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April 20, 1949

HAS COY "TALKED TOO MUCH"? HIS REVEALING CRITICISM SURPRISES

That Wayne Coy, Chairman of the Federal Communications Commission, should have let his hair down at the National Association of Broadcasters' Convention at Chicago last week to the extent of revealing that he had been criticized for talking too much, is still a black market topic of conversation in the industry. Even more surprising to the broadcasters apparently was that Mr. Coy would further admit that the call-down apparently had made him good and mad. Whether or not he resigns for a more lucrative position, as has been so often reported, it was evidently figured by the critics that the "too much talking" revelation would not be particularly helpful to him either at the FCC or on the new job if he should change.

As told in Chairman Coy's own words at the Broadcasters' Convention, the account of the much talked about incident follows. Said Chairman Coy:

"I have had a lot of trouble with this speech. I have been unduly pestered about a title for it so that, as they said, it could be properly billed.

"I didn't realize the significance of the repeated requests which my office received from NAB's Washington headquarters until I read a story last week reporting industry gripes about the agenda for this Convention. This story, quoting an anonymous industry topper, said in part:

"It's time we were getting down to specifics, since the industry is now faced with an economic crisis. Instead of playing around with the birds, bees and flowers, why doesn't the NAB dish out the facts of life?"

"Now it seems that what this writer, who is as anonymous as the industry topper just quoted, was driving at is some supposedly irreconcilable conflict within NAB. The small operators versus the big operators. The large segment of NAB's membership versus those who pay the larger share of the dues.

"All of that made interesting reading. However, I was really upset when I read the next to the last paragraph which said in plain language that the answer to the gripes about the agenda not coming to grips with the problems facing the industry 'won't be found in the star billing given Attorney General Tom Clark and FCC Chairman Wayne Coy. It's the feeling that with Coy now having virtually completed the gab circuit with a multiplicity of speeches, his value as a drawing card has diminished. And how, one griped, can Tom Clark tell us how to sell SearsRoebuck as a national account?"

"You can understand my feelings, I am sure. To put it mildly, I was disillusioned and frustrated. I was a failure. I have

talked too much. You people in the broadcasting business know entirely too much about what I think. When you stop to think about it then you realize just how bad things really are. It is almost to the point where there is no element of surprise left. (Underlining is ours. R.D.H.)

"What is expected of Tom Clark and me? Are we to tell you how to stay out of jail and out of the red?

"Maybe the Attorney General can tell you how to stay out of jail. Maybe he has worked out a formula in this field for broadcasters. I am sure that if he gives you such a sure-fire formula for staying out of jail and I should propose to adopt it as an FCC rule or regulation there would be loud and vociferous objections from the industry on the grounds that (1) such a regulation would be in violation of Section 9(a) of the Administrative Procedures Act, and (2) that the broadcasters ought to be free, under the First Amendment, to decide for themselves whether or not to go to jail."

Evidently Mr. Coy was pretty sure he could get away with this rebuke judging from his telling the Rotarians in New York a few days earlier how they felt they had to bow down to the FCC even to laughing their heads off at the Chairman's jokes whether they were funny or not.

Said Mr. Coy:

"I have found out that the way Rotary gets a speaker is to do it by indirection. They have him approached by a member who knows him or is in the same line. They had me approached by a friend whom we shall call 'Bill'. Perhaps 'friend' is too strong a term. After all, he is one of those fellows we regulate -- or try to regulate. He is classified as a radio broadcaster. When the give-away programs total \$10,000,000 annually, I suggest that Rotary reclassify all broadcasters as philanthropists. But he is not too bad a fellow at that!

"Since this Bill is responsible for my being here, he has been anxious that I make a good impression. He has been giving me a lot of suggestions. 'Don't make your speech too technical', he said, 'or the members of the club will go to sleep.'

"'Also,' he admonished, 'be sure to tell them some funny stories. Rotarians like a good laugh.'

"Well, I have been Chairman of the Federal Communications Commission for about a year and a half and a lot of things have happened to me in that time but none of them have been funny. I like a good laugh as well as anyone, but you won't find it at the Federal Communications Commission.

