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April 27, 1949

CONGRESSMAN CHARGES FM "OBSTRUCTED, STEPPED-ON, OR IGNORED"

This allegation was made by Representative Francis E. Walter (D), of Pennsylvania, who declared that FM radio has had too much pushing around and at times its progress blocked. Representative Walter who hails from Easton, Pa., calls it an appallingly flagrant disservice to the American people.

"When the marketing, or acceptance of something newer and vastly better than what we have is prevented or impeded, that is not only evil, it is also shackling the thing that makes America great", Mr. Walter, who was formerly Northampton County Solicitor in Pennsylvania and is a member of the House Judiciary Committee, declared.

"That, I believe, is what is happening in the case of one of the important discoveries of the twentieth century - a discovery which was proved 15 years ago to be one of great and unchallengeable beneficence.

"But its benefits today - 15 years later - are not made available as they should be to the American people. I refer to FM radio, or frequency modulation, to use the full name.

"It has been 15 years since FM was demonstrated to be not only the best, but the only system of clear, high-fidelity radio communication - one that is free of noise, static and interference - no matter how near or intense the power lines or other man-made disturbances may be.

"It is the only system of radio that is able to provide reception for large blocks of listeners throughout the Nation, particularly in rural areas, and even inside the boundaries of the so-called areas of existing AM broadcasting stations.

"But, despite FM's obvious advantages and benefits, and the clear necessity for employing FM to give uncounted thousands of people the services of radio, FM has been obstructed, stepped on, blocked, or ignored from the start - by some of the big interests in AM radio - and by the Federal Communications Commission.

"A prominent consulting radio engineer has said, that if FM had been allowed to proceed naturally, there is no question but that FM would be far ahead of where it is today, and in fact, would probably be the accepted system of sound broadcasting. AM, he declared, would be on the way out. With this thesis, many other engineers and experts in the radio industry are in agreement. * * * * *

"The Federal Communications Commission's chief engineers labeled it visionary and impractical. The Commission for 10 years would assign no channels for relaying FM programs across the country.

"Three years ago, in an obviously stupid blunder, the Commission moved FM broadcasting channels to a new band on the dial,

thereby delaying the quantity production of receiving sets at reasonable prices for several years. * * * *

"FM would put all broadcasting stations on an equal footing, since FM reception is equally good in all parts of the broadcast area. The only commodity a station would then have to sell, would be the quality of its programs; the fortune of the influence that provided a high-power station would count for nothing.

"More recently, the attitude of the FCC has changed, and it has even offered FM a helping hand on occasion.

"FM facilities are constantly subjected to a barrage of propaganda designed to convince advertisers that their money should be spent on AM broadcasts.

"As an example, I cite a listening survey conducted by an organization called the Broadcast Measurement Bureau for the National Association of Broadcasters - AM broadcasters, that is - on comparative coverage of AM and FM.

"The BMB report favored AM coverage by an overwhelming margin. But a quick look at the sampling techniques used by the organization demonstrates that it gave a false and erroneous picture. The samplings were not taken in accordance with the densities of population and the questions were so worded that the result was largely a score sheet on how distant a station a listener could get on his set rather than what stations he usually tuned in on his dial.

"The president and chief engineer of BMB were discharged following this survey. But that did not prevent AM broadcasters from using the figures to make a little hay with advertisers and advertising agencies. So far, neither BMB nor the broadcaster's association - which foots BMB's bill - has done anything to rectify the damage done by the faulty survey.

"But the most important consideration in this whole field is the discouraging fact that the public has a hard time getting a good FM receiver. A radio executive - in the business of manufacturing both AM and FM sets - has declared, and I quote:

"There are many models in stores that are so deficient in sensitivity, tone quality, and freedom from noise that they are no better than the cheapest AM receivers. These contraptions, incidentally, do no good for FM's reputation.' * * * *

"Perhaps some of these things may account for an item in the column of Danton Walker in the New York Daily News the other day. It said the Federal Communications Commission is pondering a strange turn of events, whereby in the first 3 months of this year, 46 FM stations have turned back their licenses.

"Could it be that these FM broadcasters just quit cold because they could not get network programs to fit their needs? Did they become discouraged because the propaganda of the National Association of Broadcasters had driven away advertisers with life-giving revenue? Or did they just decide that there was no point in

operating stations whose listeners were unable to get decent receiving sets?

