



HEINL NEWS SERVICE

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March 3, 1948

OUT OF 641,402 COMMERCIALS, FTC QUESTIONS ONLY 9,573

The Federal Trade Commission gives radio commercials a high rating.

This is one place where every word of a commercial is considered. During the 1947 fiscal year the Trade Commission, believe it or not, examined 641,402 radio commercial continuities and only 9,573 broadcast statements were designated for further study as containing representations that might be false or misleading. This compared with 518,061 continuities scrutinized in 1946 of which but 8,399 were questioned.

By way of further comparison during 1947, 412,950 newspaper, magazine and other periodical advertisements were examined. From this material, 18,494 advertisements were designated for further study as containint representations that might be false or misleading.

Analysis of the questioned advertisements, which were assembled into 1,299 cases and given legal review, disclosed that they pertained to 1,366 commodities in the following percentages:

Food (human), 4.7; food (animal), 1.2; drugs, 55.8; cosmetics, 16.9; devices, 2.2; specialty and novelty goods, 1.4; automobile, radio refrigerator, and other equipment, 2; home study courses, 1.1; tobacco products, 2.2; and miscellaneous products, 12.5.

Where the Commission found advertisements to be false or misleading, and the circumstances warranted, the advertisers were extended the privilege of disposing of the matters by executing voluntary stipulations to cease and desist from use of the acts and practices involved.

The Trade Commission issues calls twice yearly for commercial continuities from each individual radio station. National and regional networks respond on a continuous weekly basis; submitting copies of the commercial advertising parts of all programs wherein linked hook-ups are used involving two or more stations.

Producers of electrical transcription recordings each month submit typed copies of the commercial portions of all recordings produced by them for radio broadcast. This material is supplemented by periodic reports from individual stations listing the identities of recorded commercial transcriptions and related data.

As a yardstick of comparison with 1947 the Federal Trade Commission in 1946 received copies of 564,408 commercial radio broadcast continuities and examined 518,061. The continuities received amounted to 1,255,245 typewritten pages and those examined totaled 1,186,724 pages, consisting of 470,980 pages of network script,

697,144 pages of individual station script, and some 18,600 pages of script representing the built-in advertising portions of transcription recording productions destined for radio broadcast through distribution of multiple pressings.

An average of 4,547 pages of radio script was read each working day. From this material 8,399 advertising broadcast statements were marked for further study as containing representations that might be false or misleading.

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TELEVISION BROADCASTERS ASK TO BE HEARD OPPOSING LEMKE BILL

The Television Broadcasters' Association, through its Washington representative, Thad H. Brown, Jr., last Monday (March 1) filed a petition with Representative Charles A. Wolverton (R), of New Jersey, Chairman of the House Interstate and Foreign Commerce Committee, seeking an immediate hearing of opponents to House Joint Resolution 78, introduced by Representative Lemke of North Dakota. The bill, if adopted, would assign a portion of the 50 megacycle band, now designated as Television Channel No. 1, to Frequency Modulation.

In his petition, Mr. Brown points out that Representative Wolverton's committee conducted a hearing on the Lemke Bill on February 3 and 4, at which time opportunity to appear was limited solely to the proponents of the bill.

"It had been anticipated that the opponents of the Bill would be permitted to appear on dates immediately successive to those upon which the proponents testified", the petition states. "When developments proved otherwise, it was anticipated that an early and reasonable time for presentation would be designated by the Committee."

The petition points out that television broadcasters are "vitally concerned in the development of a complete record in this matter" and adds that TBA is prepared to "present factual information and opinion on all phases of television and of the allocations problems relating thereto."

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RECORD FIRM THREATENS PETRILLO WITH TAFT-HARTLEY LAW

A music-recording firm in Hollywood last week served notice on James C. Petrillo, head of the American Federation of Musicians, to start collective bargaining before March 22. Unless he did so, the Standard Radio Transcription Service would bring legal action under the Taft-Hartley law, said President Jerry King in a letter sent to Mr. Petrillo after Ike Carpenter's orchestra, observing Mr. Petrillo's ban on recordings failed to appear to make transcriptions. Mr. King asserted that Mr. Carpenter was under contract to appear.

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CAPEHART DENIES BUCKING CAPONE JUKEBOX GANG - AND LOSING

There was a prompt denial from Senator Homer Capehart (R), of Indiana, who is a manufacturer of jukeboxes, of newspaper charges that he ran afoul of the old Capone mob. The denial came about as a result of the following story which appeared in the Chicago Daily News:

"A United States senator tried to buck the Capone-Guzik juke box setup in Chicago.

"He failed.

"The senator is Homer E. Capehart, Republican, senior senator from Indiana. He is head of the Packard Manufacturing Corp. of Indianapolis, which makes juke boxes.

"Senator Capehart last Oct. 12 went so far as to meet with Dan Palaggi, a partner of Fred Morelli, erstwhile 1st ward Democratic committeeman and juke box boss of the Loop and surrounding territory. The meeting was held in Room 1184 in the Congress Hotel. Ray Cunliffe, president of the Illinois Phonograph Owners Association, was also present. Cunliffe gave Senator Capehart a "token order" at that time. Palaggi gave him some polite conversation.

"On Jan. 17, 1948, Senator Capehart came here to speak at a dinner of the Coin Machine Industries, preceding the coin machine convention. Shortly thereafter the senator announced a change in his sales policy, which eliminated his Chicago branch. His Chicago distributor or factory representative thereupon took the senator's juke boxes and went to Michigan to try his luck.

"The Daily News telephoned Senator Capehart at the juke box factory in Indianapolis.

"'Were you chased out of the Chicago juke box market?' he was asked.

"I would't go so far as to say that', said Senator Capehart. 'We did find it very unprofitable to do business in Chicago. We manufacturers are at the mercy of the music dealers (juke box) associations.'

"'Are they controlled by hoodlums?' the senator was asked.

"'Are you talking to me for publication?' asked Senator Capehart. He was told he was.

"'I'm not going to answer that', said the senator. He continued:

"'The music dealers say they have a right to protect themselves. They want to keep the old machines in a location at a hotel or a restaurant and deny them the right to a new machine.'

"Again he was asked: 'Were you chased out of here, Senator?'

"He laughed.

"'It's not true in that sense', he said. 'We changed our policy Jan. 1. We quit selling to distributors and are selling direct. We still do a small business in Chicago. Let us say we find the Chicago situation very unsatisfactory.'"

A statement issued in Washington last week by Senator Capehart read:

"In reply to published reports that a racket exists in the music business in Chicago:

"'If any person can provide me with documentary evidence that a racket exists in the music business anywhere in America, I will turn that evidence over to proper state and federal authorities for prosecution under available laws, or I will ask Congress to conduct an investigation of the situation.'"

"The Daily News said that Attorney General Clark has been informed of the situation and has 'assigned two aids to get the details of the pushing around the senator's distributors were getting here.'"

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CLARIDGE HOTEL, PHILCO APPLY FOR ATLANTIC CITY TV STATION

An application for a construction permit covering a new television station to be built in Atlantic City to operate on Channel 8, 180-186 megacycles, has been filed by the Atlantic City Television Broadcasting Company.

"Our company is a new corporation owned jointly by the Claridge Hotel, in Atlantic City, and the Philco Corporation, Philadelphia", John McShain, president, stated.

"We believe that this unusual combination of local and national business interests and experience will prove of great value in bringing television programs of high quality to Atlantic City and neighboring communities.

"Philco has been broadcasting television programs ever since 1932 and has operated Television Station WPTZ in Philadelphia since 1941. We know that the background of research, engineering and programming experience which Philco will contribute to this new enterprise will speed good television service for the entire Southern New Jersey area."

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SARNOFF CITES TELEVISION AS MOST IMPORTANT NEW RADIO FACTOR

Significant progress was made by the Radio Corporation of America in 1947, according to Brig. Gen. David Sarnoff who cited television as the "most important new factor in radio" and said it began in 1947 to "fulfill its promise of becoming a great industry and a vital public service."

His statement, speaking for the RCA Board of Directors, was contained in the annual report covering the activities of the entire organization sent to stockholders, numbering approximately 215,000.

Net earnings of RCA in 1947 amounted to \$18,769,557, equivalent to \$1.12 per share of common stock, it was disclosed. This compares with \$10,985,053 in 1946, when earnings were equivalent to 56 cents per share.

Net profit - after all deductions - was 8% of the gross income in 1947, compared with 4.6% in 1946. Total gross income from all sources amounted to \$314,023,572, representing an increase of \$77,042,802 compared with the total of \$236,980,770 in the first post-war year of 1946. An increase in dividend from 20 cents a share to 30 cents a share, amounting to a total dividend payment on the Common Stock of \$4,157,046, was declared in December and paid on January 27, 1948, to the holders of record as of December 19, 1947.

As of December 31, RCA personnel numbered 40,282,

Other highlights of the report were:

The development of an advanced system of communications known as Ultrafax - a combination of television, radio relay, and photography - capable of handling up to a million words a minute. When fully developed, this system will be able to transmit, in facsimile, the equivalent of forty tons of airmail coast-to-coast in a day.

Delivery of micro-wave radio relay equipment, produced by RCA Victor for Western Union's New York-Pittsburgh-Washington circuit, was completed during 1947 and regular telegraph traffic is being handled over the New York-Philadelphia section with excellent results.

Conversion of RCA's radiotelegraph operation from Morse to the new five-unit code tape relay method progressed to a point where approximately 50 per cent of overseas traffic handled at New York is now transmitted and received by this means. The RCA multiplex system, providing four to eight channels of communications on a single radio frequency, was expanded to a number of foreign centers.

Largely because of increased use of radiophoto service by financial and industrial firms, the number of radiophotos handled in 1947 by RCA was up 15 per cent over 1946.

The fact that 93 per cent of NBC's 1946 network clients renewed their contracts for 1947, was pointed out in the Report as testimony to "the quality of service and the coverage provided by the network."

"Nation-wide polls conducted during 1947 by impartial fact-finding organizations showed that more people listened to NBC programs each week than to those of any other network", the report stated. "At the year-end, 12 of the first 15, and 29 of the first 40 programs in order of popularity were regular weekly NBC presentations."

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NEW DON LEE HOLLYWOOD STUDIO DEDICATION SET FOR MAY 22ND

Formal dedication of the new \$2,500,000 Mutual Don Lee studios in Hollywood will begin Saturday, May 22nd. Stellar talent will participate in an hour-and-a-half program which will be broadcast over all of Mutual's stations throughout the United States with cut-in features from New York and Chicago.

The entire week of May 16th to May 22nd, inclusive, will be used for a build-up series of special air features, according to Lewis Allen Weiss, Chairman of the Mutual Broadcasting System and Vice-President and General Manager of the Don Lee network. The Mutual Board of Directors and their wives are going from the East for the ceremonies.

A Mutual Board meeting will be held on Wednesday and Thursday, May 19th and 20th in the new Mutual West Coast Board room. Radio industry leaders attending the National Association of Broadcasters' convention in Los Angeles at the same time will have an opportunity to inspect the new building.

Construction is being speeded up on studios 1 and 2 of the new plant and the center section of the building which will house executive and operational offices. When the building is complete in every detail later on in the Summer, the public will be invited to go through it, and there will be uniformed guides to conduct tours.

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ASSOCIATED PRESS SUSPENDS TV NEWS REEL; LACK OF INTEREST

The Associated Press, according to Jack Gould in the New York Times, has temporarily suspended its television newsreel. The action follows, it was said, a lack of interest on the part of commercial video stations and newspaper-owned television outlets in meeting the appreciable costs of such a venture at the present time. Plans for the A.P. newsreel had been announced in November.

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NETWORKS SEEK TO LIFT BAN ON STATIONS EDITORIALIZING

The long anticipated hearings of the Federal Communications Commission to consider the possibility of revising the Commission's so-called "Mayflower decision" outlawing editorializing by radio stations which began Monday, proved to be lively and interesting.

The first witnesses were the heads of three major networks who maintained that broadcasting stations had the same right to express themselves editorially as the newspapers.

Mark Woods, President of the American Broadcasting Company, and Niles Trammell, President of the National Broadcasting Company, contended that while they never had exercised and did not now contemplate exercising the privilege in question, they nevertheless maintained their right to do so if and whenever, in their own judgment, adoption of such a policy should appear to them to be a wise and advisable extension of their present program services.

Mr. Woods declared that the operation of radio in the public interest placed "a positive duty" on broadcasters to editorialize "vigorously". He admitted that the Mayflower rule stopped a radio station from serving its own partisan ends, but argued that it also stopped it from serving the public's best ends.

Under questioning, particularly by Commissioner Clifford J. Durr, Mr. Woods admitted the FCC could properly restrict or control a station if it were the only outlet in a community and did not abide by a "rule of fair play" in presenting both sides of a controversy.

Mr. Trammell said the present ban "may prevent radio from reaching full stature as a forum for stimulating public thinking." Most responsible stations, he said, would take pains to present both sides of every controversy. He expressed the intention, as had Mr. Stanton for the Columbia Broadcasting System, to give time to opposition argument to the networks' editorials, probably in the form of "letters to the editor" period.

But, he insisted, no Federal agency had the right to require radio stations to conform to such practice.

"No public authority should place restrictions on the freedom of expression of opinion over the radio", Mr. Trammell said.

Frank Stanton, President of CBS, not only agreed with them as to the right of broadcasters to editorialize but announced that for the past year his organization had been preparing, but not broadcasting, editorial programs as a means of testing editorial techniques, with a view to including them in its own program service and offering them to their affiliates if and when permitted to do so.

Mr. Stanton said that Columbia Broadcasting, though previously in agreement with the denial of editorial expression to broadcasters, on the ground of scarcity of facilities then available, now held that with the multiplicity of radio stations, twice as many today as there were newspapers, the right of radio to freedom of editorial expression should be as complete as that of newspapers.

Mr. Woods and Mr. Stanton, under cross-examination, conceded that in any given case of willful and continued denial by a station of its facilities to opposing points of view, the Commission "might" have a right to step in and insist on fair play. But Mr. Trammell argued that no such situation could or would present itself.

Ex-FCC Chairman James L. Fly, credited with having written much of the "Mayflower" ruling while he was Chairman, but who is now engaged in private law practice and appeared in behalf of the American Civil Liberties Union, declared the radio industry should not be allowed to "grind its own ax" over the air.

"The individual broadcaster, in his individual capacity, is free to speak his mind on any subject under the law", Mr. Fly testified.

"He is not free to speak his mind, to the exclusion of others, through the medium of broadcasting and over a station which he operates through temporary and conditional possession of a license."

The wish to editorialize, he said, is largely "an illusion of green pastures on the part of broadcasters - they 'want to be like newspapers'."

"I wonder if they really want to sink to the comparatively impotent level of the daily press", Mr. Fly argues.

Nathan Straus, President of Station WMCA, New York, presented the following plan:

"1. Expression of editorial opinion should be permitted to the extent of fifteen minutes a day. For a station which is on the air eighteen hours, this would amount fo 1.4 per cent of the broadcast day. For a daytime station which is on the air only 12 hours, it would amount to 2 percent of the broadcast day.

"2. Expression of editorial opinion should be clearly labeled and announced as such, both at the beginning and at the close of the editorial."

Stations should be required to allocate time, following each editorial period, for "letters from the public", giving opportunity for rebuttal to listeners who disagree with the editorial viewpoint previously expressed, Mr. Straus concluded.

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WALLACE SEMINAR TELLS HOW TO "WORK" NEWSPAPERS, RADIO STATIONS

Representative Clyde B. Hoey (D), of North Carolina, had inserted in the Congressional Record (March 2) an article which discusses a "very unusual meeting" held at Chapel Hill, N. C.

"It was called a Wallace seminar", said Representative Hoey. "The meeting was held last Saturday and Sunday. A number of students from other colleges in North Carolina were invited to attend, and they were given instructions as to how to proceed with the Wallace campaign. The students were told:

"Write simple and plain letters to the editors of newspapers in which you say: 'If you want to save the country from war, Wallace seems to be the only man to make President.'