"Oh, there have been some laughs during some of the speeches I have made. But those speeches were made to members of the industries that the Federal Communications Commission regulates. And you have no idea how easy it is for a man to get laughs from a

group when he happens to be the Chairman of the government agency that regulates them. Even the faintest sign that he might be a human being is good clean fun to them.

"His feeblest wheezes being down the house. You would think he was a combination of Charlie McCarthy, Milton Berle and Schnozzle Durante.

"An sometimes they even laugh when I'm in earnest."

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RICHARDS WOULD RESIGN FROM ALL STATIONS; SEEKS TRUST CONTROL

Retirement of G. A. Richards from active control of Radio Station WJR in Detroit, WGAR in Cleveland and KMPC in Los Angeles was sought in an application filed with the Federal Communications Commission in Washington last Monday.

Upon approval of the Commission, control of the three stations will pass to three trustees, all residents of Michigan, who have accepted the appointments, subject to FCC approval.

The trustees named are: Dr. John A. Hannah, President of Michigan State College at East Lansing; L. P. Fisher, Vice-President of Fisher & Co., Detroit, and Harry J. Klingler, Vice-President of General Motors and General Manager of the Pontiac Motor Division of GM. Mr. Fisher lives in Detroit; Mr. Klingler in Bloomfield Hills, Michigan.

In applying for consent to relinquish control of the three radio properties, it was said, Mr. Richards is following a long desire to retire from active business on his 60th birthday which occurred last March 19th, according to a statement by Don Hogate, Public Relations Counsel in Washington, which continues: "His retirement also conforms with the general retirement policy of the company. In recent years, Mr. Richards has not been in good health, and he has spent most of his time in Beverly Hills, California, where he now resides.

"I have been actively engaged in the radio broadcasting business for more than a quarter of a century", said Mr. Richards. "In my long association with radio, I have seen the industry develop as a major factor in national public opinion. In that development, our goodwill stations have always adhered to the highest and fairest standards of broadcasting. Citations received from the American Legion, Veterans of Foreign Wars and many other groups, coupled with thousands of commendations from every group and strata of the general public testify to the public service our stations have performed. I am confident that my successors will continue to carry on these constructive policies."

"Mr. Richards has owned WJR, the Goodwill Station in Detroit since 1926, and has developed it into one of the major radio stations in the country. It is a basic Columbia station with 50,000 watts

power. Mr. Richards and his wife, Mrs. Frances Richards, own 62.39 percent of the stock outstanding.

"Station WGAR in Cleveland was founded by Mr. Richards in 1930, and has been one of the outstanding radio properties in Ohio. It is also a 50,000 watt station on the basic Columbia network. Mr. Richards owns 71.64 percent of the stock outstanding.

"Station KMPC, known as the Station of the Stars, was acquired by Mr. Richards in 1937. It has 50,000 watts daytime power. Mr. Richards owns 64.8 percent of the outstanding stock.

"The three trustees of the property will exercise general supervision over policies and operations of the stations, as soon as approval is granted by the Commission.

"Dr. Hannah has long been recognized as an outstanding educator. He is President of the Association of Land Grant Colleges and Universities; President of the Michigan State Board of Agriculture, and is a member of the Michigan State Council of Defense; the Michigan Council of Education, and the Michigan State Board of Control for Vocational Education.

"Mr. Fisher retired from General Motors as a vice-President in 1944, but remains a Director of the Corporation. At one time, he was General Manager of the Cadillac Motor Car Division. He is also a Director in the Continental Illinois National Bank of Chicago.

"Mr. Klingler has been General Manager of Pontiac since 1933, and is widely known in automotive circles."

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FCC ASKED FOR SPEEDY APPROVAL OF KLAC, L.A., TO RALPH ATLASS

Warners asked the Federal Communications Commission last Friday for speedy approval of its purchase of New York Post publisher Dorothy S. Thackrey's California radio properties, including KLAC-TV and KLAC-AM, Los Angeles. At the same time Warners filed an application for sale of KLAC-AM to the newly-formed KLAC, Inc., headed by Chicago radio station owner Ralph Atlass.

Warners last month agreed to sell KLAC-AM to Mr. Atlass for \$405,000 if the Commission approves its purchase of the Thackrey holdings and the resale transaction. Since it already operates KFVB, Warners could not own a second station in the same city under the FCC ruling against duopoly.