"All of these things do not add up to a pretty picture. The public has waited too long to reap the benefits of a revolutionary discovery which proved its worth 15 years ago.

"Any single one of the obstacles to the development of FM broadcasting could be considered an accident. But these 'accidents' have been too frequent and too closely connected.

"It is impossible to escape the conclusion that somehow, somewhere, there is an underlying pattern that ties all these things together. It seems to me that the Antitrust Division of the Department of Justice might well look into this matter in order to determine whether or not there are any violations of our laws."

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"TV AUDIENCE 50,000,000 IN 1953" - JACK GOULD, N. Y. TIMES

Headlining last Sunday's (April 24) New York Times' super-duper television section, Jack Gould, Radio Editor, foresees 6,000,000 television receivers by the end of next year.

"With the opening of coast-to-coast network service expected in 1953 at the latest, television looks forward in four years to serving 19,000,000 families and a total audience of better than 50,000,000", Mr. Gould writes. "In six years the number of stations is expected to reach nearly 1,000. Few doubt that by then television will rank among the first ten industries."

As to the future of television, Mr. Gould states:

"Aside from the industry's concrete planning, the future of television depends on many intangible factors. One of these will be the ultimate impact of the medium on the nation's social life. Unquestionably, it has made the home a new point of interest for father, mother and children of all ages.

"But the educator, sociologist and showman alike have questions. What will be the effect on children who are brought up under the influence of a continuous show in the living room? Will television curb personal participation in events and stimulate the indolent pleasure of just looking at them? What will be its lasting effect on Hollywood and the sports world? No one in television is certain of the answers.

"Another factor is the impact of television on the country's culture. Some critics have asserted that it will be 'the death of culture', with the excesses of commercialism blighting the visual arts; television's supporters maintain that it can widen appreciation of those arts on the same scale that radio aided the cause of good music. Obviously, the truth lies somewhere between the extremes. If the precedent of radio is followed, the individual television broadcaster in large measure will decide where the point of balance will come.

"Beyond the immediate future, television knows that it will be only a matter of years before it will be transmitting pictures in all the realism of full color. After that lies the dream of international television to span national borders and oceans and give the peoples of the world the 'eyes' with which they can see and understand each other on a face-to-face basis."

Among the notable contributors to the Times' television "wuxtra" were:

Wayne Coy, Chairman, Federal Communications Commission; Frank M. Folsom, President, Radio Corporation of America; Dr. Allen B. DuMont, Harry H. Carter, General Commercial Manager, Long Lines, American Telephone & Telegraph Company; Frank Stanton, President, Columbia Broadcasting System; Bob Hope, Everett L. Dillard, President, Continental FM Network, and others.

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REVEALS "TV" FREEZE WILL BE LIFTED IN "EARLY SUMMER"

It will not be long now.

Wayne Coy, Chairman of the Federal Communications Commission, writing in the special Television section of the New York Times reveals that the great television freeze is about to be thawed out.

"With the lifting in early Summer of the current moratorium on new construction of stations, American television will be entering the second and third phases of its impressive post-war development", Chairman Coy writes.

"This development already has seen the growth of the video art from seven pre-war stations to sixty-four stations actually on the air and sixty others in various stages of completion. In addition, network service by coaxial cable and microwave relay is now available to most stations east of the Mississippi River.

"The next phase of most significance and far-reaching effect will be addition of channels in the proposed ultra high frequency band. Televiewers in New York City undoubtedly do not feel the need for more channels since they now have allocated to them several channels of the existing very high frequency band.

"But under present standards, some other important metropolitan areas can have no channels at all or can have only one or two - a condition which would not permit reception of all networks. Many rural areas and many smaller cities could never hope for television service if we were to confine it to the twelve channels in the present band.

"The problems involved in utilizing those ultra high frequency channels have been under study by the Commission and industry experts since last September. How long it will take to complete the study I cannot now predict.

"Among the questions we must decide is how soon the industry can develop transmitters and receivers to operate in the ultra high frequencies. Most industry favors using the present six megacycle black and white standards. There are no proposals from the industry for commercial color television in the UHF. However, it is the responsibility of the Commission to study the possibilities of such use in the future.