"They were also told to write:

"'Why is your newspaper playing down Wallace news?'" * * * * *

"They were told:

"'But don't make your purposes too obvious. People will see your letters and get in touch with you.'

"Another suggestion which was made to these organizers for Wallace was:

"'Get on the radio stations. There are many which give free time, especially to college groups, if you sell them on the idea that it is a public-service feature. Ask for time to hold a forum with candidates of other parties taking part. A good trick is to offer four persons to debate the third-party issue or other issues. You don't bother to explain that all four are pro-Wallace.'" * * * *

"'Get into organizations and try to get pro-Wallace speakers on the program. Newspapers and radios generally will carry speeches made at civic clubs when they might otherwise refuse them.'"

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G.E. TO FURNISH ABC'S WEST COAST TELEVISION TRANSMITTERS

Television transmitters for American Broadcasting Company stations in Los Angeles and San Francisco will be made at General Electric's plant at Electronics Park, Syracuse, N. Y.

Both units, five-kilowatt transmitters, will be similar to those being made there for the Chicago Tribune, Station WOR and the Daily News in New York City, and the Yankee Network in Boston, Mr. C. A. Priest, Manager of the Transmitter Division at Electronics Park reports.

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CHICAGO NEWS BUREAU STUDIES POSSIBILITIES OF RADIO SERVICE

A survey is now being made by the Chicago News Bureau, owned by the four Chicago daily newspapers, to determine how frequently and what type of Chicago area news is being broadcast by local radio stations; how many local stories during the past year had AM, FM, television and newsreel possibilities; and the cost of CNB service to clients other than newspapers.

The study came following an application for the City News Bureau service by WBKB, Balaban and Katz television station. The Chicago News Bureau survey is taking into consideration the entire radio-television field, making a thorough study as to the need for local news coverage.

There are 17 radio stations in the Chicago area, including seven major outlets. Fourteen applications are pending for FM stations.

Seven channels have been granted for TV stations in Chicago of which WBKB has one. In addition, there are seven major newsreel companies with Chicago bureaus, all watching development of television from the standpoint of competition in the newsreel field.

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RADIO CIRCLES STIRRED BY CONDON SOVIET SPY CHARGES

If a Russian spy had suddenly descended upon the National Bureau of Standards, it could not have created more surprise or mystification than the charges hurled at Dr. Edward U. Condon, the Bureau head, of associating with Soviet spies and being "one of the weakest links in our atomic security". The fact that Dr. Condon had been recommended for the position by Henry Wallace and that the dignified old Bureau of Standards was a sort of Supreme Court to the broadcasting industry, made the allegations all the more sensational.

Besides the secret work of the Radio Research Laboratories, it was also revealed that the Bureau was currently conducting research in the field of radio propagation.

Working particularly on radar research in his later years as Associate Director of Research for Westinghouse Electric Corp., 1937 to 1946, he first joined forces with the National Bureau of Standards in 1941 as a member of the group that in 1939 began what later became the Manhattan (Atom Bomb) Project.

Dr. Condon was born March 2, 1902, at Alamogordo, N. Mex., the site of the first experimental atom bomb explosions. He has since become scientific adviser to the Special Senate Committee on Atomic Energy.

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PAPER CHARGES GEN. TAYLOR, EX-FCC COUNSEL, "PIRATED" STORY

Brig. Gen. Telford Taylor, Chief prosecutor at the recent United States Nuernberg war criminals trials and former General Counsel of the Federal Communications Commission, clashed with the Chicago Tribune over an interview which Justice Charles F. Wennerstrum of the Iowa Supreme Court, German war crimes judge, gave to the Tribune. General Taylor said the interview was "subversive of the interests and policies of the United States." Judge Wennerstrum had said of Taylor that "the victor in any war is not the best judge of the war crime guilt".

The Tribune said later it had filed a complaint against General Taylor, alleging that "Taylor's subordinates pirated a news dispatch."

The dispatch was from the Tribune's Berlin correspondent, Hal Foust. The complaint was filed with Inspector General Louis A. Craig in Berlin. It declared that Foust's dispatch was taken from the Frankfurt office of Press Wireless on Saturday, February 21.

". . . Taylor personally used the purloined copy as the basis for a smear attack on Judge Charles F. Wennerstrum of the Iowa Supreme Court", the Tribune story said.

The Iowa jurist presided over the trial of German generals which ended at Nuernberg on February 19.

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RCA OPENS DIRECT BROADCAST SERVICE TO PALESTINE

A direct radio circuit for handling exchange broadcasts of studio and press programs between the United States and Palestine was opened on Monday, March 1, by RCA Communications, Inc., it was announced by H. C. Ingles, President. He said the direct circuit, approved by the Federal Communications Commission, would effect marked improvement in the delivery of programs and would substantially reduce costs to American broadcasters.

Programs originating in Palestine previously were brought to New York through an overseas relay point by the RCA Program Transmission Service, which operates the new circuit and makes broadcasts available to all requesting networks or independent radio stations in this country.

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The Radio Technical Commission for Aeronautics has proposed a \$1,113,000,000 outlay over fifteen years to install devices for automatic control of civil and military air traffic in all weather.

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CBS NETWORK TELEVISION CONFERENCE IN NEW YORK MARCH 31

Invitations have been sent to key management executives of the 165 stations on the Columbia Broadcasting System coast-to-coast network by Frank Stanton, President of CBS, for a network television clinic to be held Wednesday, March 31, in New York City.

"This clinic is being held at the request of our stations as voiced by the Columbia Affiliates Advisory Board", Mr. Stanton said. "Both the General and trade press have done an outstanding job in covering the many facets and constantly shifting patterns of television's growth. Yet broadcasters far removed from the present key television centers have trouble in piecing together all the scattered segments of television information to make a comprehensible whole. Many of them find it difficult to 'get the feel' of this new medium. We plan to spread out before them our many years of television experience and we will offer them such guidance as they may desire in shaping their own television plans.

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BENDIX OUT OF RED NETS \$5,248,999

Bendix Aviation Corp. and wholly owned domestic subsidiaries, of which one is the Bendix Radio Corporation of Baltimore, reported Monday for the fiscal year ended September 30, consolidated net income, before extraordinary reserve adjustments, of \$5,248,999, equal to \$2.48 a common share.

This, an Associated Press dispatch states, compared with a net operating loss in 1946 of \$12,615,046 which was reduced by a \$9,200,000 estimated Federal tax refund.

Malcolm P. Ferguson, President, said in the annual report to stockholders that Bendix' postwar reconversion program was completed in 1947. This reduced reserve by \$10,811,605, which was taken as extraordinary income, and brought aggregate income to \$16,060,604, equal to \$7.58 a share.

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PRESENTATION OF DUPONT AWARDS TO BE BROADCAST

Presentation of the Alfred I. duPont Annual Radio Station and Radio Commentator Awards will be broadcast over ABC and its affiliated stations on Monday, March 8, at 9:30 P.M., EST, from New York. Winners in each of three categories will receive cash prizes of \$1,000.

Appearing with the winners will be Mrs. Alfred I. du Pont, widow of the financier in whose name the awards are given and Mark Woods, President of the American Broadcasting Company.

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::: SCISSORS AND PASTE :::
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Peacetime Censorship Looked Upon With Suspicion
("Variety")

When Congress declared war in April of 1917 and December of 1941, the American people accepted censorship because censorship and war are mates like salt and pepper and because they were assured in both cases that censorship was temporary. * * *

Lately there has been agitation in some circles for peacetime censorship. So far the prospects of its adoption are not too serious, but meantime the proposal by itself has perhaps been tossed off too lightly. Any way it's figured peacetime censorship should shock and frighten the men who run industries, whose stock in trade is information, interpretation and ideas. That includes all publications and all show business, but maybe radio, as a publicly licensed medium, has the greatest cause of all to hate the proposal of censorship.

Broadcasters right this minute are arguing that the Federal Communications Commission ought not to have any "authority" over program content. They can't maintain this position with any consistency or persuasiveness if they remain indifferent at the same time to any setup which would allow a whole indefinite number of Washington brass to exercise an infinitely more detailed authority in deciding what radio can or cannot say on certain subjects.

This peacetime censorship proposal must be examined with the greatest suspicion by all informational media for it is, on the face of it, revolutionary and foreign, and a far cry from traditional American attitudes. We've always been a nation that hated the very word censorship. * * * * We've prospered by allowing the public as a whole to be the ultimate judges of what's good for the public as a whole.

Peacetime censorship should be opposed by broadcasters. Their self-interest opposes it and they can be indifferent to the loss of private initiative only at considerable peril to their whole position against "interference".

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Cautions Against Lopping \$6,000,000 Of "Voice Of America"
("Washington Post")

One would think that by now even the most introspective Congressman would have realized the tremendous importance of an adequate foreign information program. Certainly that was the implication to be drawn from passage of the Smith-Mundt bill to make the program a permanent operation. Yet the House Appropriations Committee apparently still has its head in the sand. It proposed to lop more than six million dollars off the \$34,378,000 asked by the State Department for radio broadcasts and other information activities during fiscal 1949. The committee could scarcely have chosen a worse time for venting its economy penchant. With Russian terror and intimidation creeping westward, with Italy and even France in the balance, and with our supreme effort at stabilization in the Marshall Plan about to be launched, the committee puts a severe crimp in the funds necessary to get our story across.

Radio Cowboy Senator Bows To The Communists
("Washington Post")

In accepting the number two seat on the Wallace bandwagon, Senator Glen Taylor no doubt is being true to his convictions. It may be said of the Idaho Senator that he has been superficial, glib and even demagogic in his approach to various issues, but at least he has been consistent. His fundamental difference with the Democratic Party which elected him has been on foreign policy. Mr. Taylor hears, sees and speaks no evil about Russia. He is, in a sense, a congenital maverick, and it is possible to see in him the same messianic martyrdom complex that grips Henry Wallace. Thus it is wholly logical from Taylor's standpoint that he should become Wallace's third party running mate.

But to grant Mr. Taylor's sincerity is not to applaud his wisdom. * * * Not that Senator Taylor is any Communist. But there can be no question about the Communist support which he frankly welcomes - support which on the matter of foreign policy can mean only that Senator Taylor is serving Communist purposes.

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The Real Thing Puzzled 'Em
("Long Lines Magazine")

Noise on a television circuit sometimes appears on the video screen as a kind of whitish shimmer. This is called "snow" in the trade, and, among transmission engineers, it is a highly unpopular variety of winter scene.

In tests of the television network set up for the opening of the New York-Boston radio relay system, images of the Boston vista were coming through nicely on the New York receivers. On the afternoon before the inaugural day, however, the whitish shimmer that means trouble suddenly appeared on the screens at Long Lines Headquarters.

At first glance, there was considerable gnashing of teeth. But Boston technicians put their finger on the trouble right away. The "snow" seen in the viewers was the real McCoy - and, like any New England snow, had just started falling without consulting anybody.

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Radio Bible Story Halts
Auto Thief in Act
("The Christian Science Monitor")

A Louisville, Ky., teen-ager, stepped into a parked automobile which its woman occupant had left for just a second. The radio was turned to "The Greatest Story Ever Told", on ABC.

The teen-ager drove the car off but listened to the program. He brought the car back to the original parking place in a few minutes and told the woman he could not go through with the theft.

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::: TRADE NOTES :::
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The Federal Communications Commission, by Commissioner Jones, on February 25 postponed until further order the hearing in the matter of Mackay Radio and Telegraph Company applications for radiotelegraph circuits between the United States and Finland, Portugal, Surinam and The Netherlands.

Bertram B. Tower has been elected Comptroller of the American Cable & Radio Corporation and its three main operating subsidiaries, All America Cables and Radio, Inc., The Commercial Cable Company, and the Mackay Radio and Telegraph Company. Mr. Tower, who has been associated with the ACR System for the past five years, previously held the position of Assistant Comptroller of ACR and the three operating companies.

Stromberg Carlson Company. For 1947: Net profit, \$1084,149, equal to \$3.50 a share, compared with 1946 net of \$802,910, or \$2.57 a share.

Philco Corporation is reported to have tripled its production facilities in Pennsylvania with the addition of 3 large modern plants. They represent a capital investment of \$10,500,000 and at capacity will furnish employment to 8,000 men and women.

Senator Glen Taylor, Wallace's running mate, lifted Wendell Willkie's remark bodily when he said, "I am not leaving the Democratic party, it left me." Willkie made that reply to someone in the audience at the National Press Club in Washington years ago in his first campaign.

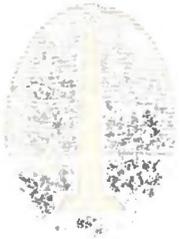
The Farnsworth Television & Radio Corporation last week reported a net profit, after taxes, for the first nine months of the company's fiscal year, ended January 31, 1948, of \$230,441. Income for the period included a substantial amount of a non-recurrent nature which was reduced by a loss from operations, which included all costs incurred in initiating the production of television receivers.

For the first nine months of the preceding fiscal year the company showed a net loss of \$337,420 after tax carry-back credits.

The virtual ban on outside visitors was lifted in Key West last Sunday as President Truman welcomed James M. Cox, 1920 standard bearer of the Democratic Party. Mr. Cox, whose running mate 28 years ago was Franklin D. Roosevelt, is a former Governor of Ohio and now owns the Miami Daily News and other newspapers and radio stations in Atlanta, Ga., and Dayton, Ohio.

Charles Robbins has returned to the position he formerly held as Sales Manager of the Emerson Radio and Phonograph Corporation. Mr. Robbins, in business for himself during the last three years, succeeds Leslie H. Graham.

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HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W.

Washington 8, D. C.

Robert D. Heinel, Editor

Founded in 1924

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March 10, 1948

MULLEN, NBC, PUTS HOLLYWOOD ON THE SPOT RE TELEVISION FILMS

As far as the broadcasting industry was concerned no presidential candidate - Dewey, Taft, Wallace or Stassen - aroused more interest on a gumshoe trip to doubtful States than Frank E. Mullen, National Broadcasting Company Executive Vice-President, did when without reporters, camera men, or bass-drum beaters he went to Hollywood to talk over the television situation with the movie people.

Although press releases about the conferences have been conspicuous by their absence, the big question Mr. Mullen asked the moving picture magnates was: "Are you going to make our television films?" The answer was evidently a raucous "No" with Frank, a husky Iowa farm boy who wasn't built to be pushed around, slamming the door saying "O.K. If you won't make the films we'll make them ourselves."

These conclusions were largely reached through an interview Jack Hellman of Variety had with the NBC executive in Hollywood in which Mr. Mullen was quoted as saying:

"If the picture people are smart they'll give us all the film we need. I think they're being downright silly in their fear of television's inroads on the box office", he allowed, "and their refusal to go along in these early stages is more than a little annoying. If they'll only look at the potential audience to be created by the new sight medium they'll wise up to the fact that television can be their greatest medium to stimulate attendance. Only one in 20 now go to picture shows and video can make addicts of the other 19.

"We're not trying to needle the picture industry, but they're behaving just like the press did in the early days of radio. They were dead certain that news broadcasts would wreak havoc on circulation but what happened was that a greater readership was built up than could be handled. Television will do the same thing for pictures and I'm confident after we really get rolling theatre attendance will be doubled. Just let us run a five-minute vignette of a big picture and then watch them flock to the theatres showing it.

"Hollywood needn't fear any competition from television in their main product. No advertiser could afford the cost of an hour and a half running time on 100 stations. Magnitude of production required for television's needs is far beyond their comprehension. In another year we could use up in 30 days all the product turned out by Hollywood. Currently video is using equal thirds for film, field pickups and studio programs."

"Mullen said NBC may be forced to make its own pictures such as is being done by Jerry Fairbanks, who is turning out a series of 17-minute subjects."

In still another article in the same issue, Variety goes so far as to say:

"Television, the infant prodigy of show business, may prove just what the doctor ordered for the ailing entertainment world.