The Warner petition to the FCC urged immediate action because "time is of the essence" in publishing the required notice of sale in the Federal Register. Completion of the transfer of KLAC-AM to Mr. Atlass must be approved by the Commission before Aug. 1 under the terms of the agreement, Warners explained. Therefore, the necessary 60-day waiting period after publication should end by about mid-June, Warners declared, if the transfer is to be accomplished.

The FCC has held up approval of the Warner-Thackrey deal pending further study of the position of the Paramount anti-trust defendants as qualified TV licensees.

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WOR BUYS ENTIRE NEW YORK CITY BLOCK FOR TELEVISION CENTER

Radio station WOR has purchased the entire square block bounded by 67th and 68th Streets, Broadway and Columbus Avenue, in Manhattan, as a site for the future construction of buildings for offices and studios to be used by its television station, WOR-TV, and to be the nucleus of one of New York City's large television centers.

"No time for construction will be set in the immediate future", Theodore C. Streibert, President of WOR, said in making the announcement of the purchase. "Currently WOR is constructing two large television studios at 7 West 66th Street, in space we recently leased from the American Broadcasting Company, and those studios will be ready when WOR-TV goes on the air on channel 9 this Summer."

The 67th Street property is now the site of an automobile parking lot. In 1899 an Armory was built there. It was successively the home of the 22nd New York Regiment and the 104th Field Artillery.

While no figure was available on estimated expenditures for development of the Armory block, realty observers pointed out that the value of the land was so great that only the outlay of a comparatively large sum would be logical.

The block is listed in the city's tax assessment books for 1948-49 at \$1,151,000, but it was reported that recent negotiations for a reduction had been carried out to effect a cut of more than 10 per cent in the official valuation. The adjustment would place the new tax valuation close to \$900,000, and in some quarters it was believed that the price was near that figure.

In 1929, when the 104th Field Artillery moved to its present home in Jamaica, Queens, the block was sold by the city to Max Verschleiser and associates at a memorable auction sale conducted by Joseph P. Day.

Mr. Verschleiser paid \$3,375,000 for the property and was reported to be planning a large sports arena there. But the subsequent depression forced abandonment of the project, and in August, 1930, the block was sold to Louis Abrons and the General Realty & Utilities Corporation in a foreclosure auction for \$3,275,000.

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McFARLAND NAMED CHAIRMAN SENATE COMMUNICATIONS PROBE GROUP

Senator McFarland (D), of Arizona, has been appointed Chairman of the Senate Committee to investigate radio, telegraph and telephone communications by Senator Edwin C. Johnson (D), Chairman of the Senate Interstate Commerce Committee.

The other members of the Committee are Senators Kefauver (D), Tenn., Johnson (D), Colorado, Tobey (R), New Hampshire and Capehart (R), Indiana.

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COURT REFUSES TO BLOCK SALE OF FARNSWORTH

Supreme Court Justice Bernard Botein in New York yesterday (April 19) dismissed two suits brought to prevent the International Telephone & Telegraph Corp. from acquiring the assets of the Farnsworth Television & Radio Corporation.

In an hour-long opinion read from the bench, Justice Botein said that while a hard bargain may have been driven, it "was not an unscrupulous bargain".

The court said:

"The truth of the matter is that Farnsworth entered the conference room stripped of its most potent trading asset, a competing alternative to selling out to I. T. & T. It may be that I. T. & T. representatives were aware of this situation and drove a hard bargain. Businessmen are not sentimentalists and deals are made under such circumstances daily in the business world. . ."

The court passed upon actions brought by Robert W. Kenny, a former attorney general of the State of California, and Harry Hecht, both Farnsworth stockholders.

In his petition for an injunction, Kenny alleged that "Farnsworth and International wrongfully entered into a conspiracy and concerted program to cause Farnsworth to go out of business contrary to the interests of Farnsworth's stockholders."

Justice Botein noted that Farnsworth lost 10 million dollars in the four years ended last January, currently was losing \$10,000 daily, had from time to time sold capital assets, and that cash on hand as of January, 1949, was "less than \$20,000".