"We are also studying the feasibility of employing strato-vision - a system of relaying programs by airplanes circling on fixed courses - to get service to the sparsely settled sections.

"Recently there has been some public discussion of the possibility of obsolescence of television receiving sets.

"The facts that minimize the problems of obsolescence are these:

"(1) We will retain the present twelve channels in the very high frequency band.

"(2) If the Commission adopts the recommendations generally made by the industry that the present six megacycle black and white standards should be employed in the UHF, the problem of building adaptors for the present sets is simplified.

"(3) Of the more than 1,000,000 sets extant today, less than 7 per cent are in cities having fewer than four television stations authorized today.

"(4) The comparatively few set-owners - 7 per cent - living in cities having fewer than four VHF stations authorized and where ultra high frequency stations may some day be built will be able to purchase converters at a reasonable cost to tune them in.

"The other phase of television's development involve the more than 300 applications for construction permits that are pending with the Federal Communications Commission. Action on all applications has been held up since the beginning of the 'freeze' on new construction last September.

"Ever since then, industry and Commission engineers have been cooperating in a n evaluation of the scope of interference being experienced in the present very high frequency band and in studies of ways and means to reduce the interference.

"Careful consideration is being given to a new technique of synchronizing the picture-carrier signals of co-channel stations for the purpose of eliminating the Venetian-blind interference. Synchronization will have no effect on interference caused by pictures from other stations.

"In reaching its decision on how to deal with this interference problem that plagues some areas, the Commission will have the benefit of a new report on tropospheric propagation and of a report from the Ad Hoc Committee composed of Government and industry engineers.

"The thoroughness of these studies and the high degree of cooperation existing between the industry and Government experts are, it seems to me, heartening assurances that the final decision will be soundly based."

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MINNEAPOLIS CLUB HEARS CBS VAN VOLKENBURG, KAROL

J. L. Van Volkenburg, CBS Vice President and Director of Television Operations, and John J. Karol, CBS Sales Manager, addressed the Minneapolis Advertising Club via a special hook-up from CBS' New York studios last week. They spoke on the relative progress of radio and television.

Mr. Van Volkenburg said that "television is beating every estimate that has been set up for it, even by its most optimistic friends. In size of audience and in volume of advertising, television, today, is already where we expected it to take another year to get..."

Mr. Karol stated that "just as radio has taken its place as a great advertising medium without detriment to the healthy units of older media, so we may look upon television as supplementing rather than destroying other media", adding that "there is plenty of room for both radio and television as well as all other advertising media."

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RCA OPENS FIRST DIRECT CIRCUIT BETWEEN U.S. AND PAKISTAN

Opening of the first direct radiotelegraph circuit between the United States and Pakistan was announced Monday by Harry C. Ingles, President of RCA Communications, Inc.

George V. Allen, U. S. Assistant Secretary of State, and the Hon. Sardar Abdur Rab Nishtar, Pakistan Minister of Communications, inaugurated the service with an exchange of messages.

Since the formation of Pakistan, the United States has been supplying the new dominion with large quantities of heavy machinery, automobiles and farm equipment. In return, this country has received substantial quantities of jute, cotton, tea, hides, wool and chrome ore. Because of this increasing trade exchange, Mr. Ingles said, it is believed that the new circuit will handle more than two million words in its first year of operation.

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G.E. TO SPEND MILLION FOR TV PICTURE TUBE MANUFACTURING

General Electric will expand its electronics production facilities at Electronics Park in Syracuse, N. Y., to include the manufacture of television picture tubes to meet the increasing demand.

The company will spend over a million dollars to provide for picture tube manufacturing and engineering facilities in Syracuse, Dr. W. R. G. Baker, G. E. Vice President and General Manager of the Company's Electronics Department said, which will be in addition to similar production operations at its Buffalo, N. Y. tube plant.

Television receiver and broadcast station equipment are currently concentrated in Syracuse, and the plant also produces such equipments as two-way radio systems, radar for ships, and FM and AM radio receivers.

Television picture tube production is expected to start in August. The first tubes to be made will be the new G.E. 8-1/2 inch metal cone tube, which gives 50 per cent more picture area than seven-inch tubes now being used in low priced receivers and costs no more to build, he said. Other size picture tubes (10, 12-1/2 and 16-inch) may be produced later.