"With most phases of show biz currently stalled in poor business doldrums, television - offshoot of them all - is the only one now showing any signs of progressive activity. Situation has led some to believe that video will steamroller ahead at the expense of the others, but most key execs of allied fields have become convinced that the new medium will eventually boom them all to new top-profit conditions.

"Radio, most closely allied to tele, has continued to show neat profits each year. With constant criticism raised against radio for its failure to develop new stars or new programming formats, however, there's no question about its being in a static condition. Top network and ad agency personnel, consequently, are hopefully eyeing tele as the prescription that can remedy the situation.

"NBC exec veepee Frank E. Mullen, while indicating that the web may eventually merge its radio and tele broadcasting activities, has announced NBC's immediate intention of duplicating the best radio shows on video. That will naturally mean dressing up the radio programs with visual accoutrements. It's hoped that out of the idea eventually will emerge new programming techniques for radio, as well as for tele."

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DAILY PAPER STARTED BY KENTUCKY BROADCASTERS QUILTS

The Bowling Green Daily Kentuckian, founded four months ago by the owners of WLBK, of Bowling Green, Ky., published its final edotopm Feb. 25.

The suspension was attributed to "a number of difficulties beyond our control, such as lack of newsprint, personnel problems and others."

"No stone was left unturned to try to secure good newsprint", the statement said. "Paper brokers in this country were solicited as well as the big Canadian manufacturers and it was found impossible to secure a definite contract."

The Kentuckian was established as a morning rival to the Park City News which entered the radio field with a 1,000-watt station last Summer. The suspended daily's masthead carried the names of John K. Ditto, General Manager; David B. Whitaker, Editor; and Charles W. Wooton, Managing Editor.

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VOICE OF AMERICA SCRIPT TAKEN FOR RIDE; MORE MONEY REFUSED

House Republicans worked themselves up into considerable of a lather last week over the character of some of the broadcasts of the "Voice of America" and wound up by refusing to increase from \$28,000,000 to \$34,000,000 a State Department appropriation for the "Voice". Representative Karl Stefan, Republican, of Nebraska, said \$28,000,000 was as much as the department could spend "economically and efficiently."

As for the scripts, one about Wyoming was singled out. Representative Taber (R), of New York, called it putrid.

"I want to call the attention of the Members of the House to the copy of a broadcast script of the State Department program sent over the facilities of the National Broadcasting Co.", Representative Rich (R), of Pennsylvania, declared. "This came to me as an authentic description of what took place in the Voice of America program. I want to just read a part of this script for you, and then if you think that we ought to spend the taxpayers' money in this way, then I will have nothing further to say. I just feel like resigning from the Congress, because I think we are doing so many things that are just so silly and nonsensical that they do not make any sense at all."

The script was written for a "Voice of America" broadcast to South America. Part of a "Know North America" series, it apparently was based on the John Gunther book, "Inside U.S.A."

Extracts from the script follow:

Narrator (reading a sign as his train pulls into Cheyenne, Wyo.):
Traveler, no more adventures!. . . You are in Wyoming paradises.

Voice: The part about the end of the journey would not concern me if there were an Eve in this paradise.

Narrator: There are plenty to choose from.

Voice II: And all kinds of snakes - especially rattlesnakes.

Voice: Not for me!

Narrator: Ingrate! It was because of the serpent that the apple did not rot on the tree.

Voice: What a bad opinion you have of Father Adam.

Going through Cheyenne, talk turns to its early "tumultuous period" when it "was a center of vice and crime". Narrator quotes "an American historian":

"There was a time when all the inhabitants of Cheyenne were out-laws, including the mayor."

There is parenthetical laughter (familiar enough to readers of the Congressional Record), and the dialog goes on:

Voice: I suppose that he was elected by his own gang like in the movies.

Narrator: Of course. The laws of the State, even to this day, forbid the Treasurer-General to serve more than four years.

Voice: Why?

Narrator: The governing officials in those days gave a very original and a very human explanation. "Everyone has the right to get rich, but anyone who cannot do it in four years should look for some other business."

Narrator and Voices go to Cheyenne's world-famous Frontier Days celebration and to some of the juiciest morsels in the script:

Voice II: Look! What magnificent Indian girls.

Voice: Feathered and naked.

Voice II (not unreasonably in the circumstances): What are they going to do?

Narrator: Let me see the program. It's the 100-meter race.

Voice: Bravo! I bet ten dollars that the one with the blue kerchief wins.

The entire script appears on Page 2237 of the Congressional Record of March 4th.

A State Department official said broadcasts to Latin America were divided between NBC and Columbia Broadcasting System on a contract basis. Scripts are prepared by the networks for these broadcasts, though those for transmission to most of the world's trouble spots are prepared by the Department.

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AD MEN PRESENT SARNOFF MEDAL; COWLES AGAINST GOVT. MEDDLING

David Sarnoff and Justin Miller, Chairman of the Board of the Radio Corporation of America, and President of the National Association of Broadcasters, respectively, were among those awarded medals at the Annual Advertising Awards Dinner in New York last week. General Sarnoff's medal was for "his contribution to the advancement of television as a service to the public and as a medium of advertising". Judge Miller's medal was for his "contribution to the knowledge and technique of radio advertising".

Advertising will run the risk of some "crackdown" if used for special pleading or as a "club" for big business, Gardner Cowles, publisher and broadcaster declared.

Referring to some attempts to curb advertising during the war, Mr. Cowles said: "I did not want then or do I want now to see the government directing or curbing or dominating the advertising of this country."

Theodore S. Repplier, President of the Advertising Council, headed a long list of individuals and groups who were honored for outstanding achievements in advertising during 1947. He received the Gold Medal for "distinguished services to advertising". The awards are sponsored by Advertising & Selling Magazine.

"I realize that American business needs to do a much better public relations job", Mr. Cowles said. "I realize advertising can very well help to do this job at the plant level, or the local community level. But the multitudinous proposals in recent years from the National Association of Manufacturers and the Chamber of Commerce that big business as one group launch a giant national advertising campaign to 'sell' the American people on the free enterprise system, have always worried me. I have always feared that such campaigns would so 'smack' of special pleading by big business that they would fail of their objective and might bring in their wake some crackdown on advertising.

"I hope the forthcoming campaign of the ANA (Association of National Advertisers), the 4-A (American Association of Advertising Agencies) and the Advertising Council on the merits of our free American system will not appear to the man in the street as an attempt to retard any improvements in the system. I don't want to see advertising get identified in the public's mind as a tool of big business used to maintain the status quo and prevent even desirable change."

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TELEVISION SET REPORTED RECEIVING AT 110 MILES

They all laughed when Edward M. Betts, of Salisbury, Md., a radio serviceman, installed a television receiver there.

Normal broadcast range is 30 to 40 miles and the nearest station to this Eastern Shore city are Baltimore and Washington, each 80 miles away, and Philadelphia, 110 miles.

But, according to a dispatch to the Washington Post, Betts surprised his critics by getting pictures he could see the very first night he flicked on the switch. Since then he's watched sports events, horse races and live commercials from WNBW and WTTG in Washington; WMAR in Baltimore, and WFIL-TV in Philadelphia.

Betts started out with an 80-foot tall antenna but in his experiments he later discovered that wasn't necessary. His rooftop serial pulls the pictures in, too.

He has a so-called "booster" on his 32-tube Motorola receiver which amplifies the signal.

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TV BOX-SCORE

(Compiled by Television Broadcasters' Assn. as of March 1, 1948)

Stations Operating.....	17
CP's Granted.....	72
Applications Pending.....	145

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TV SET OWNERS REASSURED IN PHILADELPHIA TEST INTERFERENCE

Reports reaching the Federal Communications Commission were that interference caused with WFIL-TV on Channel 6 in Philadelphia, by WCAU-TV, the Philadelphia Bulletin's new television station on Channel 10, tests of which began the first of the month, was being rapidly rectified. An FCC official said the Commission engineers were in close touch with the situation and that every effort was being made to clear up the trouble. With regard to the difficulty, the Bulletin said last week:

"The RCA Service Co. announced it had inaugurated a program to make any necessary adjustments in RCA Victor television receivers in the Philadelphia-Camden area to correct interference resulting from WCAU-TV going on the air with test patterns.

"In a letter addressed to owners of RCA Victor television sets, the company explained that there was interference on some RCA receivers with reception of WFIL-TV and WPTZ while WCAU-TV was on the air with its test pattern.

"Set owners experiencing such difficulty were assured that the necessary adjustments would be made by service engineers as quickly as possible."

J. A. Milling, RCA Service Company, Commercial Vice-President, sent the following letter to all RCA television owners in the Philadelphia area:

"Television receiver owners in this area welcome Philadelphia's newest television station - WCAU-TV - which is RCA equipped from studio to transmitter. New Programs will now be brought to television enthusiasts in this area from another great station, and the Columbia Broadcasting System.

"Your RCA Victor television receiver can tune in this new station because a thirteen channel tuner is standard equipment on all RCA Victor television receivers.

"It is possible that you may experience interference when stations in channels 6 and 10 are on the air at the same time. If this occurs, we will make necessary adjustments to your receiver at no charge, within the limitations of your Owner Policy.

"In the event of a temporary delay in serving you, we are sure that we may count on your cooperation which will enable us to efficiently schedule this work in your neighborhood as promptly as possible.

"You may be sure that RCA takes just pride in the beginning of television program service by WCAU-TV and that we are most anxious, as soon as possible, to check the performance of your RCA Victor television receiver where necessary."

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CBS-WBBM, ABC-WFIL, ED MURROW, HONORED WITH DU PONT AWARDS

Alfred I. du Pont Radio Station and Radio Commentator Awards were presented Monday night to Columbia Broadcasting System station WBBM, Chicago, to CBS commentator Edward R. Murrow, and ABC station WFIL, Philadelphia, in New York.

Dr. Francis P. Gaines, President of Washington and Lee University, presented the awards to H. Leslie Atlass, CBS Vice-President in Charge of Central Division, for WBBM, to Mr. Morrow and to Roger Clipp, Manager of WFIL. Winners in each category received a \$1,000 cash award.

The award was conferred on WBBM, "in recognition and appreciation of outstanding public service in encouraging, promoting, and developing American ideals of freedom, and for loyal, devoted service to the nation and to the community it serves." In January of this year, WBBM received the Annual Radio Award of the National Conference of Christians and Jews for its series, "Democracy, USA", dealing with the Negro problem.

Mr. Murrow received the Commentator Award, "in recognition and appreciation of his initiative in the aggressive, independent and meritorious gathering, interpretation and presentation of news through the medium of radio."

The award to WBBM was for a station of more than 5000 watts power. The du Pont award for a station under 5,000 watts was given to WFIL, Philadelphia, ABC affiliate for "general excellence".

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DEFIES PETRILLO BAN ON RECORDINGS

A Hollywood record manufacturer announced last Friday that he would defy the American Federation of Musicians ban on recordings.

Harry Schooler, President of the Mardi Gras Record Company, said he would put six numbers on wax with musicians who were obtained through a union-sanctioned booking organization.

Bands led by Charlie Gates, Lionel Goodman and Gene Keen will record six numbers.

Mr. Schooler, according to a U.P. dispatch, said most members of the bands had withdrawn from the American Federation of Musicians because they had difficulty getting jobs after recordings were halted January 1st.

The transcriptions will be distributed nationally to juke box operators, he said. Plans for musicians to share in royalties have been made.

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FIRST NEGRO WINS POLAR AWAY; PROPOSED BY GENE McDONALD

Matthew Alexander Henson, 83-year-old Negro, credited with having made it possible for the late Admiral Peary to reach the North Pole in 1909, and the only member of the party who accompanied Peary to the Pole, received the Gold Medal of the Geographic Society of Chicago last Tuesday evening (March 9) in recognition of his many contributions to scientific knowledge.

Commander Donald B. MacMillan, noted Arctic explorer, who accompanied the 1909 expedition, quoted Peary as saying in telling what each member should do, said:

"Henson will make the final effort to reach the Pole with me. I can't get along without him."

"Matt Henson went to the North Pole with Peary because he was a better man than any one of us."

Vilhjalmur Stefansson, Peter Freuchen and other great Arctic explorers have also paid glowing tributes to Matt Henson.

But it was not until last Autumn, when Commander Eugene F. McDonald, Jr., a Governor of the Geographic Society of Chicago, who commanded one of the vessels and was second in command of MacMillan's 1924-5 Arctic expedition, proposed Henson's name for an award that a major scientific society remembered to honor the venerable Negro. Commander McDonald said:

"This is one piece of unfinished business in the geographic world which needs immediate attention."

Henson already holds the Congressional Medal of Honor, but he is the first Negro in history to be honored by any American scientific society for achievement in the geographic field. He made his first trip to the Arctic in 1891 with Peary and during the following two decades became a legendary figure among the Eskimos. He learned to speak their numerous dialects; he became a better hunter than most of them; he could out-last them on the long treks in the 70-below-zero temperatures and the howling winds of the Arctic nights.

Born on an impoverished Maryland tenant farm, Henson went to sea at the age of twelve. Nine years later he joined Robert E. Peary, then a young naval lieutenant, on an expedition to survey a canal across Nicaragua.

For nearly twenty years Peary and Henson pierced the frozen wastes of the Far North, suffering cold and starvation together in fruitless efforts to reach the North Pole. Not until their seventh attempt did they attain victory. And Peary did not hesitate to proclaim that Matt Henson, because of his adaptability, fitness and loyalty was his most valuable aid.

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WIND, CHICAGO, GETS A FREE PUFF AT PRESIDENTIAL DINNER

The only evidence of radio at the dinner given to President Truman by the White House Correspondents' Association in Washington last Saturday night was the microphone through which Spike Jones and his comedy band were heard, which was labelled "Station WIND, Chicago". (Ralph Atlass please take a bow.) It was also the microphone through which Margaret Truman made her unannounced guest appearance surprising even her father who afterwards told the correspondents "You put one over on me." Miss Truman stole the show and in the opinion of one of those present, "sings about four times better than her critics will admit, and her stage presence was super."

President Truman presented the \$500 Raymond Clapper Award for outstanding Washington reporting to Nat Finney, Washington correspondent for the Minneapolis Star Tribune, Des Moines Register-Tribune and Cowles Broadcasting Company.

Among those present at the dinner identified with radio interests were:

Martin Codel, publisher, FM Reports; E. H. Gammons, Washington CBS Vice-President; Philip L. Graham, publisher, Washington Post operating WINX; William Randolph Hearst, Jr., Hearst stations; Ray Henle, commentator; Mike Hunnicott, WOL commentator; Ernest K. Lindley, commentator; William R. McAndrew, NBC; B. M. McKelway, publisher, Washington Star and operator of WMAL; Claude A. Mahoney, CBS commentator; Paul A. Porter, former Chairman FCC.

Also, Bryson B. Rash, ABC-WMAL; Joseph H. Ream, CBS; Frank M. Russell, Washington Vice-President NBC; Oswald Schuette, RCA; George O. Sutton, Radio Counsellor; Sol Taishoff, Editor, Broadcasting; Eugene D. Thomas, Advertising Manager WOR.

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SARNOFF NEWCOMEN DINNER HONOR GUEST COMMEMORATING EDISON

Brig. Gen. David Sarnoff, Chairman of the Radio Corporation of America, will be the guest of honor at a dinner of the American Newcomen Society in Washington Friday, March 19, which will be a memorial to Thomas A. Edison.

Former Governor Charles Edison of New Jersey, and former Secretary of the Navy will bring greetings to the dinner in memory of his distinguished father. The American Newcomen is a branch of a British society named after Thomas Newcomen (1663-1729), an English engineer, one of the inventors of the steam engine.

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SYLVANIA 1947 \$95,715,638 SALES SET NEW PEACE RECORD

Sylvania Electric Products, Inc., 1947 sales of \$95,715,638 was the largest peacetime volume in its history, and 38 per cent above 1946 sales of \$69,313,127. Sales for the last pre-war year of 1941 approximated \$20,000,000.

Income for 1947 was also at a new high record, \$2,507,075. After provision for preferred dividends, the earnings equalled \$2.10 a share on the 1,006,550 shares of common stock. They compare with \$2,384,017 or \$1.97 a common share shown for 1946.