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CBS SUED FOR \$500,000 IN PRUDENTIAL THEATRE BROADCAST

Damages of \$500,000 were demanded in a Superior Court suit filed by Cardinal Pictures and Harry M. Popkin against CBS, Benton and Bowles agency, Prudential Life Insurance Company et al over a Prudential Theatre broadcast March 6 of a radio play titled "Impact" and starring Gregory Peck.

Popkin charged that the dramatization was misleading to listeners who might have felt that it was his film, "Impact", starring Brian Donlevy and Ella Raines, which was being broadcast.

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N.Y. ATTORNEY GENERAL NAILS BIG TIME TV CITIES PROMOTER

New York State Attorney General Nathaniel L. Goldstein last week obtained a permanent injunction in Supreme Court against Norman N. Rankow, whose offices were listed at 345 Lexington Avenue; originator of a plan for the construction of two gigantic television cities in New York.

An affidavit filed by John Trubin, Assistant Attorney General, alleged that Rankow, President of the World Television Studios, incorporated by him in 1945, and Video City, incorporated last year, had induced thirty-five persons thus far to back up his ideas with \$35,000. Virtually all the money has been spent by Rankow, the affidavit said.

The World Television Studios project was scheduled for an unspecified 300 acres in Queens at a cost of \$75,000,000. According to an artists' mimeographed plan, a television paradise was envisioned there.

The development was to consist of eighty-nine buildings, including twenty-four studios for video broadcasting and film making; an auditorium, twenty-five miles of paved roads, a telephone exchange to handle 250,000 calls daily, twelve executive restaurants, a dozen cafeterias, numerous rehearsal halls, a talent school for 1,000 students, a police and fire department, dressing rooms for 800 actors and a parking lot for 7,500 vehicles.

Video City, on the other hand, was described to potential investors as a proposed seventy-two-floor skyscraper 900 feet high. The site was supposed to be just west of Times Square, on an undisclosed block. No cost was specified.

The court papers showed that, in exchange for the money Rankow collected from interested parties, he issued promissory notes "accompanied by an agreement calling for the issuance of stock of either of the two corporations after the loans had been liquidated."

Mr. Trubin said that the case was brought to the State office by "three or four" persons who felt that they had been duped. The Securities Bureau thereupon subpoenaed Rankow and his books. Since he had not filed as a dealer in securities in the State, he was charged with violation of Article 23-A of the General Business Law.

If Rankow disregards the injunction, the Attorney General's office said, he will be liable to a maximum penalty of one year in jail and a \$500 fine.

The affidavit showed that Rankow's record went back to 1935, when he received a suspended sentence in California on a bad-check charge. Three years later he was sentenced to jail for one year in the same State for violating a securities law.

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JOHN CARSON, FTC NOMINEE, IS HARD HITTER; KNOWS RADIO, TV

Although there are some signs of opposition to the appointment of John J. Carson to the Federal Trade Commission, his friends are evidently not taking it too seriously. Mr. Carson's name has been referred to the Senate Interstate & Foreign Commerce Committee. As yet no date has been set for its consideration.

It was a coincidence that two oldtime newspaper men should be brought back into official Washington at about the same time - Stephen Early, formerly of the Associated Press as Undersecretary of Defense, and John Carson, previously with Scripps-Howard and other papers.

Much more has been printed about Steve Early than John Carson. Nevertheless the latter, if confirmed, as seems likely, may be of considerable more importance to the radio industry than the former, the reason being that it is almost a foregone conclusion that because of his long newspaper and Government service, Mr. Carson would take an active interest at the Trade Commission in spiking any false claims made in connection with radio and television. Endeavoring to protect the public has always been right down John Carson's alley and it would be surprising if the supervision of radio and television advertising were not among the first things to catch his eye at the FTC.

Another reason is that Mr. Carson, now 60 years old, was identified with the early days of radio legislation. He was secretary to the late Senator James Couzens of Michigan from 1924 to 1936 and was clerk of the Senate Interstate Commerce Committee, which Senator Couzens headed, when what became the Communications Act of 1934 was under consideration. It was that law which created the present FCC.