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SEES DROP OF 5% IN 1949 BROADCASTING REVENUES

An analysis of the broadcasting situation made by Johnston, Lemon & Co. of New York, states:

"Last year about 25% of the 2700 radio stations (only 1,000 were operating at the end of the war) finished in the red with the rate of losses much higher among the newcomers. FM broadcasters, as a group, showed an operating loss and the fifty television stations without exception also failed to cover their expenses. Aggregate income of the latter showed a huge percentage increase to a total of \$8.7 million but failed by \$14.9 million to meet expenses. Bombarded by such depressing statistics and gloomy forecasts, the radio broadcasters reached the understandably conservative conclusion that a drop of 5% in revenues in 1949 would be considered a favorable experience.

"In the meantime television continues its spectacular rise in popularity with the public, subject only to temporary periods of doubt engendered by threats of obsolescence or expectation of lower prices. According to N.B.C. research, the television population has been growing at a monthly average of 10%, with the New York area representing 38% of the total of 1,300,000 receivers installed by the end of February. The question of obsolescence, if and when new ultra-high frequencies are allocated to television, created some turmoil within the industry when one manufacturer claimed the only receiver adaptable to the new bands. This, however, was largely laid to rest by FCC Chairman Coy's assurances of continued operation on current bands, and the indicated allocation of the higher frequencies only to

new areas. Television price cutting has been a common experience at the retail level in the major television markets. Manufacturers have generally been more circumspect, preferring to reduce prices through the introduction of new models with added features or larger viewing tubes.

"Virtually all radio receiver manufacturers have now turned to television as their major sales field, but the changeover has not been without its painful experiences, as witness Philco's sharp price reductions and inventory losses following a disappointing Christmas demand, and the more recent setback in Magnavox on reports of heavy inventory accumulation of radios."

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FCC SIESTA HOLDS UP WESTERN UNION BEAM TOWER TV OPERATION

W. P. Marshall, President of Western Union, states in his annual report:

"With respect to television: The Western Union has installed television equipment on its beam towers between New York and Philadelphia. Commercial operation of these channels is dependent on 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 other common carriers. Tariffs were filed with the Commission to become effective May 1, 1948. On April 28, 1948 the Commission ordered an investigation. Preliminary hearings were held on June 15, resumed on September 28, and concluded on December 7, 1948. No determination has been made by the Commission to date. Therefore, we have been unable to place this system in commercial operation or to consider extending these facilities."

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CALLED FROM RUSSIA TO "VOICE OF AMERICA" BROADCAST POST

Foy D. Kohler, who is temporarily in charge of the American Embassy in Moscow, will be brought back soon to head the State Department's International Broadcasting Division.

The Division prepares the programs beamed by the "Voice of America" to Soviet-dominated parts of the world.

The State Department said that Mr. Kohler will return following the arrival in Moscow of Admiral Alan G. Kirk, new Ambassador to Russia.

In the Broadcasting Division, Mr. Kohler will succeed Charles W. Thayer, who has been assigned to the American Embassy at Athens as First Secretary.

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U.P. FLASHES NEWS TO 3 CONTINENTS AT ONCE

For the first time in history a news dispatch was sent directly and simultaneously last Tuesday (April 19) night from London to newspapers and radio stations on three continents.

The dispatch was a United Press story sent through automatic relays to UP clients in the United States, Canada, Spain, Puerto Rico, Mexico City, Buenos Aires and Honolulu.

Facilities used were a combination of radio teletype across the Atlantic, leased teletype circuits across the United States and into Mexico and Canada, and radio teletype from San Francisco to Honolulu and from New York to Puerto Rico.

The electrical impulses that spelled out the London dispatch letter by letter were received in San Francisco approximately 1/25 of a second after the London dispatch began rolling at 5:05 P.M. EDT, and reached Honolulu in 1/20 of a second. It was sent from London at 60 words a minute, taking about five minutes of wire radio time.

The channels which carried the dispatch are used regularly by the UP, but for a demonstration of speed the relay points were "tied" together, permitting the London signals to go direct to the far-flung cities.