Walter E. Poor, Chairman of the Board and Don G. Mitchell, President, declared that 1947 was the first year since the war in which sales were not seriously limited by material shortages, although production still was inadequate to take care of demand for the company's three principal product lines of radio sets, fluorescent lamps and photoflash lamps.

Two wholly-owned subsidiaries acquired recently, Colonial Radio Corporation and the Wabash Corporation, operated at losses in 1947, as did the Electronics Division, the report disclosed. Products of these subsidiaries are relatively new to Sylvania, it was stated, and plans did not mature fast enough last year to bring these divisions into the profit column.

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U.S.-CANADIAN RMA DIRECTORS TO MEET IN TORONTO APRIL 8

United States and Canadian radio manufacturers will hold their fifth joint conference in Toronto in April when the respective Boards of Directors of the U. S. Radio Manufacturers' Association and the Canadian RMA meet there.

Mutual industry problems will be discussed at business sessions of the Directors, which will be followed by a program of social activities.

The U. S. RMA Board of Directors will meet on Thursday, April 8, with the Canadians present, while the Canadian RMA Directors will meet on Friday, April 9, with the American visitors as guests.

Max F. Balcom, President of the U.S. RMA, will head the American delegation of radio manufacturers who will be guests of the Canadians at two luncheons, a reception and a dinner. The hosts will be S. L. Capell, President of the Canadian RMA, and the Canadian Board of Directors.

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31 NBC TELEVISION AFFILIATES READY BY END OF 1948

Representatives of the 31 NBC Television affiliates which will go on the air before the end of 1948, will meet in New York Friday (March 12), to discuss plans for operation of their television stations, it was announced by Frank E. Mullen, NBC Executive Vice-President.

This is the largest number of video stations scheduled to be affiliated with any one network by the end of the year. NBC Television now has eight stations on the air, with a ninth to begin network operation tomorrow Thursday (March 11).

The eight are WNBT, New York, and WNBW, Washington (both owned and operated by the network); WPTZ, Philadelphia; WRGB, Schenectady; WWJ-TV, Detroit; KSD-TV, St. Louis; WTMJ-TV, Milwaukee, and WLWT, Cincinnati. Of these, New York, Washington, Philadelphia and Schenectady are now joined in an East Coast network, and WBAL-TV, Baltimore, will join the network March 11th.

Mr. Mullen recently return from a trip to the West Coast also predicted that a coast-to-coast video network will be in operation by 1950 from New York to Hollywood.

The NBC Vice President said he had held conferences with most of the major motion picture producers during his trip and had found all vitally interested in television, both as an advertising medium and as an outlet for future production. However, he said, he did not believe television would ever show first-run, full-length motion pictures.

"Television films will be 10, 20 or 30 minutes long", Mr. Mullen said. "It is not economically feasible to produce full-length pictures exclusively for television showing."

Mr. Mullen stated that 65 percent of NBC's video programming is now commercially sponsored.

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"CIVIL RIGHTS" SOUTHERN SENATORS DEMAND RADIO TIME

Twenty-one Southern Senators last week demanded from the Mutual Broadcasting System equal radio time to answer a program dramatizing President Truman's civil rights program. Both actions were directed at meeting head-on the proposals strongly advanced by the Administration.

Robert D. Swezey, Vice-President and General Manager of Mutual, said the network would be glad to consider the request.

In a telegram to Edgar Kobak, President of the Mutual Broadcasting System, the Southern twenty-one Senators noted that the network was putting on the air a series entitled "To Secure These

Rights", dramatization of the civil rights recommendations made by the President's Committee on Civil Rights and subsequently endorsed by the Chief Executive in a request to Congress for legislation.

They asserted that they were opposed to the proposed legislation, "as are millions of American citizens whom we represent", and added:

"The definition of what constitutes a civil right or where an alleged right of the citizen invades the right of another is highly controversial. In the present circumstances it is a political issue.

"We do not have available the professional talent of a large broadcasting chain to dramatize the presentation of our opposition to the report of the President's committee, but we do wish to have accorded to us time to present our views equal to that used by this program."

"In view of the fact that so many of your outlets are located in the South", the telegram added, "we feel you will gladly comply with our request."

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25 WORDS WINNING \$22,500 RADIO PRIZE WILL COST \$8,000 TAXES

The twenty-five words which Mrs. Florence Hubbard of Chicago wrote about the American Heart Association to win the \$22,500 radio "Walking Man" contest will cost her up to \$8,000 in income taxes.

If, as on some other radio programs, she had merely answered the telephone in a pure lottery, the whole award might be tax free. Out-and-out gifts, the Bureau of Internal Revenue Office in Los Angeles, according to a dispatch to the New York Times, explained, are not taxable, but in previous contests like "The Walking Man", it has been ruled that the writing of an essay, even a twenty-five word one, to qualify for a prize constitutes work making the award legally the same as salary.

The fact that the prize was in merchandise - including an airplane, an automobile, a trailer and a motor-boat - makes no difference to the Government. The tax on such emoluments is based on its "fair market value", which is construed as its retail price.

However, representatives of Ralph Edwards, for whose "Truth and Consequences" program Mrs. Hubbard identified "The Walking Man" as Jack Benny, suggested that her tax might be considerably lower than the approximate \$8,000 levied on that income bracket.

In three similar previous contests, it was stated, the manufacturers who supplied the merchandise prizes, in making cash adjustments for gadgets the winner was unable to use, in many cases had taken into consideration the tax involved.

The National Broadcasting Company said there was no arrangement for either it or the program's sponsor to absorb any of the winner's tax.

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::: SCISSORS AND PASTE :::

Editorials On The Air - Sure
("Washington Times-Herald")

Back in 1941, the Federal Communications Commission ruled in the so-called Mayflower case that U. S. radio stations may not put editorials on the air.

Now, the FCC is holding hearings in Washington on the question whether to reverse the Mayflower ruling.

We're in favor of giving the radio stations just as much leeway in this respect as the newspapers always have had. A newspaper allots a given percentage of its space daily to expressions of its management's opinions on current events. The readers know that these editorials speak the paper's views. Newspapers which genuinely believe in freedom of speech and press also allot space for letters from readers agreeing or disagreeing with the editorials or criticizing other features in the paper. Our own name for that department is Voice Of The People.

Presumably the radio stations or networks would do much the same thing if they should go in for editorializing. The logical course would be to devote a given amount of time per day to a feature plainly labeled as the station's or network's opinions, and equal time to the airing of "Dear Sir, you cur" crackbacks from listeners.

The whole arrangement should add much, we think, to the liveliness and interest of radio. It would also ease a widespread gripe once summed up by the ether star Bob Burns when he chuckled that "Th8 radio's a wonderful thing. Why, you can reach 20,000,000 people by radio, and 20,000,000 people can't reach you."

Nathan Straus, President of WJCA, New York, pointed out that more than 90 per cent of all the cities and towns in the United States have one newspaper apiece, or two papers under the same ownership.

Some managements or editors in these places are broad-minded and courageous enough to give opposite opinions an even break in their columns, but not all of them are. In cities or towns where such a monopoly is abused by the ruling out of opinions which ye editor or ye business office doesn't like, freedom of ye press obviously suffers from a permanent black eye.

This condition could be corrected, at least in part, by allowing the nearest radio station to broadcast editorials and listeners' disagreements with same. In many cases, that would let some fresh air and common sense into the newspapers affected by this radio opinion competition, which would be a good thing all around.

We can't see any reason for keeping editorials off the air any longer, and don't think they should have been banned to begin with. Their entry onto the airwaves would be strictly in tune with the Constitution's 1st amendment, guaranteeing freedom of speech; and what are we waiting for, anyway?

A Reader Speaks About Paid Radio Logs

(Letter to "Editor and Publisher" from Homer S. Davis, Evanston, Ill.)

In all the arguing going on in the columns of Editor & Publisher regarding radio logs, the forgotten man is the reader who pays his 5¢ a day or \$1.50 a month which makes possible that precious white space called a newspaper,

Broadcasters treat him as a moron who can be motivated only through repetitious, double-barrelled commercials at stepped-up modulation.

Editors judge what is good for him to read and how much, and in this instance it is being determined from a purely commercial standpoint.

Let's be consistent.

Much news space is given to professional athletic events, staged for profit. How much advertising is received from baseball clubs, for instance?

Radio logs are referred to several times a day. Any curtailment reduces the value received by the reader for his expenditure.

In a larger city, his recourse is to shift to a competitor who provides what he wants. In a smaller city where one paper enjoys a monopoly, he can only join the few who "react fast - and loud - to anything they don't like", and still not get what he wants.

Eliminate the radio editor's daily column if you must be commercial, or retain it if it is attracting display radio advertising.

Give the reader a brief, easy-to-read chronological listing of all radio shows. Eliminate call letters and use frequencies (dial readings) if you are a die-hard, or charge for listing calls. Always publish the log in the same relative page position (the Knight publication in Chicago recently yielded to this after years of kicking it all over the paper).

But "big type" for some listings will only clutter up the readability. "Radio Program Service" with position other than chronological would be even less serviceable.

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Network "Co-op" Shows Gain As Retail Medium
Samuel Rooner in "Editor & Publisher")

Radio's wooing of the retail advertiser made a hit last year - a mild one, but nevertheless a hit.

In 1947, local time sales passed network sales for the first time in the 20 years on record.

Radio statisticians calculate the revenue about thus: local \$135,000,000; national network - \$125,000,000. This represents a small loss for national (from \$126,700,000 in 1946), a very substantial gain for local (from \$116,000,000).

Newspapers, of course, more than held their ground against radio in the retail field. While radio was increasing its business by 8%, dailies exactly doubled this increase, raising their retail revenue 16% to a level roundly estimated at more than \$850,000,000.

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::: TRADE NOTES :::
::: TRADE NOTES :::
::: TRADE NOTES :::

The San Francisco Call-Bulletin is again printing radio programs having withdrawn them before the war.

A radio paging system for drivers of motor vehicles was patented (No. 2,436,824) last week by Ralph K. Potter of Morriswotn, N.J., assignor to the Bell Telephone Laboratories.

Emerson Radio and Phonograph Corporation and Subsidiaries: Thirteen weeks to Jan. 31: Consolidated net profit, after \$485,709 Federal taxes, was \$763,190, equal to \$1.90 a share on 400,000 shares outstanding. This compares with \$642,394, or \$1.60 a share, for the corresponding period of the previous year, when \$557,476 was provided for taxes.

News services, newspapers, radio and television representatives have already asked for near 2,000 seats for each of the political national conventions. This is about a sixth of the entire seating capacity of Philadelphia's huge Convention Hall.

Departure from Standard AM and Network rates has been established for WLWT, Crosley Broadcasting Corp.'s Cincinnati video outlet, according to R. E. Dunville, Vice-President and General Manager of the corporation.

"We have allowed substantial discounts during the Summer months", says Mr. Dunville, "as an incentive to advertisers and prospective advertisers." He continues that the establishment of discounts from May through September is done in recognition of the fact that these months in standard broadcasting have been proven "slow".

A personal letter from Frank Stanton, President of the Columbia Broadcasting System, will accompany copies of the CBS Map of the Changing World, mailed to U.N. delegates from all nations. The letter, in part, reads: "The map was specially designed to be used by radio listeners in connection with CBS international news programs, as part of our comprehensive efforts to inform the American people fully on international matters...the map enables the audience to follow the details of CBS international broadcasts with accurate current information on the many changes of the map of the world in the past decade..."

Listeners desiring the map should write to CBS WORLD MAP, Box 828, Chicago, Ill, enclosing 10 cents to cover cost of handling.

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HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W.

Washington 8, D. C.

Robert D. Heinel, Editor

Founded in 1924

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March 17, 1948

CBS-TV TO GET INTO WASHINGTON DESPITE CHANNEL TRAFFIC JAM

Although there is nothing in writing on it as yet, unless something turns up unexpectedly to spill the beans, the television programs of the Columbia Broadcasting System from its dazzling new studios in New York City will be seen in Washington notwithstanding the fact that all four television channels in the National Capital are already assigned to other broadcasting companies. CBS coming into the Capital, it is understood, will be accomplished through an arrangement with WMAL-TV, Washington Evening Star station, which will probably not be completed before April or May.

WMAL is an affiliate of the American Broadcasting Company but it is figured that it may be sometime before ABC may be ready to use the television facilities which delay will give CBS a chance to look around for a permanent outlet. Those who have the other Washington channels nailed down are the National Broadcasting Company DuMont and Bamberger.

Columbia was the principal advocate of color television and had expected to come into Washington with color which necessarily would have had to be transmitted on a much higher frequency. For that reason no application was put in for one of the four precious black and white standard broadcast channels. Therefore it was bad news for Columbia when the FCC decided color was not far enough along for practical purposes but let black and white go ahead.

Just how Columbia would work out its future whether through added channels, being able to buy in, or some other lucky stroke, no one would venture a guess. Earl H. Gammons, CBS Washington Vice-President though non-committal, was apparently hopeful that some permanent arrangement could be effected. Arrangements have already been made to receive the CBS telecasts in Philadelphia with negotiations under way in Boston.

Frank Stanton, President of CBS, stated that the New York television studios will be a major step in the company's intensive plans for building a nationwide television network.

The new studios and their associated facilities, occupying more than 700,000 cubic feet in the Grand Central Terminal Building in midtown New York, will be equipped with the most advanced television apparatus while practically all existing studio and control equipment will be scrapped. The new studio plans are based on Columbia's actual operating experience in television over the past 17 years.

"Columbia's primary television interest is the establishment of a nationwide network of stations as a coordinated enterprise which will give the television audience maximum coverage of the entire American scene", Mr. Stanton said.

"The new CBS studio facilities are intended to increase the scope and variety of programs to be fed its television affiliates

so that those stations in communities with limited sources of television talent and program material may benefit from the vast entertainment, cultural, and news resources of the New York area.

"We believe that helping new stations to build their audiences more quickly will shorten their period of financial loss and television will thereby achieve a sound economic status more rapidly than would otherwise be possible.

"As broadcasters in both radio and television since their earliest days, we are fully aware that technical facilities alone will not produce interesting programs. It is Columbia's tradition to pioneer in programming and we intend to maintain that creative leadership in television. Our new facilities will provide freedom for the creative effort in studio programming which is generally accepted as one of television's most urgent needs."

Mr. Stanton said the present CBS regular schedule of news, remotes and film programs will continue and programs from the new studios will be added to this schedule as rapidly as construction permits.

The present CBS schedule includes all the major events from Madison Square Garden except professional boxing, and during the baseball season, the home games of the Brooklyn Dodgers. Television fans, he said, are still talking of the unforgettable thrill of watching Gil Dodds break the world's indoor mile record when CBS broadcast the recent Millrose track meet from the Garden.

The first programs from the new studios are slated for broadcast in April even though studio construction will still be in progress. Included in the expansion of the CBS broadcast schedule is an extension of the present five-day schedule to seven-day operations.

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"PHONEVISION" TO BE INCLUDED IN ZENITH'S NEW TELEVISION SETS

Reporting that shipments for the past nine months were the highest in the company's peacetime history, E. F. McDonald, Jr., President of the Zenith Radio Corporation, said:

"Phonevision", the company's new television development, continues to attract nation-wide attention from broadcasters, manufacturers and moving picture interests, the latter being most enthusiastic about its limitless possibilities of first run movies in the home. Satisfactory progress is being made in engineering and the further development of this feature which is being provided for in our line of television receivers to be placed on the market this Fall."

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REINSCH, MILLER TO GIVE POINTERS TO GEORGIA INSTITUTE

The two top speakers at the Georgia Radio Institute at the University of Georgia Tuesday, April 6 and Wednesday, the 7th, will be J. Leonard Reinsch, radio adviser to President Truman, and Justin Miller, President of the National Association of Broadcasters. The meetings will be sponsored jointly by the Henry W. Grady School of Journalism at the University and the Georgia Association of Broadcasters.