There are certain outstanding characteristics about John Carson. One of them is that he will fight at the drop of the hat and the other is if he thinks he's right, he will look the other man squarely in the eye and tell him where to go - and not abbreviate it with initials.

A liberal Republican, Mr. Carson is well-known in Washington news and radio circles. He was born in Johnson County, Indiana. From 1895 to 1905 he attended the public and parochial schools of Indianapolis. He worked at the Van Camp Packing Co. in Indianapolis from 1905 to 1910 and was on the Indianapolis Sun and Indianapolis Times from 1911 to 1918. Afterward he served on the Washington staffs of the St. Louis Globe Democrat, St. Louis Republican, the Baltimore Sunpapers, and the Scripps-Howard Newspaper Alliance, 1918 to 1924.

Mr. Carson was formerly Consumer's counsel of the National Bituminous Coal Commission and is now Director of Research and Information of the Cooperative League of the U.S.A.

Senator Brewster (R), of Maine, in an interview with a reporter on the Washington Post, said that Carson will be asked by the Senate Commerce Committee to explain several statements he made in 1945.

Among these, Senator Brewster said, was Mr. Carson's testimony before a special Senate Committee on Economic Planning in February, 1945. The record shows Carson said then that "the world of competitive capitalism began to have its death rattles in 1929 and it has been in convulsions ever since."

"Mr. Carson has been nominated by the President as a Republican member of the Trade Commission", Senator Brewster said. "We would like to know if his views on economics and business reflect the views generally held by Republicans."

"From what I have read of his statements, I doubt that they do."

Fulton Lewis, Jr., MBS commentator, has been another outspoken opponent of Mr. Carson.

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GIVES CLOSE-UP OF RADIO USED IN NEWSPAPER PROMOTION

In what is probably one of the first of its kind, Bert Stolpe, Promotion Manager of the Des Moines Register & Tribune, has completed a survey of newspaper promotion by newspapers.

Mr. Stolpe's study involved 73 papers, of which 27 were under 100,000 circulation, 18 were from 100,000 to 250,000, and 28 were over 250,000. The papers are well distributed geographically and include all but four of the major newspapers in the United States.

The most surprising fact uncovered in the study, Mr. Stolpe thinks, is the singular lack of uniformity in the basic radio promotion techniques used by papers of all circulation classes. This, he says, shows that use of radio by newspapers is still very much in the experimental stage, and suggests that television may eclipse radio as a promotion medium before newspaper promotion managers derive maximum results from radio.

The only radio technique which is widely used is the spot announcement. However, spots are used by less than half of the newspapers who use radio at all. In a typical week, the newspapers studied use a total of 1,196 announcements, of which about half are 60-word spots. Thus, Mr. Stolpe says, if newspapers can be said to have a basic radio promotion tool, it is the 60-word spot announcement.* * *

Mr. Stolpe expressed surprise at the lack of correlation between circulation of papers and the amount of money they spend for radio promotion. A very large eastern paper, he points out, spends \$75,000 annually, while another with a circulation of less than 200,000 spends more than three times that amount, thus becoming the largest annual radio promotion spender among newspapers. It is followed by an eastern paper (less than 1,000,000) with \$225,000; a regional paper (over 400,000) with \$150,000; and two corn belt dailies (over 300,000) with \$100,000 each.

The few papers who pay cold cash for radio time believe that they get results that substantiate the cost and have more faith in the effectiveness of radio as a promotion medium than those who acquire time in other ways. Mr. Stolpe believes this is true because those who buy "cash" time are privileged to get choice chain and spot breaks on an equal footing with other advertisers, while those who trade space for time generally speaking get time which is less desirable.

Every one of the 18 papers which uses radio extensively as a promotion medium and yet did not furnish statistics on costs or planned merchandising either owned a radio station or traded space for time. This, Mr. Stolpe says, pointed up a definite lack of control over the time traded. Consequently copy used is of general nature instead of specifically selling features, columns, news breaks, or services. According to the survey, cash buyers of time are more satisfied with radio as a promotional medium because they are better able to judge results. All time used by "cash buyers" is hard-hitting sell and action copy.