It was by James McGlinchey of the London staff of the UP and described the debate in Parliament, when Winston Churchill attacked the Labor Government for its handling of the Yangtze River incident after Chinese Communists had fired on British warships.

At no time was it necessary for a recording of the London dispatch to be made and then relayed manually. The familiar London call letters of "LN" preceded the dispatch and appeared on the automatic receiving printers in newspapers and radio stations on the three continents. Copy from the automatic printer machines comes out in typewritten form, even though the London signals were sent by radio.

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WOULD DELETE 20% WAR TAX ON RADIO MESSAGES

Regular 20% tax on domestic radio, cable, telegraph and telephone facilities would be removed under provisions of a bill introduced in the Senate last Monday by Sen. William Langer (R.) of North Dakota. The measure (S. 1603) would reduce certain taxes and eliminate others by repealing a section of the Internal Revenue Code.

Another section, dealing with the 15% war tax rate, would be amended by deletion of certain items. Excluded would be taxes on domestic telegraph, cable or radio dispatches, as well as leased wires and long distance telephone. Measure was referred to the Senate Finance Committee.

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TELEVISION NETWORKS PLAN WIDE EXPANSION BY 1950

"Facilities to carry network television programs to additional cities and to build the mass audiences necessary for the medium's commercial support will continue to be expanded in the months immediately ahead", Harry H. Carter, General Commercial Manager of the Long Lines Division, American Telephone & Telegraph Company, wrote in the special Television issue of the New York Times last Sunday. "By the end of this year the American Telephone and Telegraph Company expects almost to double the total mileage of links now in operation, using both coaxial cable and microwave relay towers,

"The most immediate increase in the existing inter-city networks will come next Sunday, when two new channels will be placed in service along the important Philadelphia-Chicago route. Thus far there has been only one channel in either direction and the four video networks have been sharing the common facility. The new channels will enable television stations in the Midwest to present a wider choice of programs coming from New York's television stages.

"Under present plans, the fourteen cities already on the Bell System's television network will be joined by Erie, Pa., on June 1 and by Wilmington, Del., and Lancaster, Pa. later in the Summer. By Fall it is expected that the following additional cities will be linked: Providence, R. I., Rochester, N. Y., and Dayton, Columbus and Cincinnati, Ohio. Toward the end of the year, it is planned to equip the route between New York City and Albany, N. Y., for television transmission and to extend service to Schenectady, Utica and Syracuse as well.

"Plans for the extension of the television network westward to the Pacific Coast are still in a formative stage. The engineers are now studying routes, but conclusions have not reached a point where definite construction plans can be announced. On the West Coast, however, a radio-relay system is being built between Los Angeles and San Francisco which will form the basis for a network in that area.

"Among the various important projects for which work will go forward in 1949 is a radio-relay system to provide more television service between New York and Chicago, and in 1950 to Des Moines. Later, this long circuit will be extended to Omaha. In 1950 television service from Des Moines also will be extended to Minneapolis and St. Paul by coaxial cable.

"This new radio-relay system from the East will have improved equipment and will use a new vacuum tube developed and recently announced by the Bell Telephone Laboratories.

"Between New York and Chicago there will be thirty-three intermediate stations along the route, each ranging in height from sixty to 200 feet. For thirty-one of these, special buildings will be constructed. Except for their height, these buildings will be about the same in design - a square, concrete structure with space

for emergency power equipment on the ground floor, for storage batteries and associated power equipment on the second and third floors, and for microwave transmitting and receiving apparatus on the fourth. Directional antennas of a new, improved design will be at the top.

"In 1949 about 850 new route miles of radio-relay and some 300 additional route miles of coaxial cable facilities will be constructed and placed in service for inter-city television. The Bell System television networks will then extend over 3,250 miles and link twenty-seven cities."

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DEBUNKS IDEA THAT ALL RADIO ACTORS GET HIGH SALARIES

If U. S. Department of Labor statistics are to be depended upon, the dazzling pay radio performers are supposed to receive must be mostly what used to be known in the old theatrical world as "stage money".

At any rate they don't jibe with statistics showing that one-fourth of the free-lance actors and singers in that business made less than \$1,000 in 1947, the Labor Department reported Tuesday. Its studies covered the earnings of radio announcers, actors, singers and sound-effects artists.