Two vacancies on the Advisory Board for the George Foster Peabody Radio Awards have been filled by Paul Porter, former FCC Chairman, and John Crosby, syndicated radio columnist for the New York Herald Tribune.

The next meeting of the Board will be held next Monday, March 22nd at the Hotel Commodore, New York, to select the 1947 winners. The winners will be announced and awards presented at a luncheon meeting of the New York City Radio Executives Club in April.

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"BRICKLAYING PAYS BETTER", MAHONEY CBS-WTOP NEWSMAN CAUTIONS

Keister White, of Annandale Road, Falls Church, Virginia, wrote Claude Mahoney, CBS-WTOP Washington commentator, that "the time has come as it must to all high school seniors, for me to write a theme on a possible future vocation. Since I am sincerely interested in news broadcasting ..." He enclosed a set of questions.

On his "Once Over Lightly" show on WTOP (7:40 A.M. Mon. through Fri.), Mr. Mahoney advised the lad:

"These questions could be used on anything from bricklaying to broadcasting. But if there is a choice, I would advise Keister to go after brick-laying. I think there is more money in it..

"Working environment, indoors, outdoors, hazards? Well, it's both indoors and outdoors. As for the hazards ... they are people who say 'no' when they mean 'yes' and vice versa. The hazards are bad grammar and poor construction on the air, or a frog in your throat. The hazards are the ease with which a person can make a mistake or tell only part of a story. The hazards are the Washington Senators on opening day when you should be watching the other kind of Senators ...

"Is the work monotonous? Well, coming down here day after day at the exact moment and being ready at the exact second can get very monotonous if you let it. I have always said it was like milking cows, except that this chair is slightly more comfortable than a milking stool. ..."

Claude knows about milking. A Hoosier by birth, he lives in Washington, but he spends his week-ends on his farm in nearby Fairfax County, Virginia. To do his three morning radio broadcasts on WTOP, he gets up as early as any farmer.

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"SCIENCE IS NATION'S GREATEST FORTIFICATION" - DAVID SARNOFF

Stressing the fact that our opportunities to succeed as individuals and to advance as a nation were often found in tiny clues, hidden amid simple surroundings, David Sarnoff, President of the Radio Corporation of America, asserted at Boston University last week: "The steam engine was born in a tea kettle; the airplane came out of a bicycle shop; the automobile first sputtered and moved in a small carriage factory, and broadcasting started from an amateur station in a private garage."

Each of these inventions was, at the outset, confronted by skepticism, General Sarnoff, who received an honorary degree along with Justin Miller, President of the National Association of Broadcasters and others, continued:

"The public was indifferent and a long period of time elapsed between their introduction and their popular acceptance. This span has been shortened greatly by the new implements of science and the modern means of exploitation. But former indifference must not be replaced by another apathy - a lack of concern by the public as to the use made of new inventions and discoveries. There is danger in either attitude and more so today than ever.

"Failure to appreciate the significance of inventions may retard our technical progress and threaten our National Security. And failure to guard against the evil use of technological developments may destroy our capacity for social progress. We need an informed and alert public opinion to stand guard against both dangers."

"In radio and television", he said, "the electron is the new and magic force. In aviation, it is jet propulsion; in medicine, it is penicillin and streptomycin. Like the original discoveries and inventions in these fields, each is a new key to further developments which will make our present-day conceptions of science seem as crude as the first feeble wireless signal, or the first short flight of the airplane."

"Science, while changing the world, has changed itself. It has accumulated knowledge so vast as to be beyond assimilation by a single human mind.

"Where one scientist toiled alone fifty years ago, hundreds work together today in cooperative effort. Research institutions of education and industry have brought them together and provided them with matchless facilities for exploring the unknown, for creating the new and improving the old.

"Upon the foundations created by the pioneers of science, now stand splendidly equipped research laboratories. Within them are assembled men of ideas who use the tools of science to broaden and extend the trails blazed by pioneers and to open new horizons. These laboratories told the promise of the future; they are the bulwarks of our national security, for war has taught us that science is a nation's greatest fortification, as well as the fountainhead of its progress and its research for enduring peace."

STOCKTON NEW AMERICAN CABLE & RADIO HEAD; SERVED IN EUROPE

Kenneth E. Stockton, newly elected President of the American Cable & Radio Corporation, world-wide cable and radiotelegraph affiliate of the International Telephone and Telegraph Corporation, has been associated with the I. T. & T. System for more than 20 years, recently holding the position of Divisional Vice President for all of Europe. He also has been elected President of two of ACR's operating subsidiaries, All America Cables and Radio, Inc., and The CommercialCable Company.

A native of Kansas City, Missouri, Mr. Stockton was graduated from Princeton University in 1914 and from Columbia Law School in 1917. He joined the Legal Department of I. T. & T. in 1925 and was made Assistant General Attorney of the corporation in 1948. In 1935 he became Vice President of I. T. & T. and in 1939 was elected to the Board of Directors. From 1940 to early 1945 Mr. Stockton served as Chairman of the Executive Committee of American Cable & Radio, following which he assumed his I. T. & T. post in Europe.

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TELEVISION SEMINAR AT NEW G.E. ELECTRONICS PARK IN SYRACUSE

A three-day television seminar opened at the General Electric's new Electronics Park at Syracuse, N. Y., Tuesday (March 16). About 125 were expected to attend the sessions yesterday and today and in Syracuse tomorrow (March 18) at the G.E. television station WRGB in Schenectady.

Highlights of the seminar included a tour through the new \$25,000,000 electronics headquarters plant at Syracuse, a special "House of Magic" show following dinner today, and a network television show relayed by G.E. from New York for the group as they visit and inspect WRGB in Schenectady tomorrow (Thursday, 18th)

Dr. W.R.G. Baker, G.E. Vice-President in charge of the Electronics Department, talked to the group after dinner Tuesday. C. A. Priest, Manager of the G.E. Transmitter Division, is to be the dinner speaker tonight (17th).

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FM LICENSE PERIOD EXTENDED TO THREE YEARS

The Federal Communications Commission has amended its rules to extend the normal license period of commercial FM broadcast stations and noncommercial FM broadcast stations to three years after a preliminary licensing period based upon a system of expiration dates to fit a staggered schedule for renewal of licenses. The new procedure will become effective May 1, 1948.

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SEN. JOHNSON, COLORADO, RECONSIDERS; WILL RUN AGAIN

Senator Edwin C. Johnson (D), of Colorado, ranking minority member of the Senate Interstate Commerce Committee, which handles radio matters (and author of the pending bill S-2231) to break down clear channels and to keep the power ceiling at 50 kw), who announced sometime ago that he would not run again, has changed his mind and put up his lightning rod for re-election to a third term.

Mr. Johnson last week made public a letter written to Walter Walker of Grand Junction, Colo., former United States Senator in which he told Mr. Walker that for six months people in "all walks of life" in Colorado had urged him to change his mind and run again for the Senate.

"Much to my surprise, I have discovered that one cannot side-step high public responsibility at will", he wrote.

"Reluctantly I yield to these arguments and announce now that in this year of its greatest crisis since the Civil War, should the Democratic party desire to nominate me for another six-year term, I am available."

This would mean if Senator Johnson were re-elected and desired to do so, he could be the Chairman of the Interstate Commerce Committee succeeding Senator Wallace White, who will not run for re-election, and therefore the most powerful man in the Senate on radio and communications. Hearings on the Johnson bill (S-2231) will begin April 5 and in the meantime Senator Charles W. Tobey (R), of New Hampshire, Acting Chairman of the Senate Interstate Commerce Committee, has served notice that until these hearings are concluded and acted upon, the Federal Communications Commission make no recommendations with regard to the North American Regional Agreement (NARBA) which may result in a delay in holding the NARBA conference which is scheduled to start August 2 in Canada.

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SUNSPOTS AGAIN CAUSE COMMUNICATIONS TROUBLE

A "magnetic storm" in the upper atmosphere has caused a radio "blackout" all over the world, the National Bureau of Standards said Monday.

The Bureau explained the disruption of radio communications - "at least the worst in a year" - began about midnight Sunday, and would continue for three or four days.

The disturbances are caused by a heavy outburst of sunspots, eruptions on the surface of the sun, and are particularly severe across the North Atlantic.

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OBJECTING TO ADDED \$125,000 SAYS FCC OUT OF ALL PROPORTION

Senator Clyde Reed (R), of Kansas, succeeded in killing an amendment by Senator O'Mahoney (D), of Wyoming, to add \$125,000 to add \$125,000 to the Federal Communications Commission appropriation for the next fiscal year.

"My reason for asking this increase is that the work of the Federal Communications Commission is steadily expanding", said Senator O'Mahoney. "It is expanding at a rate greater than that probably of any other Government agency, simply because the war has resulted in the development of new horizons in the science of electronics and the science of communications through the ether.

"The request which was made of the committee was for funds sufficient to enable the Federal Communications Commission to expand \$40,411 to add 8 positions to carry on the work of frequency allocations and treaty development. This is because the development of this science has become so great that electrical impulses may now be sent around the world with as little energy as 1 watt. It becomes essential therefore, if the people of the United States are to be protected in the utilization of all the bands which are available in the ether, that international agreements be made effective so that there shall not be interference. Without such treaties, without such understandings, it would be easily possible for one nation to jam the bands which are used by another nation.

"Furthermore, the Federal Communications Commission desires to have 23 positions for safety and special services. The radio is being used now not only by taxicabs all over the United States, but it is being used upon the seas, and upon the Great Lakes, to enable business and industrial and pleasure craft to avoid the dangers which are ever present upon the waters. To decline to give the Federal Communications Commission the money which it needs to proceed with its safety investigations and its special services is merely a decision upon the part of the Congress that that sort of development shall not be made. One hundred and one thousand six hundred and eighty-nine dollars was to be used by the Federal Communications Commission for that purpose."

To which Senator Reed, objecting said:

"This is one of the bureaus which has grown out of all proportions as compared with what it used to be. I readily grant that the work of the Federal Communications Commission has increased. The science of electronics has developed more during the war, and in the past 5 years, than it would normally have developed in 50 years.

"In 1941 - I shall not go clear back to 1939 - the Federal Communications Commission had 1,114 employees. Today it has 1,377. Throughout the war the number of its employees ran above 2,000. During the war the Commission had some extra duties to perform. It is true that the number of applications for radio licenses and stations

has increased, but presently I think the backlog is somewhat less than it was some months ago. I think the Commission is making progress in reducing that number.

"At any rate, we allowed \$100,000 above what the House allowed. I do not think there is need for more than that. The Commission's plea for a further increase from our committee was rejected by the subcommittee and also by the full committee."

Despite the fact that Senator O'Mahoney read a lengthy letter from FCC Chairman backing the request for more money, the amendment was beaten by a voice vote.

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FCC PROBES CHARGE RADIO SLANTED NEWS AGAINST JEWS

The Federal Communications Commission last week, according to the Washington Post, disclosed that it is studying evidence on an allegation that a Los Angeles radio station ordered its news broadcasts to be "slanted", particularly in an anti-Semitic direction.

An FCC spokesman said the agency's secretary, T. J. Slowie, had telegraphed a Hollywood radio news writers' group for information on charges they made against Station KMPC. The data, in the form of sworn statements by former KMPC news room personnel, was returned and is now under study.

Meantime, Rabbi Stephen S. Wise, President of the American Jewish Congress, petitioned the FCC to revoke KMPC's license. He said it had ordered news comments "slanted in a manner which would stir up religious and racial hatred".

The Billboard, weekly amusement news magazine, first brought the story to light, by publishing the charges of the radio writers' group. In its latest edition, Billboard reported that three KMPC employees had resigned or been dismissed over differences concerning the alleged policy of the 50,000-watt station. They are Clete Roberts, Director of News and Special Events; George E. Lewis, newsroom manager, and Maurie Starrels, news editor.

The Billboard quoted a sworn statement of Starrels, and said the charges it contained were similar to those of the other two. Starrels was quoted as swearing he was instructed by KMPC Owner G. A. Richards:

1. To emphasize, after the murder of gangster Bugsy Siegel, that Siegel was Jewish.
2. To be critical of Atomic Energy Commission Chairman David Lilienthal in newscasts; to play up his religion and foreign extraction; to emphasize statements critical of him and play down or not use incidents favorable to him.
3. To "go easy" on President Truman's veto of the Taft-Hartley Act, "because nobody cares what he has to say".

- 4. To "ridicule on all possible occasions Henry Wallace" and link him to communism.
- 5. To give prominence in newscasts to the scandals involving Maj. Gen. Bennett E. Meyers, "emphasizing the fact that he was a Jew".
- 6. To play up unfavorable testimony regarding airplane builder Howard Hughes.
- 7. To use "very little" on the Palestine situation.
- 8. To "concoct a rumor that Edwin Pauley had Cabinet aspirations".
- 9. To show Gen Douglas MacArthur "to advantage at all times possible."

In reply, Robert O. Reynolds, KMPC General Manager and Vice-President, declared that the dismissals had nothing to do with "differences in viewpoint in the treatment of the news."

"Our complete file of newscasts", the station official continued, "is open for inspection and I am satisfied that, even with the closest of scrutiny, no bias or indication of slanting of news will be found in any of them."

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MISSISSIPPI STEAMERS WITH RADIOTELEPHONES; PAGE MARK TWAIN

Shades of Mark Twain!

Mississippi River steamboats are now equipped with radio telephones. A new 1000-watt transmitter and companion receivers at the St. Louis station of the Radiomarine Corporation of America brings to listeners the voices of skippers as far away from St. Louis as Greenville, Mississippi, 700 miles down the river. Not only the range of the new facilities are revealed but the new equipment shows how radiotelephone service has ended the sometimes hazardous isolation of craft plying America's inland waterways in storms and darkness.

"Before the development of the radiotelephone", said Mr. Ugel, "vessels on the Mississippi and other rivers often encountered serious communications difficulties, particularly in bad weather. For instance, to make an urgent telephone call it was necessary to find a landing, dock the vessel, and go ashore. But with radiotelephone it now is possible for the captain to pick up his telephone aboard ship and call us here at St. Louis. We are able to connect him with any telephone operator in the United States."

Some inquired as to the range of Radiomarine's new facilities with respect to service on the Mississippi and its tributaries, and the reply was that the St. Louis station readily communicated with vessels as far distant as St. Paul, Pittsburgh, and New Orleans.

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MITCHELL TELLS AD CLUBS LISTENERS WANT NO-FEE BROADCASTING

Three-quarters of the nation's radio listeners would rather have broadcasting as it exists in this country in preference to payment of an annual fee, and an overwhelming majority of Americans do not want Government control of radio, according to Maurice Mitchell, General Manager, WTOP, who spoke before the Women's Advertising Club, APRA, and men's Advertising Club at the Washington Hotel, in Washington, D. C., today (March 17).

Mr. Mitchell's discussion was based on the findings of a nationwide survey of radio listening habits conducted by the National Opinion Research Center, University of Chicago. He stated that the study is the second national survey undertaken by the radio industry to ascertain listener reaction to program presentation. "The radio programs you hear nowadays", Mr. Mitchell said, "are pretty much the result of our having learned what the American people want to hear and what they will actually listen to when we broadcast our offerings."

He pointed out that 91 per cent of the nation's homes are now equipped with at least one radio receiver, and that approximately half of the people reported that they relied on radio as their chief source of news.

Striking at those critics who attack radio commercials, Mr. Mitchell stated that "the large majority of the audience is not opposed to advertising on the air". In the survey, he pointed out, those who participated had an opportunity to vote on eight statements regarding radio commercials. Five of the statements criticized commercials, three commended them. Results of poll showed that the three statements which commended radio commercials received the highest "vote".

The survey also brought out the favorite types of programs among listeners during both daytime and nighttime broadcasting. The first five choices for daytime listening are news, serial stories, religious programs, popular and dance music and home-making programs. At night, the five types of programs preferred are news, comedy, quiz and audience participation, popular and dance music and drama. Mystery plays, while they did not show up in the first five types, also proved to be highly popular, rating in seventh place.