Ownership of radio stations among the newspapers studied seems rather strangely distributed, Mr. Stolpe discovered. Three of the 27 papers under 100,000 circulation own their own stations, and the same is true of six of the 18 papers from 100,000 to 250,000 and seven of the 28 papers over 250,000. Mr. Stolpe believes that the popularity of FM stations in medium-sized cities is a factor which accounts for the relatively large percentage of radio station ownership among papers of the 100,000-250,000 circulation class.

Comparatively few daily newspapers use no radio promotion at all. One promotion manager points out that in his city the radio audience is split 13 ways while the newspaper readership is not split at all. He felt that radio promotion under these circumstances would be a waste of money. Others who used no radio time, said they could not hope to sell advertisers on the superiority of newspaper over radio advertising if they used radio themselves.

Mr. Stolpe believes the survey has been useful in proving that few papers believe they have found the secret of radio promotion, and that most of them will frankly admit that they are still experimenting with the medium. He points out, however, that those who use radio at all spent an average of \$25,000 each last year. This, he believes, shows that promotion managers who are getting results are convinced that radio has a definite place in newspaper promotion.

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A.P. RADIO STATIONS INCREASE FROM 456 TO 940

Kent Cooper, Executive Director of the Associated Press, said in his annual report last week, that the AP had served 1708 newspapers and 940 radio stations in this country during 1948 with a degree of teamwork "rarely if ever matched."

Mr. Cooper points to their participation in the exchange-of-news principle as "exceptionally valuable in a reas in which there are radio members but no newspaper members."

Referring to radio wire contributions, Mr. Cooper states: "The results were beats in many cases and increased speed in others... There were cases in which stations provided the first news, detailed news and even pictures on breaks of widespread interest."

The general service, he says, benefited much from this additional protection.

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WSYR-TV TO GO ON AIR IN FALL - G.E. TRANSMITTER

General Electric will supply the television transmitting equipment for WSYR, Syracuse, which will be one of the first Upstate New York TV stations to carry network telecasts from New York City, it was announced by the G-E Transmitter Division, Electronics Park, Syracuse, N. Y.

Expected to go on the air early in the Fall, the station will feature mainly network programs originating from the National Broadcasting Company in New York. These programs will travel from New York to Albany via co-axial cable and will be relayed by micro-wave links from Albany to WSYR in Syracuse.

Ground will be broken during April for the one-story building which will house the WSYR television transmitter, a General Electric low-band type with a visual power of 5-kw and an aural broadcast strength of 2- kw. At the transmitter site, which has a ground elevation of 1440 feet, a 200-foot antenna tower, topped by a G-E five bay antenna, will be erected. According to A. G. Belle-Isle, Chief Engineer for WSYR, this will give the station an effective radiating elevation of 1650 feet, and should permit the signal to blanket the area for at least a radius of 35 miles.

General Electric equipment will also be used for WSYR's telecasts from the Syracuse area and includes a TV studio camer, a 16-mm slide projector, a film projector, and a film camera channel. Also on order for WSYR is a G-E 2,000-mc S-T link and miscellaneous monitoring equipment.

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TENFOLD EXPANSION OF INDIA RADIO PLANNED

India, ranking fourth among the world's users of broadcasting frequencies after the United States, Britain and the Soviet Union, is planning a tenfold increase in the area and the population served by her radio system under an eight-year radio expansion plan, according to Reuters dispatch.

Under the scheme, India's medium-wave transmitters will serve an area of 500,000 square miles instead of 50,000 square miles

as at present, and will carry broadcasting facilities to 80,000 villages instead of the present 15,000.

Three 100-kilowatt short-wave transmitters will carry the "Voice of India" to the farthest corner of the world. In addition, ten high-power transmitters will be established in Bombay, Calcutta, Madras, Delhi and Ahmedabad and medium-wave transmitters at twelve other points in the Dominion.

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WOMAN REPORTER REACTS TO TV: "LIKE MEMBER OF DYING RACE"

Editors and publishers should convene nationally to map a program to meet television and radio competition in covering important news events, declares Carolyn Anspacher, San Francisco Chronicle feature writer who covered the San Marino rescue attempt.

"The live show group definitely had the right of way in the dramatic attempt to rescue Kathy Fiscus from a 100-foot well", Miss Anspacher told Campbell Watson of "Editor & Publisher". "This is a grave threat. I felt like a member of a dying race."