Those at the top of these professions made \$20,000 or more a year each in 1947, the report stated, but these were highly exceptional.

Actors giving their full time to radio earned an average of \$3,100. One-fourth of the actors made more than \$9,100, but another fourth - "not counting the large group for whom radio work was only a minor source of pay" - earned less than \$900 each.

Singers enjoyed a better average at \$3,800. The top fourth of singers earned more than \$6,900 each, while the bottom fourth received up to \$1,900.

Staff announcers and sound-effects men had a much narrower range of earnings, with greater indicated stability. The announcers averaged \$4,400, with half earning between \$4,300 and \$6,400, while half the sound-effects men drew between \$3,800 and \$6,200.

The study reported that free-lance announcers were the elite group in earning power. They averaged \$9,800 a year, with three-fourths receiving more than \$4,400.

New York, Chicago and Los Angeles were the best paying places for radio artists to work. Actors won the highest pay in New York and Chicago, averaging \$3,900 in those cities. The Los Angeles average was \$3,500.

Singers found Los Angeles the best hunting ground, averaging \$4,700 there, compared with \$4,100 in Chicago and \$3,900 in New York. New York was the announcers' mecca, showing average earnings of \$7,100 for staff and free-lance announcers combined, compared with \$6,500 in Chicago, and \$4,900 in Los Angeles.

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"ROOFTOP TELEVISION SURVEYS" JOSHED

Dr. Peter Langhoff, Director of Research for Young & Rubicam agency, believes some of TV's promoters need a little more coaching on basic research. With a prediction that there will be 2,750,000 video sets installed by the end of the year - today there are 1,400,000 - Dr. Langhoff has this to say about the fallacy of certain data:

"For a little time yet, until the saturation ratio grows considerably, media buyers will be especially interested in the economic selectivity of television, i.e., how are set owners distributed by economic level?

"Perhaps it has been the importance of this issue which has led many to risk ill-considered appraisals. The confusion prevailing on this subject arises as much from a simple statistical fallacy as from fragmentary data.

"Last year a New York station was loudly proclaiming TV as a middle class medium on the basis of a survey of a large number of TV set owners. The explanation of the method used to arrive at this appealing conclusion is rather involved, but suffice it to say, that by such methods many millionaires could find themselves classified as paupers.

"Then, there have been many roof-top surveys made from commuter-train windows. These observers describe the forests of antennae on low income homes.

"Also, we have the observer who discovered that lots of people were taking advantage of the installment purchase plans and arrived at the profound conclusion that we have low income families in the TV audience."

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NEW WASHINGTON PHONE BOOK WARN RE WIRE-TAPPED "BEEP"

The new phone books of the Chesapeake & Potomac Telephone Company in Washington, D. C., carry the following warning:

Attachments to Telephones: The company does not sanction the use of special devices attached to its telephones, except those furnished by it. Unauthorized attachments, supposedly an added convenience, may actually be detrimental to good service.

"Beep" Tone tells when telephone conversation is being recorded: A short high "beep" tone heard on the telephone line about every 15 seconds means that the person with whom you are talking is recording your conversation by means of his electrical recording machine connected to the telephone line. Use of a recorder without this signal is not permitted.

If you do not want a record made of what you are saying, ask the person with whom you are talking to disconnect the recording machine.

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:::: SCISSORS AND PASTE ::::
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When Radio Came To The Rescue In D. C.'s Newspaper Blackout
(James J. Butler in "Editor & Publisher")

What happens when a news center of the world finds itself without daily newspapers after more than one century of uninterrupted publication?

Washington had that experience only a week ago and the impact was terrific. It brought home to approximately one million persons who read the four capital dailies, the near totality of their dependence upon these newspapers for information, and it was felt in quarters not normally associated with newspaper service.

The three-day suspension continued while pressmen and stereotypers resolved their wage and hour differences with the publishers, under federal government supervision.

Few individuals, business enterprises or government operations failed to experience some inconvenience, expense, or interference with their work while the papers remained off the streets.

Out-of-town newspapers made only slight increases in their shipments to the capital. Such papers as reached the city were eagerly gobbled up.

