

# RCA OUTLINES FM POLICIES

*Postwar Plans for Manufacturing, Selling Full Line of Equipment, Broadcasting by New Method Are Announced by Jolliffe, Trammell.*

**E**MPHASIZING the interest that the Radio Corporation of America and the National Broadcasting Company have had for years in the technical development of frequency modulation, or "FM" as it is popularly known, Dr. C. B. Jolliffe, Chief Engineer of the RCA Victor Division, and Niles Trammell, President of NBC, have announced policies that will govern post-war manufacturing and selling of FM equipment, and broadcasting by means of this new method.

"Prior to the war, RCA had developed and was ready to put into application some novel FM circuits," Dr. Jolliffe told a New York meeting of FM Broadcasters, Inc. "We expect to incorporate these circuits in apparatus produced in the post-war period. We manufactured and supplied FM broadcast transmitters prior to the war. Equipment was installed then and is now operating in such cities as New York, Philadelphia, Detroit, and San Francisco.

"As soon as civilian production is resumed, we plan to offer for sale a complete line of FM transmitters. These transmitters will have the power ratings required by the industry and will follow the general trend of our previous models except for the inclusion of new circuit features and mechanical simplifications. These transmitters will meet all the technical requirements of the FCC for frequency stability, freedom from distortion, and other characteristics that insure good and reliable service. In the post-war period, all RCA standard broadcast audio equipment will meet the present standards of fidelity for FM and consequently all standard equipment will be satisfactory for use with FM transmitters."

Dr. Jolliffe said in summarizing:

"Our policy is simple and clear. We intend to design, manufacture, and sell types of apparatus for which a need exists and which the public wants. We intend to use our background of experience in the broadcast, transmitter, and receiver field plus our engineering facilities to provide the type of equipment the broadcasters need to satisfy the requirements of their listeners and the licensing authority."

Mr. Trammell, outlining network policy in a statement to all NBC-affiliated stations, said:

"The objective sought by NBC is to make its programs available to every radio listener in America, regardless of whether a standard band or FM receiver is being used. The availability of these NBC Network programs throughout the United States on both standard and FM transmitters will assure present and future owners of FM receiving sets that they can continue to hear their favorite programs on an improved radio service."

## *Research Results Shown*

It was pointed out by Dr. Jolliffe that for many years RCA research has been carried forward in RCA Laboratories on specific FM circuits, on the amazing characteristics of very high frequencies, and on the needs of FM broadcasting. RCA engineers have made important contributions, among them the Seely discriminator and the Crosby FM transmitter, now in use not only by RCA but by other organizations.

Regarding the portion of the FM system in which the public particularly is interested—the home receiver—Dr. Jolliffe said:

"As one of the larger producers of home radio sets, we expect to offer for sale to the public FM re-

ceivers of high quality design at reasonable prices. We expect that these sets will do full justice to the FM programs of FM stations."

The policy of NBC, according to Mr. Trammell's statement on FM, has always been and will continue to be to foster and encourage new developments in the broadcasting field. NBC's FM station W2XYZ was the first FM station to be established in New York by any network broadcaster. An application already has been filed for a frequency modulation station in Chicago, and NBC has applied for five additional construction permits for FM stations in cities where this network maintains studios. When these stations are erected, NBC will have a total of seven FM stations.

Advantages of FM, the NBC points out, include:

Virtual elimination of disturbances in reception from natural and man-made static.

Higher fidelity of sound, since wider channels are made available.

Constant service areas, instead of variation from day to night, as in standard broadcasting.

Many stations can operate on the same frequency by judicious geographical spacing without creating interference in the normal service areas of FM stations operating on the same channel, such as occurs on the regional and local standard band channels which shrink the nighttime service areas of those stations.

It is the belief of NBC, however, that FM stations cannot depend solely on these technical advantages in attracting large audiences, Mr. Trammell explained. First and foremost, they must offer programs which are attractive to listeners. The Company holds to the opinion that if FM is required to create or maintain a separate program service, designed solely for FM listeners, who for the first few years will not be numerous, its development

will be greatly retarded due to limited economic support. Such a separate program service would face the competition of well-established and popular programs of the present standard broadcasting system.