Television and radio forces used elbows and flying-wedge tactics composed of groups of reporters and technicians followed by trailing wires, she charged. They also had the support of the police, the woman reporter asserted, adding she had been lifted bodily and tossed outside a roped area.

"All we wanted was an even break", Miss Anspacher declared. "We needed statements from those coming from the shaft, but could not get near enough to hear. They were led to a couch, a microphone was placed in front of their face, and their words were kept too low to be audible to us."

People are infatuated with television, and it went on day and night, Miss Anspacher said, in explanation of the newspapers' "bad spot", adding:

"This put television over. It was video's first sustained news drama."

While press associations had four to six men working in teams throughout the frantic rescue race, the press was out-manned, she declared. The combination was the "physically toughest" assignment in her 15 years with the Chronicle. During that period she has covered such stories as the San Jose lynching, Alcatraz Prison break and the Port Chicago disaster.

"It was tough for all, but especially for a woman reporter", she confided. Highlights of her coverage included 34 hours "in a field that looked like a hair permanent which had not yet set", two half-sandwiches and a few cups of coffee in that period, typing a story seated Indian-fashion in the dirt, a fruitless hunt for a field telephone, heat in the daytime and chill air at night, and the eternal standing.

"I got one break", she reported. "A source tipped me two men had reported the girl dead. Bob Goethals, a copyboy just turned junior reporter, sprinted for the nearest phone. The Chronicle got a story in type and waited until the tip was confirmed."

"Just a few weeks before," Miss Anspacher commented, "I had been at the cultural peace rally in New York. That seemed so symptomatic of such cleavage in the world. At San Marino, for 50 hours, utility executive and sandhog were alike."

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::: SCISSORS AND PASTE :::
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Freedom's Voice In Berlin
("New York Times")

On the heels of the Berlin Airlift's amazing achievement of last Friday and Saturday comes news that the American radio station in Berlin will soon be silenced because there are no funds to pay for it. Just as we have a splendid story to tell the people of metropolitan Berlin, including those in the Russian sector, we are about to lose one of the most effective means of telling it. Our Berlin station, known as RIAS, broadcasts on both short and medium waves. Its basic range is sixty-five miles, its actual range much greater. It carries the Voice of America six hours daily on short wave. It receives 12,000 letters a month, mostly from the Soviet zone. It is credited with keeping up German morale during the better hours of the blockade. Last December it helped rally voters in the Western zone, who came out 86 per cent against communism.

At 15,000,000 German marks, or perhaps \$4,500,000 a year, this seems like a good investment. The station might be transferred to the British or to the Germans, but one does not see why. We are spending billions on defense, more billions on foreign aid. Is aid to the faltering spirits of a besieged people worth while? We believe that if a favorable answer cannot be given in Berlin, it should be given in Washington, and at once.

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PERSONAL WALKIE-TALKIES EXPECTED TO CATCH PUBLIC FANCY
(Jay Walz in "New York Times")

Walkie-Talker radio will be made available to the general public for the first time on June 1, with the full activation of the Citizens Radio Service by the Federal Communications Commission. After the service is opened, a person wanting to converse with another within a limited area will be permitted to do so on his own miniature sending and receiving set. He need not have technical knowledge of radio.

Any citizen of the United States at least 17 years old will be eligible for a "station" license, for which he may apply with a simple post card. The FCC has said that the authorized range of the sets would depend on local conditions - from a few city blocks in sections where many sets might come into use to a distance of five to ten miles in outlying and rural areas. All sets will operate in the 460-to-470 megacycle band allocated for the service.

In the beginning the Citizens Radio Service will be primarily a two-way short-range means of private communication, fixed or mobile. However, it is adaptable to radio signaling and the control of objects by radio, and, for example, might later be used with a device to open garage doors.

The sets approved by the FCC for sale to the public are approximately the size of a camera and weigh about two and a half pounds, with batteries. They may be carried under the arm, in a coat pocket, or over the shoulder. Market prices have not been quoted, but a range of from \$30 to \$40 has been suggested.

Although licensees will be required to conform to regulations necessitated mainly by the narrow wave channel, an FCC spokesman said that the possible uses for the new service will be "as broad as the imagination of the public and the ingenuity of equipment manufacturers can devise."

