating at high frequencies. The calibration of signal generators, field-intensity meters, radio receivers, and vacuum-tube voltmeters depends on the accuracy of available reference standards.

A practical high-frequency voltage standard must combine reliability with maximum precision and should approach as closely as possible the accuracy of the direct-current voltage standard - the standard cell. With this in mind, the Bureau has concentrated on methods of measuring single-frequency voltages directly in terms of a standard direct-current cell. Specific techniques have been chosen for best time-efficiency and accuracy over the widest range of voltage and frequency, without using frequency corrections. Reliability has been achieved by cross-checking the results of several independent methods based on different principles. Reproducibility of results and agreement between individual primary-standard methods is required within plus or minus 1 percent, since measurements to that accuracy are considered to be of good precision in the high-frequency region.

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PRIEST'S QUIET WORDS GET PRAYING YOUTH OFF 540-FT. TV TOWER

The public is quite accustomed to the Empire State and other tall buildings, bridges, etc., being the places for demonstrations, suicides, etc., but now the tall television tower enters into the picture.

A man identified as William Mooney, 22, this week climbed to the top of the 508-foot television tower of Station KGO, on Twin Peaks near San Francisco, where he hung by his feet and shouted prayers to a crowd below.

A priest's question, "Are you coming down?" brought the young religious eccentric from the precarious perch where he had climbed to "pray" for the salvation of the city of San Francisco.

Clad only in shorts, barefoot, with a rosary strung around his neck, he had spent nearly two hours on the wind-swept steel framework of the slender Station KGO-TV tower that juts up atop Mount Sutro. In plain view of thousands of San Franciscans who trained binoculars and telescopes on him, but obscured from ground observers at the foot of the tower by a dense ground fog, he had dangled by his knees, upside down, telling his beads and chanting.

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::: SCISSORS AND PASTE :::
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The Silent Press
("Washington Post")

(Note: This editorial appeared last week following the first newspaper strike in Washington which lasted only 24 hours, and before the second strike which is on at this writing which again included all four Washington newspapers.)

On Wednesday, thanks to the eccentric behavior of Local No. 6 of the International Printing Pressmen's Union, the inhabitants of Washington were given a brief taste of what a world without newspapers would be like. The decision of the pressmen to remain in "continuous meeting", as they chose to call it, was so unexpected that out-of-town newspapers lost the opportunity to benefit by the episode. And by the time most Washingtonians were aware of what had happened the shelves of all the newsstands had been emptied.

The strike, however, did not continue long enough to test the truth of the adage about no news being good news. Indeed, it must be confessed that there were many who wholly failed to notice the disappearance of the public prints until they were informed of it by neighbors or acquaintances or heard announcements of the strike broadcast by the local radio stations. Among those who did notice, more were more concerned about the further adventures of favorite comic-strip characters than about the progress of the cold war, or of the crusade against the local gamblers or the status of the European recovery bill, or the closing prices on the New York Stock Exchange, or the outcome of the exhibition game at Orlando, Fla., between the Senators and the Kansas City Blues.

We are also obliged to confess that the Congress and the executive departments of the Government somehow worried through 24 hours without benefit of the usual Delphian advice from the editorial pages and the syndicated columnists. Of course, most newspapers, including The Washington Post, put up proofs of their editorial opinions outside the buildings for the benefit of those who were seeking instruction and guidance on matters of great pith and moment; but the number of such persons was hardly great enough to constitute any serious traffic problem for the police.

You may imagine, then, that after these somber reflections, we are grateful to Mr. Ed Murrow of the Columbia Broadcasting System who told his listeners that the strike had proved that newspapers do have a place in the world. We tend, said Mr. Murrow, to take the secondary uses of newspapers entirely for granted. For without newspapers, as he observed, some of the most commonplace operations of life, such as the lighting of log fires, or the packing of glassware, or the lining of garbage pails, or the wrapping of fish, would become infinitely more difficult and complex.

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Johnson Feels Broadcasters Should Have Preference At TV Licenses
("Hollywood Reporter")

Sen. Edwin W. Johnson, Chairman of the Senate Interstate Commerce Committee, said recently he thinks broadcasters should be given preference over picture people in competition for television

licenses. But he thinks the question of their comparative qualifications to go into TV is rather academic because he is convinced that there will be no serious shortage of channels once the ultra-high frequencies are made available.