In discussing the listeners' opposition to government control of radio, Mr. Mitchell pointed out that the survey showed less than 10 per cent of those polled felt that radio should be run by the government. Such a reaction, he emphasized, "is a pretty firm 'stay out' order from the people."

"We will continue this program of going to the listener for his verdict", Mr. Mitchell concluded. "In this respect we are unique among the mass media, but it is, in our opinion, the only way of finding what we need to know in order to live up to the high stand-

ards which we have set for ourselves. As long as the people are as generous in their praise as they have been, we will feel encouraged. As long as our critics continue to make suggestions from which all May benefit, we will continue to improve our product.

"The end result will be the refinement of the finest and soundest and most appreciated system of broadcasting in the world."

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RMA-IRE SPRING MEETING TECHNICAL PROGRAM ISSUED

The complete technical program for the Spring Meeting of the RMA Engineering Department and the Institute of Radio Engineers, to be held April 26-28 in Syracuse, N.Y., has just been announced by Virgil M. Graham, Chairman of the Committee in charge.

FM transmitter and antenna developments, new radio communications equipment, the New York-Boston microwave relay system, and radar aids to airline navigation are among the subjects to be discussed by radio engineers during the three-day conference.

Other details of the program, including social sessions and committee meetings, will be announced later. Following is the technical program:

Monday, April 26

"An Integrated Line of FM Broadcast Transmitters"
J. E. Young - Radio Corporation of America

"A New FM Antenna"
H. J. Howland - The Workshop Associates, Inc.

"The Right Way to an RMA Standard"
L.C.F. Horle - Chief Engineer, RMA Engineering Department

"Audio Frequency Measurements"
H. H. Scott - Herman Hosmer Scott, Inc.

Tuesday, April 27

"Spectrum Analysis Applied to a Variable Speech Amplifier"
R. Whittle - Federal Telephone & Radio Corporation

"Development and Application of Railroad VHF Communication Equipment - A. A. Curry - Farnsworth Television & Radio Corporation

"A New Design of Point-to-Point Communicationa Equipment"
Coleman London - Westinghouse Electric Corporation

"The Engineer and His Neighbor"
E. Finley Carter - Sylvania Electric Products, Inc.

Wednesday, April 28

"Lighthouse Tube Life"

H. D. Doolittle - Machlett Laboratories, Inc.

"A Review of Crystal Saver Circuits for VHF Receivers"

Dr. H. W. Hedeman, Jr. - Bendix Radio, Division of Bendix Aviation Corporation

"Commercial Applications of Klystrons"

Coleman Dodd - Sperry Gyroscope Company, Inc.

"A Broad Band Microwave Relay System Between New York And Boston"

A. L. Durkee - Bell Telephone Laboratories, Inc.

"Radar As An Aid To Airline Navigation"

R. C. Jensen - General Electric Company.

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SITE CHOSEN FOR CROSLY TV NET COLUMBUS, O., STATION

An eight-acre site in Clinton township, just outside Columbus, has been taken under option for WLWC, the 50 KW television station which the Crosley Broadcasting Corporation will erect this year to serve Central Ohio.

The location must be approved by the Civil Aeronautics Authority before construction of an antenna can begin. The tower will be 590 feet high, and will carry television programs to an area at least 40 miles in radius. WLWC will operate with an effective power of 50,000 watts and has been assigned television channel 3, in the 60 to 66 megacycle band.

The first Crosley video station WLWT, is now operating in Cincinnati. Another, WLWD, is scheduled for construction in Dayton this year.

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NET TIME SALES UP 5 PERCENT; FOUR NETS \$72,352,636

On the basis of preliminary financial reports, net time sales (after deducting commissions) of standard broadcast networks and stations during the calendar year 1947 increased by 5.6 percent over 1946, the Federal Communications Commission announced last week. Included in this comparison are the four nation-wide networks and their 10 key stations, three regional networks and 821 stations. In 1946, these 821 stations accounted for 94.0 percent of the net time sales of all stations. In order to achieve comparability, this summary is restricted to revenue experience of identical stations and networks.

Net time sales reported by the four national networks and their 10 key stations (i.e., amount retained after payments to affiliated stations) was \$72,352,636, or an increase of three percent over the amount reported for 1946. Reports from three regional networks indicate a one-percent increase in net time sales over 1946.

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SCISSORS AND PASTE

Radio Makers See Cut In '48 Exports ("New York Times")

A 25 to 50 per cent decrease in last year's record volume of American radio receivers will occur this year as a result of sharp quotas imposed by importing nations, foreign dollar shortages and other factors, several industry spokesmen predicted last week. First figures on 1947 exports made available by the Radio Manufacturers' Association indicate that 1,520,826 units were shipped, with a value of \$53,537,043.

The importance of this narrowing of the export market lies in the possibility of widespread backing up of quality as well as off brands in the domestic market, according to local distributors and dealers. Despite maintenance of formal allocations by several top-brand manufacturers, many retailers and at least one important distributor declared there is intense competition on all types of radios "right now".

James E. Burke, Chairman of the Export Committee of RMA, estimated that volume of receiver exports is running at the rate of \$4,000,000 monthly. He said he feels this rate will be cut by 50 per cent before the end of the year.

Mr. Burke based his contention on two factors - no relaxation by importing countries of limited import permits for radio receivers which they regard as nonessential, and shrinking dollar resources in these countries combined with attempts to set up their own receiver manufacturing industries.

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Voice Of America \$6,000,000 Cut Called Short-Sighted ("Editor & Publisher")

The House Appropriations Committee certainly picked the wrong time to be economy-minded when it proposed to lop more than six million dollars off the \$34 million budget asked by the State Department for information activities and radio broadcasts abroad. This country cannot afford to be economy-minded on this item at the present time.

Our government proposes to spend 5.3 billion dollars in the first year of the European Recovery Program to stem the westward creeping tide of Russian intimidation. The requested \$34 million is only one-half of one percent of the ERP expenditure - not too much to spend on explaining to the peoples of Europe how we are trying to help them.

Russia spends 10 to 15 times as much as we do on direct propaganda attacking ERP and the motives of our government. One-half of one percent is not too much of a sales expense for telling the truth about ourselves abroad.

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E. F. McDonald, Jr. Urges U.S. To Renew Rights To Greenland
(A letter to the editor of the Chicago Daily News from
Commander McDonald, radio manufacturer and explorer.)

I don't know who wrote the very excellent editorial on Wednesday, Feb. 25, under the heading "As We See It" but I find that writer has some misinformation on what our deal was with the Danish government for the Virgin Islands. I am not surprised at this misinformation as I found, in 1943, neither President Roosevelt, Admiral Leahy nor Jimmy Byrnes knew what the facts were.

It is true that we paid \$25,000,000 in cash but the Danes drove a hard bargain. It will pay your editorial writer to look up the facts of that deal. He will find that as a consideration and in the treaty we paid not only \$25,000,000 for the Virgin Islands but we also signed away all our rights to Greenland - which by all the rules of exploration we, the United States, owned, although we never had exercised sovereignty. Because of that deal, Greenland is the only country in the Western Hemisphere where a U.S. vessel cannot land without permission from the crown, except in stress of weather.

Greenland, in my opinion, is one of the most strategic pieces of land in the Western Hemisphere. We not only should not have signed away our rights to Greenland but we should now acquire it. It happens to be underpopulated and self-supporting and there is a wealth of mineral resources in Greenland as well as it being the only source of natural cryolite in the world. Cryolite is needed to extract aluminum from bauxite.

In 1925 I loaded my vessel, way north of the Arctic circle, with coal which was almost shoveled off the top of the ground. Greenland was once a tropical country and we found in the far north the fossils of the giant Sequoia. Its mineral resources really have not been tapped.

I talked with President Roosevelt, Admiral Leahy and Jimmy Byrnes during the war about our acquiring Greenland but they said we had promised to take no loot - but they all agreed, after hearing the story of Greenland, that Denmark at the end of the war probably would be broke and we might make another "Alaska purchase".

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Goebbels In Last Frenzy Himself Screamed Over The Radio
(H.R. Trevor-Roper in "New York Times")

Ultimately the philosophy of Goebbels reached its logical end. Unable to rest, having been through everything and disbelieved in everything and lost everything, he could aim only at destruction; and his radicalism, which allowed him to do nothing incompletely, dictated total destruction.

In the last days of the war, Goebbels, through his numerous engines, through Radio Berlin and Radio Werewolf, and with his own voice as he paced up and down in the bunker in Berlin, preached the gospel of nihilism."

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:::: TRADE NOTES ::::
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T. A. M. Craven of the Cowles Broadcasting Company, and General Manager of Station WOL in Washington, is on a business trip for Cowles that will take him to Chicago, Minneapolis, Boston and Des Moines.

Ex-Senator Burton K. Wheeler, A Democrat, former Chairman of the Senate Interstate Commerce (Radio) Committee, who himself ran as v-p candidate on a third party ticket with old Senator Bob LaFollette, was quoted as saying he thinks the Administration is underestimating the size of the Wallace vote. Senator Wheeler believes 90% of the Wallace vote will come from the Democrats and that any split in the Democratic party will make it difficult for the Democrats to win.

The Toledo Blade Company has been designated for an FCC hearing on an application for a new station to operate on 1470 kc., 1 KW, unlimited time, DA, in a consolidated proceeding with applications of the Continental Broadcasting Co. and the Midwestern Broadcasting Company.

Metro-Goldwyn-Mayer will begin operation of a West Coast frequency modulation radio transmitter in May under the call KMGM, the studio announced last week. The new transmitter and an associated broadcasting studio will be located at the summit of Coldwater Canyon, between Beverly Hills and North Hollywood, and, because of the transmitter's elevation, the project is regarded in the trade as a possible precursor of Metro's entry into the television field.

Frank Stanton, President of the Columbia Broadcasting System has been appointed Chairman of the Radio Section of the 1948 Red Cross Drive for Greater New York.

Effective with the changeover from Pacific Standard to Daylight Saving Time in California last Sunday, all programs broadcast over the Don Lee and other stations in California are now heard one hour later than the Standard Time schedule.

Stations in Oregon, Washington, Idaho, Nevada and Arizona are not affected by this change.

On "Information Please" recently Artur Rubinstein, the pianist, proved to be the life of the party. One of the questions asked was: "What is the difference between an Archduke and a Grand Duke?"

Rubinstein spoke up saying: "They were the same. An Arch Duke was Austrian and a Grand Duke Russian. It doesn't make much difference at this time as neither rank exists. I would not like to think of any royalties now outside of Petrillo's."

Joseph H. Ream, Executive Vice President of the Columbia Broadcasting System, will speak on "Should the Broadcaster Editorialize?" tomorrow (Thursday, March 18) at the luncheon meeting of the Radio Executives Club of New York.

Capt. David R. Hull, U.S. Navy (Retiree), who has been closely identified with electronic research and radar development for the Navy during the past 23 years, the last two years as Assistant Chief of the Bureau of Ships for Electronics, has been appointed Assistant Technical Director of the International Telephone and Telegraph Corporation.

The signing of three new contracts for the delivery of RCA 5-kilowatt television transmitters and associated equipment was announced this week by the RCA Engineering Products Department.

These RCA TT-5A television transmitters and associated broadcast equipment will be delivered to the following stations: WFBM (WFBM, Inc.), Indianapolis; WLWC (The Crosley Broadcasting Company), Columbus, Ohio; and WFMJ (The Youngstown Vindicator), Youngstown, Ohio.

An increase in the net selling price of the 906 FM-AM signal generator, manufactured by McMurdo Silver Company, Inc., in Hartford, Conn., from \$99.50 to \$116.50 was announced March 14th. A company spokesman said the increase was necessary to cover the rise in costs of labor and materials.

Admiral Corporation - For 1947: Net profit, \$2,248, 186, equal to \$2.50 a common share, against \$1,888,625 or \$2.10 in 1946. Total sales were \$47,898,938, compared with \$36,169,850.

The Don Lee Broadcasting System, La Jolla, California, has applied for a construction permit for a new commercial television station at La Jolla, Calif., to be operated on Channel #6, 82-88 megacycles, ERP of Visual power, 20 kilowatts, Aur. 10 kilowatts.

Dr. John A. Hutcheson, who during war helped direct the radar research program, has been named Director of Westinghouse Electric Corp.'s Research Laboratories.

An application of Frank Sinatra, the bobby-six broadcaster, for a new standard broadcast station at Palm Springs, California, has been dismissed by the FCC "at the request of the applicant".

Every FM radio station in the country last Thursday was asked by the FM Association to adopt and use frequently the slogan, "Be Sure Your New Radio Has FM."

In letters to all FM broadcasters, J. N. (Bill) Bailey, FMA Executive Director, said: "We ask you to adopt the slogan and use it. You'll help yourself by creating greater public demand for FM sets and that means more listeners for you."

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No. 1817

March 24, 1948

PETRILLO PACT BIG TV BOOST; SYMPHONIES FIRST UNDER WIRE

Petrillo's letting down the bars allowing live musicians to appear in television broadcasts was of tremendous - one might almost say vital - importance to television. It was a foregone conclusion that telecasters upon receiving the unexpected Petrillo flash would jump at the opportunity to enlarge their sphere of entertainment. It was a surprise, however, that the first under the wire would be two major networks each offering a great symphony orchestra. Hardly had the pact been signed than it was announced that the National Broadcasting Company would lead the procession and at the same time make history by televising Arturo Toscanini for the eastern TV net, New York, Boston, Philadelphia and Washington, at its regular concert at 6:30 o'clock last Saturday evening.

In this, however, NBC had not reckoned with its rival the Columbia Broadcasting System which let it be known that it would put Eugene Ormandy and the Philadelphia Symphony Orchestra on at Mr. Ormandy's Saturday afternoon broadcast at 5 P.M., an hour and a half earlier than Toscanini, to be picked up by the Philadelphia Bulletin CBS outlet WCAU-TV in Philadelphia, and also carried by WCBS-TV in New York.

And so it came about that the Petrillo television revival began with outstanding offerings of classical music, two as fine symphony orchestras as there are in the world. Furthermore, Mark Woods, President of the American Broadcasting Company stated that already ABC was planning to televise the Metropolitan Opera performances which would be another great victory for the classical performers.

Addressing the studio audience at NBC in New York, David Sarnoff, Chairman of the Board of the Radio Corporation of America, said:

"Tonight, for the first time in our history, we are televising the great music of Wagner, the great interpretive genius of Toscanini and the skilled playing of his gifted artists in the orchestra. Never before, in the history of the world, was such a triumph possible. This represents the realization of a dream; a dream we have dreamed for 25 years or more. And so tonight, the magic of science combines with the glory of the arts to bring to countless people in their own homes, over the wings of the radio waves, this program of great music and all it means. What a joy it is that this can be done while our beloved Maestro Toscanini is still a young man!*** (Laughter)

"Those of us who have been privileged to attend in person these concerts at this studio, may be interested to know that the total number of people who have attended over the entire period of the last ten years represents less than ten per cent of the number of people who will be able to see and hear Maestro Toscanini and the NBC Symphony Orchestra during the following one hour. And this is only the beginning!"

Just before Mr. Ormandy raised his hands to conduct the orchestra in Philadelphia, William S. Paley, CBS Chairman of the Board, appeared on the television screen. He spoke briefly from the New York studios, now being rebuilt as what it is said will be the largest television studio plant in the country.

"At this very moment, CBS Television cameramen and engineers in the Academy Of Music in Philadelphia are about to bring you a concert by The Philadelphia Orchestra", he said. "It is with pride and pleasure that I tell you this, for it marks a major new achievement in the expanding service of television.

"It is the first time that a symphony orchestra will be televised - and the first time also that such a program will be brought to you by network television from another city."

Mr. Ormandy then was caught up by the camera as he raised his hands to lead the orchestra in the Overture to "Der Freishutz" by Von Weber.

The television audience then saw Harl McDonald, manager of The Philadelphia Orchestra, and intermission commentator and himself a noted composer, speak briefly about Sergei Rachmaninoff, whose work was played in the second portion of the program. He spoke movingly about the late Russian composer, about his life and his devotion to The Philadelphia Orchestra and its conductor, Mr. Ormandy.