Among other uses, portable radio should find a useful place on farms, providing two-way communication between the house and barn and field. Factories could use it for contact with various shops. Also, a boss on an outdoor construction job could rely on it to talk with a foreman at an outlying point, while yards, lumber camps and docks suggest other uses.

The FCC emphasized that the sets could serve an important communication service whenever an emergency disrupted regular wire line facilities. The agency also pointed out that the sets could be employed to communicate with trucks and other vehicles within a limited area.* * *

Addressing a meeting of the Armed Forces Communication Association recently, Wayne Coy, FCC Chairman, said mobile radio could be of "inestimable value in mass evacuations, in rushing aid to the injured, in spotting fires, in repairing damage to our utilities and in combating sabotage."

In order to be eligible for these and other advantages, a set owner, on receiving his license, will be obliged to abide by all laws restricting communications in the field of general radio. as well as the rules especially formulated for the new service.* * *

A license will be valid for five years, and, normally, will be the only authorization necessary to operate a set, according to the FCC.

Two actions prefatory to making two-way radio available to the public were recently concluded by the FCC. First, it granted a Cleveland manufacturer its first certificate approving a set for the market. Second, it approved finally a set of rules for licensing those who want to buy and use the sets, which it calls "transceivers" because they both transmit and receive.

Officials of the regulatory agency indicated last week that, while the Citizens Radio Corporation of Cleveland is the only manufacturer yet to receive a "type approval" for equipment, other concerns now working on developments may expect consideration shortly.

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Claims Less Than 6% Free Press Handouts Used
("Editor & Publisher")

Sixty-one editors revealed in a survey made by Editor and Publisher they receive from 10 to 500 publicity handouts a day - average 77. The editors said less than 6% of the stuff is usable but the majority want it to keep on coming because it sometimes suggests tips for local stories.

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::: TRADE NOTES :::

Some of the newest technical developments in the radio-television industry will be discussed at the annual Spring meeting of the RMA Engineering Department and the Institute of Radio Engineers April 25-27 in Philadelphia.

Technical sessions will occupy the mornings of the three-day conference of radio engineers, and RMA and IRE committee meetings and inspection trips will occupy the afternoons.

Stuart L. Bailey, President of the Institute of Radio Engineers, will speak at the Spring meeting dinner on Tuesday, April 26, at which T. A. Smith, Chairman of the RMA Transmitter Division, will be the toastmaster.

Motorola, Inc. has opened a second region in its New York-New England sales area for its communications and remote supervisory control equipment.

Admiral Corporation - March quarter: Net profit, \$1,536,217 equal to \$1.54 each on 1,000,000 capital shares, against \$530,410 or 53 cents each on 900,000 shares, last year; sales, \$23,513,097 against \$12,004,168.

Five minutes after he had finished rehearsing for a radio appearance, Henry M. Roe, 101 years old, a messenger for President Lincoln in the Civil War, died Monday in New York of a heart attack in the Columbia Broadcasting System Building.

Mr. Roe had been scheduled to appear Tuesday on "We, The People". After a rehearsal as he walked toward the elevator, he toppled over. He was dead when Dr. Jack Leonard, CBS physician, arrived.

Mr. Roe had arrived in New York alone by plane on Sunday from his home in DeSoto, Mo., where, according to CBS officials, he had worked as a handcraftsman.

The Census Bureau reported Monday that newspaper publishers' receipts in 1947 totaled \$1,917,300,000. This was an increase of 112 per cent over the \$904,900,000 total of 1939, the Bureau said in a report providing information gathered in its 1947 census of manufacturers.

The number of establishments in the industry was listed as 8,339 in 1947 compared with 7,278 in 1939, date of the last previous census of manufacturers.

Olympic Radio and Television, Inc. - For 1948: Net loss, \$46,771, compared with \$137,499 loss in 1947 after giving effect to \$415,000 tax refund; net sales, \$3,518,532, against \$4,439,380. March quarter: Profit of \$79,270 on sales of \$1,531,249, contrasted with a loss of \$30,990 on sales of \$1,065,923 for the similar quarter of 1948.

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