While he would not want to see the major film companies in the TV picture if only the present commercial channels were available, he would not be concerned at having them in the TV ranks when more channels are to be had.

Senator Johnson said he doubts that TV will close many theatres, but he thinks it will force many radio stations out of business. For this reason, as well as their "historical right" and the fact that many broadcasters have heavy investments in the development of TV and other advances in the broadcasting art, he thinks they deserve the first crack at TV licenses.

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Doesn't Favor Putting On The Advertising Heat
(Robert U. Brown in "Editor & Publisher")

While we're on the subject of free publicity, we've just received the best explanation of why an advertiser should not try to get free space just because he is an advertiser.

George Jordan, former AP and Washington Star man, now head of the public relations department of Olmstead & Foley, Minneapolis advertising agency, in addressing the Minnesota Savings and Loan League recently, said:

"Never try to force an editor or a radio station to use your publicity on the basis of your importance as an advertiser. I can tell you why in about three sentences. First, it probably won't work. Second, if it does work, you have richly earned a large dividend of ill-will on the part of the news side of the newspaper or radio station. Third, you have done what you could to reduce the value of your own advertising.

"You know, you pay good money for newspaper space or for radio time on the assumption that readers or listeners, who came to be informed or entertained, will stay to hear your message. The number of readers or listeners who come depends upon the reputation the news or radio editor has built for informing or entertaining. If he has done a good job - you get a chance at many readers or listeners. If he has done a poor job, your advertising is worth less. So every time you try to pervert his judgment by forcing him to decide on the basis of a false consideration - like the amount of money you spend with his advertising department - you are making it that much harder for him to pull in the readers or listeners you are paying to reach."

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TRADE NOTES

Former President Herbert Hoover, Chairman of the Commission on Organization of the Executive Branch of the Government, will make five broadcasts over the Columbia network during the week of April 18, reporting on the work of the Hoover Commission.

Mr. Hoover will appear each day during the week as the guest of Lyman Bryson, CBS Counsellor on Public Affairs, for an informal, a d lib discussion of "You and The Hoover Commission" (CBS, Monday through Friday, 6:15-6:30 P.M, EST, April 18-22).

The radio assembly business in Mexico expanded during 1948 from fewer than 2,500 sets to an output of approximately 72,000 units, mainly United States brands. Practically all parts are imported from the United States. No receiving tubes are made in Mexico, but quartz crystals are produced in quantities to supply domestic demand.

WJR, Detroit, gives us this reminder of communications in the "good old days":

"On April 3, 1860, the first Pony Express Rider mounted a swift pony at St. Joseph, Missouri, and dashed across the prairie picking up a fresh pony every twenty miles with a new rider taking over every seventy-five miles. In this manner the precious saddle bags were rushed across the plains, the Rockies and the Cascades to Sacramento, California, where the swift steamer "Antelope" hurried the bags to San Francisco completing the eleven day trip and forging another link in the mighty chain of communications which binds this great country together."

A 41-year-old wholesale grocery salesman, James Locke, of Tulsa, Okla., won \$20,000 in merchandise prizes on CBS' telephone quiz program, "Sing It Again", Saturday, April 9, by naming Charles Correll, Andy of the "Amos 'n' Andy" radio team, as the "Phantom Voice".

Immediately after Mr. Locke cracked the riddle of the "Phantom Voice", emcee Dan Seymour told listeners about the new "Sing It Again" jackpot, starting at a record-breaking \$50,000.

The new prize offer consists of a minimum of \$25,000 in merchandise for the listener who can come up with the correct name of the "Phantom", with the added opportunity of winning \$25,000 in cash if he can answer one other question about the "Phantom".

A deal to provide video material for Crosley television and at the same time guarantee against losses for amateur athletic clubs has been set this week by Telesports, Inc., sports subsidiary of Crosley Broadcasting in Cincinnati, Dayton and Columbus.

Terms of the Telesports-boxing club contract call for Telesports to guarantee certain operating expenses of the individual club. If gate admissions do not pay these expenses, Telesports will pay them; if admission revenue from the matches exceeds operating expenses, all profits will be the exclusive property of the individual club.