Viewing the performance from New York, Howard Taubman of the New York Times, wrote:

"When the announcer spoke between numbers, Mr. Toscanini could be seen fussing with his cuffs, tugging at his lapels, mopping his brow and nervously gripping his baton. Even in these pauses in the music, the screen had entertainment to offer.

"For the hundreds of thousands who saw Mr. Toscanini in action for the first time, his dynamic energy was a revelation. The conductor will be 81 next Thursday and he has been conducting for sixty-two years. In that career he has directed many hundreds of times the excerpts from Wagner's works that he played yesterday, but there was no diminution of intensity or devotion to the music.

"Mr. Ormandy and his orchestra were also interesting to see, as well as hear in a program that included a work by Weber and Rachmaninoff's fifty-year-old First Symphony, which had not been played in this country before until last week. The cameras here also ranged over the various sections of the orchestra, emphasizing shots of the women musicians.

"The close-ups of Mr. Ormandy were illuminating, and one was amusing. At one point, probably unaware that the camera was catching it, he popped something into his mouth with his left hand and began to chew. One wonders what a conductor chews during a Rachmaninoff symphony; is it lozenges, cough drops or jelly beans?"

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"NOW CURTAIN CAN GO UP ON GREATEST SHOW ON EARTH" - MULLEN

Jubilant were negotiators for the four networks whose efforts were rewarded by the biggest concessions ever made by Petrillo, one of labor's very toughest bargainers. Those representing the chains were Mark Woods, President of the American Broadcasting Company, Frank E. Mullen, Executive Vice-President of the National Broadcasting Company, Joseph H. Ream, Executive Vice-President of the Columbia Broadcasting System, and Theodore C. Streibert, President of WOR, New York, outlet for the Mutual Broadcasting System.

"Recognizing the economic condition of the television broadcaster at the present time with high costs confronting him on every side, the action of Mr. Petrillo in promising to provide the services of the members of the Federation at reasonable rates and working conditions is most encouraging", said Mr. Mullen, who almost stole the show by presenting Mr. Petrillo with a shiny new trumpet. "I am certain that the development of television in the United States will provide new and additional employment to the members of the Federation.

"We have been assured of the full cooperation of the union in the creation of a complete television service to the nation. It is my hope that the other unions involved in our industry will likewise cooperate to the end that television service may be expanded rapidly to reach all the homes in the country.

"The Federal Communications Commission first gave the green light to television. Mr. Petrillo and the American Federation of Musicians have now put the orchestra in the pit so that the curtain can go up on what will inevitably be the greatest show on earth."

"The action of the American Federation of Musicians in making musicians available for television broadcasting provides further impetus for television as a whole and, in particular, will be of substantial aid in Columbia's plans for greatly expanded television programming to feed the CBS television network", Mr. Ream declared.

"With work under way on the largest television studio plant in the nation, CBS intends to utilize live musicians in its varied program schedule from these studios. In addition, special events television broadcasts will be enriched by music from the scene of the event."

"The spirit of cooperation which marked these negotiations brings credit to the American Federation of Musicians and Mr. Petrillo in their sincere efforts to work with the broadcasters in guaranteeing the rapid development of the newest radio forms. It is gratifying to see both labor and management move together towards a brilliant future for television, FM and Standard broadcasting in America", Mr. Woods stated.

"I am confident that the last barrier on music presentations over radio and television facilities has now been removed."

G. Bennett Larson, Director of WCAU-CBS TV in Philadelphia, declared as a result of the success of the Philadelphia Orchestra television broadcast Saturday, purchasers would be clamoring for sets beyond the productive capacity of the manufacturers.

"We used to hope that this area would have 125,000 receivers within three years", said Mr. Larson, "but now, thanks to the Petrillo green light on music, I believe that figure will be reached or passed, in less than eighteen months."

"The agreement between the four networks and the American Federation of Musicians clearly represents a strategic retreat on the part of James C. Petrillo", an editorial in The New York Times says. "In continuing the status quo in radio for three years and promising reasonable conditions for the burgeoning television art, the union leader has bowed to the realities of the new federal labor legislation which his own acts in part helped to prompt. If only because it comes from an unexpected quarter, his conciliatory attitude is as significant as it is welcome.

"Mr. Petrillo obviously faced a difficult problem from his own standpoint and it would seem to his credit that he met it candidly. Since passage of the Taft-Hartley and Lea Laws, many radio stations have dismissed their musicians on the grounds that they did not have need for their services. Had this trend extended to the networks, it would have been a serious reverse for the union. Mr. Petrillo's concern was in maintaining the gains he had previously achieved. That he did not feel the present hour propitious for new conquests of an economic nature would seem to have an importance transcending the realm of broadcasting.

"In exchange for winning job security on the networks, Mr. Petrillo in turn had to make substantial concessions. He agreed to 'a freeze' on radio's pay scales and he lifted his ban on the use of instrumentalists in television, an event which will be formally signalized this evening by Arturo Toscanini's debut before the video cameras.

"All in all, both Mr. Petrillo and the network representatives would seem to have provided a demonstration of true collective bargaining which in the long run should benefit the industry and the union alike. It is a lesson which could be copied with profit in fields other than music.

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Justin Miller, President of the National Association of Broadcasters, said of the Petrillo network-AFM agreement: "I am happy to observe that the negotiations have reached a successful culmination. This shows, clearly, that broadcasters and musicians can work out solutions of their problems without heat or emotion and to their mutual benefit,"

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"MORE SEE TRUMAN BY TV, ONE EVENING, THAN EVER SAW LINCOLN"

Thus spoke David Sarnoff, Chairman of the Board of the Radio Corporation of America, in Washington last Friday at a dinner given by the Newcomen Society honoring Thomas A. Edison.

"As the 1948 presidential campaign approaches, television will enable political candidates to achieve even more intimate contact with the voters", General Sarnoff declared. "Extensive plans are being made to televise the national political conventions that will be held this Summer in Philadelphia. Candidates now are being seen on the air along the Atlantic Seaboard from Washington to Boston and upstate New York.

"More Americans have seen President Truman by television in one evening, than saw Lincoln during his entire term in the White House. In 1861, the population of this country numbered 38,000,000. Today more than that number of people live within the areas already covered by television."

Paying eloquent tribute to Edison, General Sarnoff said it may not be generally known that Edison provided the clue which ultimately led to the development of the electron tube - basis of the vast radio-electronic industry and as important to modern radio and television as the electric lamp is to lighting.

"One of the most inspiring sights on this earth is New York City at twilight, when electricity replaces the setting sun and turns the metropolis into a veritable fairyland of light. Everywhere we look - in every lighted window and on every lighted street - we see the glory of Edison."

The Government is to be congratulated, Mr. Sarnoff said, for the encouragement which it is giving to the advance of science through the scientific training of young men and women in colleges, universities and research institutions throughout the country. He remarked that if, out of the thousands of young men and women who are now pursuing scientific studies, there "emerges one Edison, then the millions of dollars being devoted to their training will be well worthwhile."

Envisioning the changes television will bring about in political campaigning, General Sarnoff continued:

"As radio compelled political candidates to alter their time-worn techniques and tactics, so too will television vastly change political strategy. The candidate is more than ever in the spotlight. He cannot hide behind a microphone with his eyes cast down on the printed manuscript. No longer is he a disembodied orator. He must look into the television camera and speak to the people face to face. His appearance, his smile, his gestures, combine with the sound of his voice to complete the transmission of his personality - and it is that complete personality with which the voter will become acquainted."

To illustrate the latest prerequisite of a political aspirant, General Sarnoff told how the wife of a candidate, watching her husband await the television camera, suggested that he "smile and be photogenic." -- "You mean telegenic!" her husband exclaimed.

As time goes on, General Sarnoff stated, there will be less necessity for candidates to travel. In his opinion, television will take them "directly into every city and every home."

General Sarnoff, asserting that at no time in history has science been so woven into the pattern of everyday life, said:

"Every country is aware that to advance -- yes, even to survive -- it must cultivate science. Our national security depends upon science....scientific preparedness is vital in a world over which robot rockets can fly at 3,000 miles an hour!

"A few years ago, the headlines featuring military preparedness stressed 'a race of armaments'. But the bitter lessons of war have taught us that science in many instances overcomes armament. Throughout the world the race of science is on, and the pace is fast. A nation that is slow to meet this challenge imperils its security."

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FTC DISMISSES CHARGE OF MISREPRESENTATION AGAINST PHILCO

A proceeding in which Philco Corp., Philadelphia, was charged with misrepresentation in the sale of radio receiving sets was closed by the Federal Trade Commission after receiving proof that the corporation, in compliance with trade practice rules for the radio receiving set manufacturing industry, has abandoned the practices challenged by the complaint. At the same time, the complaint was dismissed as to Philco Radio and Television Corp., also of Philadelphia, which has been dissolved.

The complaint charged the companies with misrepresenting the number of tubes contained in Philco sets and their power and capacity for foreign reception.

In view of the record and the fact that there is "adequate reason" to believe that the abandoned practices will not be resumed, the Commission held that "the public interest does not require further corrective action in the matter at this time", but it reserved the right to reopen the case and to take appropriate action should the practices involved be resumed in the future.

The Commission's action was taken after consideration of a motion filed by Philco Corp. asking dismissal of the complaint. All the Commissioners participated in the decision.

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A. T. & T. FILES RATE FOR TELEVISION NETWORK

The American Telephone & Telegraph Company announced yesterday (Tuesday) a proposed rate of \$35 a month per air mile for its television network facilities.

Bartlett T. Miller, Vice-President in charge of the company's Long-Lines Department, said the proposed rate will be filed with the Federal Communications Commission next week. They would become effective May 1.

The Bell System's coaxial cable between Washington and New York and radio relay between New York and Washington have been made available to television broadcasters without charge thus far. They were classified as experimental.

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FIRST CERTIFICATE GIVEN TO MAKE CITIZENS WALKIE-TALKIE

The Federal Communications Commission has issued the first certificate of type approval for equipment to be used in the Citizens Radio Service. It has approved a radio transceiver designed by the Citizens Radio Corporation, Cleveland, Ohio, to operate on the frequency of 465 megacycles.

Tests conducted in the Commission's Laboratory at Laurel, Maryland, indicate this unit's ability to comply with the provisions of Part 19 of the Commission's Rules Governing the Citizens Radio Service. The entire apparatus weighs approximately 2½ pounds, with batteries, and is comparable in size to a camera and carrying case.

The issuance of this type-approval certificate is the result of several years of endeavor on the part of both industry and the Commission, and presages the advent of a new service which will be available to individual citizens for personal use in the band 460-470 Mc.

Because equipment particularly adapted for this service has not been generally available to the public, those stations now in operation are authorized as Class 2 experimental stations. However, the initial approval forecasts the early availability of manufactured units suitable for this service, and the Commission has under consideration the establishment of additional rules to provide for simplified licensing for operation by individuals.

The certificate of type approval was issued pursuant to the Citizens Radio Service rules, effective December 1, 1947, which provide for such a procedure in order to permit the manufacture of suitable equipment prior to the promulgation of additional provisions establishing regular licensing. Provisions governing private short-distance communication, radio signaling, and control of objects by radio are in preparation.

Within the limitations imposed by the physical laws governing propagation of radio energy and the economic factors involved, the possible uses of this service are as broad as the imagination of the public and the ingenuity of equipment manufacturers can devise.

(Editor's Note: According to Thomas Kennedy, Jr., of the New York Times, the new "Walkie-talkies" will cost between \$30 and \$40.)

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INTERNATIONAL CHANGES WILL NOT AFFECT DOMESTIC FREQUENCIES

Addressing the Institute of Radio Engineers in annual convention in New York Tuesday (March 23), Wayne Coy, Chairman of the Federal Communications Commission discussed various phases of the radio and communications situation. Mr. Coy said, in part:

"The target date for the new International Frequency List to go into effect is September 1 of next year - 1949. That date will be one of the big milestones in radio. It will be the day the Atlantic City Radio Regulations become completely effective.

"It will make the change-over from the old frequencies and the old regulations which were adequate when they were adopted at Cairo 10 years ago, but have since been outmoded by the accelerated speed of recent technical developments.

"For tens of thousands of radio stations around the world, that day will be F-Day - when they shift to new frequencies. It will be a day of sweeping changes for stations employing long distance or 'high' frequencies.

"Now, I don't want to start a panic among American broadcasters or American radio listeners. So I want to make it as plain as a pikestaff - clear beyond a shadow of a doubt - that these changes do not affect this nation's domestic broadcasting frequencies." * * *

"Many new uses of radio were provided for in the Commission's 1945 frequency plan.

"One of these new uses, for example, was the Citizens Radio Service - a personal, short-range two-way radio service in the 460-470 megacycle band for use by the general public. The Commission has just given its type approval to the first transceiver for this new service. This means that as soon as this first type-approved set gets into production, the public can start enjoying this new type of radio service. Having given type approval, the Commission will make it very simple to get a station license." * * *

"Now the Commission has certain powers under the Communications Act, but in the final analysis, the Commission is merely the sounding board of the desires of the public; therefore, the Commission must and does approach problems of this kind from the standpoint of what appears to be in the public interest, convenience and necessity.

"The first consideration in appraising the future use of this upper spectrum is an evaluation of the principal services for which spectrum space has been provided.* * * *

"We know the American public accepts television and it is the duty of the Commission to provide allocations so all the people may receive this service.

"I can be more explicit. A solution of the present sharing arrangements will not serve to make the available television frequencies any more adequate for 'a truly nation-wide and competitive system of television' than they are now. If my predictions come true, I expect to see all television channels in the nation's 140 metropolitan areas assigned within the next twelve months.

"Can we be satisfied with a metropolitan television system in the United States? I cannot conceive that anyone can answer that question in the affirmative. If we cannot devise plans for 'a truly nation-wide, competitive system' of television for the next generation, we are not worth our salt.

"But when are we going to get at the job? How will we approach the task? Who is going to take the initiative?

"Someone may say to me, 'Why doesn't the Commission move ahead?' And assuming that I have been asked such a question, let me reply - at least in part.

"In the first place, the Commission has pointed out the present inadequacy of channels. Secondly, it has pointed out the importance of adequate experimentation in the high band. And I now want to point out that the Commission has not had made available to it adequate information as to the characteristics of the 'so-called high band television' (475 to 890 megacycles) to enable it to write detailed standards for such a service. We at the Commission must look to the industry for more rapid developments in this area. It is an urgent matter. Soon all presently available frequencies will be assigned. Even then many people who want television service and who should have it will not be able to get it. Hundreds of broadcasters who want to get into the television business will not be able to do so. Are you and we going to sit heavily while this happens?

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MONTGOMERY WARD WILL COMPLY WITH RADIO TRADE PRACTICES

The Federal Trade Commission closed without prejudice the proceeding in which its complaint charged Montgomery Ward & Co., Inc. Chicago, with misrepresentation in the sale of radio receiving sets.

Montgomery Ward indicated its intention to comply with trade practice rules promulgated by the Commission for the radio receiving set manufacturing industry, and its current advertising conforms to such rules, the closing order recites, adding that "in the circumstances the public interest does not require further corrective action in the matter at the present time."

The case was closed upon Montgomery Ward's motion to dismiss the complaint, which alleged the respondent falsely represented that its radio sets were equipped for television and contained more fully-functioning tubes than was the case.

All the Commissioners concurred in the decision.

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CBS, NBC, TRAMMELL IN "VARIETY" AWARDS FOR 1947

The Columbia Broadcasting System came in for sports commendation and the National Broadcasting Company for industry leadership in the television awards of Variety Magazine for 1947. Niles Trammell, President of NBC, came in for the following special award:

"For executing the new "Accent On Youth" facelift within the NBC organization during 1947, 'Variety' salutes the network's President. In the realignment of executive functions which gave NBC a new streamlined format, and shook the cobwebs out of network thinking, Trammell projected into the spotlight a more courageous element who had served their rolled-sleeves regimes, to help shape policies and rid the web of outmoded taboos.