One of the city's most avid newspaper readers supplemented his out-of-town editions with immediate attention to the flow of copy over news tickers. President Truman received the strips torn off the machines from the hands of Press Secretary Charles G. Ross, who made numerous trips to the presidential desk on that mission.

Undertakers said attendance at funerals dropped off greatly. There was no way to inform the public of deaths, except in cases of persons of sufficient prominence to merit radio announcement. Bereaved families hadn't the time to telephone other relatives and friends, and it was hardly expected that they might do so under the circumstances. Florists catering to the funeral trade reported heavy losses.

Thousands of subscribers grumbled over the loss of comic page strips, especially those having continuity in their stories. By doubling comic pages in some instances, and by verbal synopses in others - as well as comic page reading by radio announcers - that problem eventually was solved. * * * *

One local jurist, Judge George P. Barse of Municipal Court, admitted he missed the comics greatly. They make up his first item of reading matter. He singled out two of them as "honest, clean-cut American types".

On the other hand, Justice Hugo L. Black of the Supreme Court didn't miss the papers at all. He could, he said, manage to exist without erudite editorial writers pontificating down his neck.

Court clerks, however, found a real problem which extended beyond their own offices and into the lives of litigants, lawyers, and trial witnesses. Many types of civil actions require that notices be published one or more times in local newspapers before an issue can be brought to trial, and the covering statute usually fixes the number of days that are to separate each of a series of such paid notices. They are still working on the problem, and it is likely that some of the cases may have to be re-advertised from their very start.

National Advertisers Now Spend \$12,000,000 A Year On TV
("Variety")

Television advertisers are now spending upwards of \$12,000,000 yearly to plug their products on the medium, signifying TV's progress towards that era of profitable expansion is accelerating rapidly.

That figure represents over \$10,500,000 spent by national advertisers on the four major TV networks for talent and production costs alone. Adding time charges to the total, including the costs of networking facilities, would more than double it. In addition, it is estimated that local advertisers and sponsors of commercial spots either on the webs or locally are sinking at least another \$1,500,000 yearly into the medium to boost the total, minus time costs, above the \$12,000,000 marker.

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Expect 3,000,000 RCA 45-rpm Phonographs This Year
("Radio Age")

On the basis of the enthusiastic response from the country's phonograph retailers, it is believed that between 2,500,000 and 3,000,000 instruments equipped to play the new RCA 45-rpm records will be produced and sold this year by the industry. To help meet this demand RCA Victor has planned for increased manufacturing facilities in its Indianapolis, Ind., plant. In addition, approximately 29 leading manufacturers are now incorporating 45-rpm record reproduction mechanisms in their instruments, or plan to do so.

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Drys Seek To Prohibit State Liquor, Radio Advertising
("Editor & Publisher")

Pressure groups are trying to do on a State level what they have not been able to do on a national level.

In the last Congress, several attempts were made to bar or restrict newspaper and radio advertising of spirituous liquors. The prohibition forces, finding themselves unsuccessful in fighting the manufacture and sale of alcoholic beverages, tried to obtain their ends by attacking distribution methods.

After failure in Washington, the Drys are now submitting legislation in various States to do the same thing. Two bills have just been introduced in the Georgia legislature (under the direction of the Senate Temperance Committee); one prohibits any advertising of distilled spirits in any medium in that State; the other prohibits any publication or radio station carrying such advertising from being sold in that State.

If a product is legally sold in a State it is a perversion of the law to prohibit its distribution. Once the advertising of any product is prohibited the advertising of other products is open to attack. One can imagine the flood of legislation the anti-tobacco, anti-cosmetic, anti-movie forces, etc. will present.

The measure is discriminatory and unconstitutional.

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TRADE NOTES

Video Corporation of America introduced a new television receiver line at the opening of a three-day dealer meeting in New York this week. The line comprises four models and lists from \$359 to \$495. It features a new plakron compensator, which the company claims improves picture reception considerably.

The Daughters of the American Revolution last week adopted resolutions opposing changes in present immigration laws, and crime comics and certain radio programs for children, at the final session of the Fifty-eighth Annual Continental Congress.

C. L. Hofmann Corporation, 436 Boulevard of the Allies, Pittsburgh, and Clara L. Hofmann and James Roberts, officers of the corporation, entered into a stipulation with the Federal Trade Commission to stop representing that the Duratron hearing aid they sell utilizes any of the scientific principles involved in radar.