Therefore, to stimulate the progress of FM, NBC proposes to make its network programs available to the FM stations operated by the NBC standard band affiliate stations. To insure equal treatment to all NBC network advertisers, it is obviously necessary to carry the same commercial programs on the companion FM stations as are carried by the standard band group.

As soon as an adequate number of affiliates establish companion FM stations, NBC proposes to utilize either improved telephone circuits covering a broader range of frequencies than are currently used, or an automatic radio relay system capable of transmitting programs from point to point with high fidelity.

In respect to cooperation with advertisers, which is recognized as necessary to insure a sound economic foundation for FM, NBC plans no additional charge to ad-

vertisers who use the affiliated FM stations during the development period. The rate of the standard band stations and the FM stations is to be established on the premise that it is a single service, until such time as the combined total audience justifies rate adjustments.

#### *To Receive Applications*

It is to be the policy of NBC to extend to its affiliates the first opportunity to program their FM stations with NBC service. In such communities as may not now receive primary service from NBC stations and in the absence of standard band stations, applications for affiliation will be received from operators of FM stations.

NBC believes that as the size of the national FM audience increases, there should be enough FM stations across the country to permit the organization of several new national networks comprised of FM broadcasters. For all practical purposes, FM using its present allocation in the radio spectrum, will provide as many broadcasting frequencies as there will be broadcasters to use them. The number of

stations, however, may be limited by economic considerations.

In the opinion of the NBC, FM will afford a new opportunity to improve radio broadcasting, with the ultimate test hinging on the extent that improvement affects the program furnished the listener. The Company has stated that it welcomes this opportunity to cooperate with its affiliated stations.

Out of the extensive research and development work, which RCA has conducted tirelessly from the inception of FM, have come inventions by RCA engineers that have long been available to the radio industry, by means of patent licenses. Such licenses include not only the existing inventions of RCA and patents of others under which it has the right to grant licenses, but also future inventions made or acquired by it during the life of the licenses. The licenses run to 1947 and 1948, and may be extended to 1955, at the option of the licensees. They impose no restrictions upon the volume or proportions of the business which the licensees may do, nor upon the prices at which they sell their products.

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## RCA PRESENTS MUSIC AMERICA LOVES BEST

*New Network Program Features  
Outstanding Stars of Both  
Classical and Popular Fields.*

**E**ACH Saturday night at 7:30 P.M. (EWT) over the Blue Network, the RCA Program—The Music America Loves Best presents a versatile half-hour show that combines the outstanding stars in both the classical and popular worlds of music. Jay Blackton, a musician who is well known for his talents in both fields, is conductor of the RCA Victor orchestra and chorus.

Since its premiere date March 4, the parade of stars on The Music America Loves Best has included:

screen and opera soprano, Jeanette MacDonald; popular baritone, Perry Como; Alfred Drake, singing star of the Broadway smash-hit musical "Oklahoma!"; the Metropolitan Opera's sensational 18-year-old coloratura soprano, Patrice Munsel; renowned Russian basso, Alexander Kipnis; lyric soprano, Mary Martha Briney; famed blind pianist and musical satirist, Alec Templeton; Artur Schnabel, hailed as one of the greatest virtuoso's of the piano today; and popular mezzo soprano, Nan Merriman.

Jay Blackton, the maestro in charge of this musical show, is a musician, who, by his own description, has led a "dual career." That is, a career that has included distinguished experience in both classical and popular music. His orig-

inal goal was to be a concert pianist. In this pursuit, he studied at Brooklyn Academy of Music and presented his first recital at the age of 12. This he followed with further study at the Institute of Musical Art and a scholarship to the Julliard Graduate School of Music. He also studied abroad.

Along came "difficult times," and Blackton reports that "I was forced to abandon my long hair and arty ideas in favor of dance orchestras." That, says Blackton, "was the beginning of my dual career." He spent several years as an arranger and conductor of popular dance bands and at the same time made appearances as a concert pianist. Today, his well-versed background in the popular field has won him the assignment as musical conductor of Broadway's most successful musical, "Oklahoma."