They agree to discontinue disseminating any advertisement which represents through use of the words "radar-activated sound", or otherwise, that there is any similarity between the Duratron device and radar.

A new turntable for all table top and console type television sets, known as Tele-Turn, is now being made in Chicago by the Krenco Manufacturing Company, 231 South LaSalle Street.

The number of television receivers operating in Baltimore has passed the 50,000 mark, according to the Baltimore Television Circulation Committee. The new figure, which includes sets sold up to April 1, is 51,476. Sales for the month of March amounted to 6,117.

Television and radio sales of the Crosley Division, Avco Manufacturing Corp., for the first four months of the year increased 48 per cent, compared with the like period last year, John W. Craig, Avco Vice President and Crosley Division General Manager reported last Saturday. Refrigerator sales are up 25 percent, he said.

Sales this year are breaking all records for the Division's twenty-eight-year history, Mr. Craig declared. In March, volume was 56 per cent ahead of the corresponding 1948 month, increasing from \$5,005,509 to \$7,834,943, he pointed out.

The estate of Atwater Kent will be about \$8,500,000, it was indicated this week. The will of the retired radio manufacturer and philanthropist, which included many bequests to his friends in the motion picture world but none to his old colleagues in the radio manufacturing business, was admitted to probate last week.

The largest single bequest was \$2,000,000 to Mabel Lucas Kent, from whom he had been legally separated for years.

The amounts ranging from \$3,000 to \$18,000 were left to many persons of the film and stage world, including Edgar Bergen, Greer Garson, Claire Windsor and Cornel Wilde, Sir Charles Mendl, Lady Elsie DeWolf Mendl, Gloria Morgan Vanderbilt and Thelma Morgan Furness.

Performing like a traffic policeman in a one-way street, a new television antenna has been developed which will receive signals from only one direction at a time and will greatly improve reception of set owners in fringe areas which lie between stations on the same channel. Development of the antenna was reported by O. M. Woodward, Jr., Research Engineer of RCA Laboratories, Princeton, N.J.

Radio and television servicemen employed by the General Electric Supply Corp., in Washington, D. C., have voted to affiliate with Local 1423, International Brotherhood of Electrical Workers (AFL).

William Humphrey, field examiner for the Baltimore office of the National Labor Relations Board announced that of 16 eligible employees of the corporation, 12 cast ballots. All favored naming Local 1423 to represent them in collective bargaining.

The election was conducted by Humphrey Monday at the corporation's warehouse and service department. The union will be certified as bargaining agent for the unit, Humphrey said, unless objections are filed within the next five days.

A handbook on courtesy and proper handling of television customers has been prepared by the RCA Service Company for use by its television servicemen.

A television picture four by seven feet projected on a conventional home movie screen from a small cabinet containing a television receiver was demonstrated last week in New York by the North American Phillips Company. The receiver uses the company's Protelgram projection system.

The cabinet holding the receiver can be made as small as 24" high, 24" deep and 20" wide. The standard size picture given by the Protelgram system is 12 x 16 inches.

A twenty-inch direct view tube set supplying the same size picture lists at \$995 minimum. Replacement cost of the Protelgram picture tube is \$39.95, compared with \$276 for the twenty-inch direct view tube.

Included in "Radio Age" for April are these articles:

"Communications - Key to Victory" by Brig. General David Sarnoff; "The Status of Television" by J. G. Wilson; "Praises 16-inch Metal Kinescope; "Electron Microscope in Industry", by Paul A. Greenmeyer; "Education By Radio" by Sterling W. Fisher; "Making New 45-Rpm Records and Record Players"; "Television Bolsters U. S. Economy" by John K. West; "New Tube Has 'Memory'"; NBC Documentaries Extended; "Kinescope Recordings" by Carleton D. Smith; "Television Antenna Reduces Interference"; "Suppresses TV Interference".

When two Arlington, Va., a suburb of Washington, D. C., policemen saw a man lugging a table model television set along Sixth and S. Wayne Streets, during the early morning hours one day this week, they looked twice,

As a result, they found that Swillers' electrical appliance store at 124 S. Wayne had been broken into shortly before.

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