"On several counts Trammell emerged as an industry kingpin, particularly exemplified by his initiative at last Fall's NAB convention in Atlantic City, where he spearheaded the ill-fated campaign to give the industry a hard-hitting Code of commercial standards."

Among others receiving special awards was Drew Pearson of the American Broadcasting Company for proposing the Friendship Train.

Included in the stations singled out for showmanagement was WSB, Atlanta, under the management of Leonard Reinsch, of which Variety said:

"Cut through the clever lively promotion and there's good nourishing meat of accomplishment - plenty of it, too. Its arteries are still supple after 25 years. * * * * A special bow for this deep South station which pledges among other things: "To fight for a man's right to worship, regardless of his creed . . . To help every man be a citizen, regardless of his color . . . To expose the little Hitlers who seek to fashion a government to their own ends or counter to American ideals.' This is talk Variety likes."

Station WGBS, Miami, call letters of which are the initials of Commander George B. Storer, President of the Fort Industry Company operating it, drew forth this praise:

"Traditional Southern hospitality spelled out d-e-m-o-c-r-a-c-y for this Florida station. Making 'foreign' residents share in the local government was its self-assigned chore. When a knock-down-dragout developed over the city managership, it made the mike a non-exclusive platform. Every group had its say; confidence was restored in the municipal regime."

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"The Right Of Radio To Editorialize", statement of Frank Stanton, President of the Columbia Broadcasting System, before the Federal Communications Commission on March 1, has been reprinted in booklet form and is being mailed by the network to public opinion leaders, editors, publishers, advertisers, agencies and stations.

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FCC CHAIRMAN SPOOFS RADIO ENGINEERS FOR SPEECH ADVICE

Chairman Wayne Coy in one of his first speeches since becoming head of the Federal Communications Commission, took time out to "kid" the dignified Institute of Radio Engineers Institute on the technical advice it had to give the speakers at the current New York convention.

"I would like to say first of all that in planning my talk here today I have tried to abide by your new rules for giving a technical paper", said Chairman Coy, who at times is far from coy. "I studied these new rules in an article in the current issue of the IRE Proceedings. I studied them diligently because I do have some important problems to discuss and I want to do it in the very best IRE manner.

"The first rule, this writer says, is to avoid 'soporific monotony'. Now that rule has caused me some trouble - and you will see what I mean before I am finished, I'm afraid.

"Next, he says, the speaker should avoid 'unfamiliar words'. I hate to quarrel with such an undoubted authority on the subject, but frankly, I don't believe that if a paper doesn't have soporific monotony or unfamiliar words, you can call it a technical paper. It wouldn't be the real thing. It would be counterfeit.

"Among the ways to avoid this 'soporific monotony', according to this author, is to open up with a startling statement, a rhetorical question, a quotation or a humorous story. I have made an honest effort. I have wracked my brain but I cannot for the life of me think of any startling statement, rhetorical question, quotation or humorous story appropriate for a gathering of radio engineers.

"I know a lot of funny stories about college professors, doctors, undertakers, lawyers, and a lot more about bureaucrats - many of which I have heard from you. But I never heard one about radio engineers. Radio engineers simply are not funny people. They are people. But they are not funny.

"In fact, the New York Times had one of its observers make a study of the species recently. He published his findings the other day. He stated that radio engineers are (and I quote) 'laconic, and cynical, competent and steady.' (And that's the end of the quote but not all of the study.)

"Now I ask you, how would anyone go about startling or amusing people like that? People who are 'laconic and cynical, competent and steady'?

"So I have reluctantly given up the idea of delivering a technical paper here today. Instead, I am going to chat with you about some of the fundamental problems that you radio engineers and the Federal Communications Commission have in common, I promise not to use any unfamiliar words. However, I am not issuing any guarantee against 'soporific monotony'.

FCC SUGGESTS CHICAGO TAXI COMPANY NOT MOVE SO FAST

The Federal Communications Commission considered a petition filed by the American Taxicab Association, of Chicago, requesting that the Commission refrain from assigning frequencies in the 152-162 Mc band for general mobile service by the American Telephone & Telegraph Co. until views of the Attorney General had been solicited.

The FCC directed that the Association be advised: "The Commission believes that the submission to the Attorney General of any question of the kind suggested in the petition would be premature at this time, because the nature of any question along the lines so suggested will depend upon various facts which have not yet been determined by the Commission, namely, the services which will finally be established in the general mobile category, the number of frequencies which can be allocated to each, and the policies and rules and regulations which the Commission may adopt to govern the operation of such services." The Commission has furnished the Anti-Trust Division of the Department of Justice with a copy of the petition, with reply of A. T. & T. and Association rejoinder, and will keep the Department advised of developments.

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CBS OFFERS TO GIVE PRESIDENTIAL CANDIDATES A FREE RIDE

Free network time was offered to seven candidates for presidential nominations Tuesday by the Columbia Broadcasting System during which to discuss their political views. The candidates, all of whom would have identical time, would be heard in a Wednesday night series called "Presidential Timber", beginning March 31, from 10:30 to 10:45 o'clock.

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COAST GUARD PURCHASES 5 RADIO STATIONS FROM RADIOMARINE CORP.

Five high-powered radio transmitters, embodying the latest engineering developments, have been delivered to the United States Coast Guard for use in its air-sea rescue service, Admiral Walter A. Buck, retired, new President of Radiomarine Corporation of America announced this week.

Installation of two of the Radiomarine-designed stations has been completed - one at the Coast Guard Station on Fire Island, N.Y., and the other at the Coast Guard Radio Station, Alexandria, Virginia.

"From the aspect of safety at sea", said Mr. Buck, "powerful shore-based radio stations represent an extremely important factor in the transmission of distress signals, hurricane warnings, weather reports and for the overall coordination of rescue operations. With more and more aircraft flying over the oceans, they have become an essential part of air-sea communication networks for safety purposes."

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::: SCISSORS AND PASTE :::
::: SCISSORS AND PASTE :::
::: SCISSORS AND PASTE :::

Radio Editorials "Should Be Absolutely Free"
("Washington Post")

Behind the question which the Federal Communications Commission is now considering - whether to let broadcasters be advocates - lies a question of fact. The crux of the matter is whether the situation which impelled the FCC in 1941 to forbid radio editorials has been so radically altered by technological developments as to make that ban no longer necessary - whether, in short, the spectrum has been so expanded as to make the supply of radio frequencies equal to or in excess of the demand for them.

* * * * *

And it is worthy of note, we think, that the number of authorized radio stations is now far in excess of the number of English-language daily newspapers in the country.

Thus, it may well be that competition in radio can now be counted upon to assure diversity and that the FCC can license all applicants who possess certain prescribed qualifications.* * * * * And, as the President of the Columbia Broadcasting System, Dr. Frank Stanton, put it in testimony before the Commission, "These new radio voices, hundreds of them entering the market place of ideas, can help to invigorate democracy."

If the FCC deems radio ripe for this freedom, it should grant it, we think, without strings. There would be no justification for limiting editorial time to 15 minutes a day as Nathan Straus of New York's Station WJCA suggested. Neither would there be any warrant for requirements that equal time be allotted to spokesmen opposed to the station's stand. Where availability of frequencies makes it possible for radio to be free, it should be free absolutely. The listening public will require observance of standards of fair play. The tastes of the audience will limit the amount of time given to editorials. Many stations, we suspect, will not avail themselves of this freedom at all, if it is offered to them, knowing that the interested audience will at best be small. Moreover, most persons interested in editorial comment will want to read it, we think, rather than hear it. Nevertheless, those who believe that a free press is a means to the end of a free society must, it seems to us, desire for radio the same freedom that newspapers have possessed and prized since the inception of this Republic.

Television Seen Crowding Radio Out
(Martin Codel's "Television Digest")

You can take this as axiomatic, Mr. Broadcaster and Mr. Sponsor and Mr. Radio Manufacturer - when there's a TV set in the house, the aural radio or radios generally remain silent while TV programs are showing. That goes for the previous evening hours, even Sunday nights, when listening fare is usually at its best. Ask any TV set owner.

What does this mean to your business? It means fewer and fewer listeners as more and more TV receivers are installed. Assuming 275,000 TV sets in use in homes and public places thus far, the total doesn't bulk large - yet. But consider these points taken from February edition of "Television Today", published by research-wise CBS:

Hooper survey on Friday, June 6, 1947, showed average of 54.5 sets in use during evening hours; another Hooper on Thursday, Nov. 13, showed 49.2 sets. Four to 7 persons per set were found by viewer surveys to be the average number during evening hours, though average family (in New York area) is 3.5 persons. Today's TV audience is a "multiple family audience".

So divide that 275,000 by half (no. of sets turned on evenings), assume a mean of 5.5 viewers per set, and even now - only the second year since post-war TV set production began, and with only 19 stations in full operation - you have more than 750,000 viewers. Not a big figure, to be sure, compared to the total aural radio audience (37 million homes with radios) - but remember it's growing every day. Best trade estimates are around 850,000 TV sets in use by end of this year, 2,500,000 at end of 1949, progressively more thereafter.

The facts and the trend are as plain as that. All you need to do to convince yourself, if you're fortunate enough to live within range of a TV station, is install a TV set in your home, then mark what happens to your own and your family's radio habits.

Newspapers Advised To Credit, Not Overdo TV Picture Lifting
(Jerry Walker in "Editor & Publisher")

Publishers might save themselves some legal headaches if they would post on editorial room bulleting boards a notice to this effect: "When using a picture taken from a television tube or screen, be sure to give credit to the broadcaster; and don't use too many."

The advice comes free of fee, from Joseph A. McDonald, Vice-President and general attorney of the American Broadcasting Co. He has been making a special study of the legal problems of television lately; that's why his opinion was sought on the question which is being asked in many an editorial room.

"Can a newspaper just help itself to a picture which appears on a television set?"

The boys in the photographic departments have devised the method for picking up pictures this way. It involves some tricky and ingenious camera work, but it's being done successfully; so much so that some of the picture syndicates are playing around with the idea of speeding up their service by copying the tele images.

McDonald warned that there may be several legal complexities all depending upon a certain set of facts in each case. Legal principles laid down in the famed AP-INS suit involving property rights in news, and again in the AP case against KVOS still apply, in the broad sense, to television pictures, ABC's Blackstone believes.

Aside from the question of property rights, there is the matter of unfair competition. If a broadcaster felt he was injured by the snatching of a telecast picture and publication without credit, he might sue the newspaper or picture service on the ground it profited from an enterprise in which he spent oodles of brains and money.

:::: _____ ::::
:::: TRADE NOTES ::::
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High fidelity music from FM radio station WEFM, operated in Chicago by Zenith Radio Corporation, will soon be heard through central and southern Wisconsin by direct radio relay through University stations WHAD in Delafield and WHA-FM in Madison, it was announced last week by Ted Leitzell, Manager of the Zenith station. Tests have been in progress for the past month, he said, and a regular relay schedule will begin before April 1.

A new lightning arrestor, designed to fit quickly and easily into television and FM receiver installations, has been developed and is now being marketed by the RCA Tube Department.

The arrestor can be mounted on any indoor water pipe by means of its flexible metal ground strap. No separate ground wire is required. Suggested list price of the new lightning arrestor, which will sell through RCA Tube Distributors, is \$1.25.

The American Broadcasting Company's gross time sales continue to set new high records during the first quarter of this year, even as they did for the full year 1947.

Gross time sales of the ABC during the first quarter of 1948 will set a new high for the period and are expected to run about 10% ahead of the comparable figures for 1947.

Senator Robert A. Taft (R), of Ohio, has cut a number of radio discs in connection with his presidential campaign in Nebraska which are being used in broadcasts over the State, keyed in with "live" broadcasts by prominent Nebraskans.

Appearing before the House Foreign Relations Committee, Henry Wallace said:

"I don't think anyone can determine the extent to which Russia is intervening in satellite countries. It is impossible to know what the truth is from the American press and radio."

Chairman Charles A. Eaton of New Jersey leaned over the committee rostrum toward the press and radio tables to say:

"I wish to call the attention of the press to the strong endorsement given them by the witness."

A poll taken by the New York Times of fourteen Democrats who will be running in November for seats in the United States Senate revealed that only three of them were willing to stand up and be counted as pro-Truman candidates.

Station WBRC, NBC affiliate in Birmingham, Ala., it was said, will become the most powerful FM station in the world upon its installation of a 50-kilowatt RCA FM transmitter and eight-section RCA Pylon FM antenna.

WBRC is owned by Eloise H. Hanna, one of the very few women broadcasters in the country owning both radio and television stations.

Senator Edwin C. Johnson (D), of Colorado, who expects a hard fight for re-election, and who if re-elected and the Democrats win, may succeed Senator Wallace White as Chairman of the Senate Interstate Commerce Committee and thus be the #1 Radio man, ducked the Truman issue and said he would be running "on the Democratic ticket".

The First Lady of the Land learned about the marvels of tape-recording through WTOP, CBS, Washington, when daughter Margaret recently appeared with Drucie Snyder on "D. C. Dateline". She reported that nothing she told her mother quite convinced her that Dr. Hans Kindler (also on the show, but transcribed some six days earlier) was not in the studio with Margaret and Drucie when the record was cut. Mrs. Truman protested, "But he's on the show ... they couldn't possibly have made it sound that perfect!"

The Rev. Dr. Paul C. Payne, head of the Board of Christian Education of the Presbyterian Church in the United States of America, has been named Vice Chairman of the newly formed Protestant Radio Commission, of which C. P. Taft of the Federal Council of the Churches of Christ in America, 297 - 4th Avenue in New York was recently elected Chairman.

Ringling Brothers and Barnum and Bailey Shows, Inc., was granted a construction permit for 15 portable and mobile radio units in the Experimental (General Mobile) Service to be used in directing the loading, unloading and transporting of equipment in connection with exhibitions throughout the country. Radio transmitters-receivers will be installed on the circus railroad cars, automobiles and wagons for moving equipment between railroad sidings and show grounds.

The Federal Communications Commission announces its Memorandum Opinion and Order denying the petition of Mississippi Valley Broadcasting Co., New Orleans, La., requesting the Commission to designate its application for new station for consolidated hearing with applications of former Governor James A. Noe, New Orleans, La., and Deep South Broadcasting Corp., New Orleans, La.

United Diathermy, Inc., Philadelphia, has been ordered by the Federal Trade Commission to cease and desist from advertising a diathermy device designed "United Short Wave Diathermy" unless the advertisements disclose that its unsupervised use by laymen is not safe.

The order requires advertisements of the device to reveal "clearly, conspicuously and unequivocally" that it is not safe to use unless a competent medical authority has determined, as a result of diagnosis, that the use of diathermy is indicated and has prescribed the frequency and rate of application of such diathermy treatments, and the user has been thoroughly and adequately instructed by a trained technician in the use of the device.

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March 31, 1948

CHICAGO TRIB TO HERALD TV OPENING WITH JUMBO TELE SECTION

Double the size of anything of its kind heretofore attempted the Chicago Tribune next Sunday (April 4) as a forerunner to the opening of its great new television station WGN-TV the following day, will issue the biggest special newspaper television section ever seen in this country. The Detroit News last month set the pace with a 20-page television section. This was followed by the New York Sun with another 20 pager early this month, but the Chicago Tribune, whose radio and television editor is Larry Wolters, plans to come through with at least 40 pages. It is believed the practice of issuing television sections will be followed by many other large newspapers as television becomes established in different parts of the country.

Test patterns on full power have been conducted by WGN-TV, of which Frank P. Schreiber is General Manager, since the middle of February, and the curtain will formally go up next Monday when the new station, said to be the most powerful in the United States and upon which no expense has been spared, will go on the air with a special schedule of telecasts. This will inaugurate a two week Chicagoland Television Open House.

"Our equipment is the first in Chicago making use of Navy and Army developments", said Carl J. Meyers, Director of Engineering for WGN-TV. "Many of the special circuits and tubes used in present-day television were developed by the armed services during the war. The story of what television did for Uncle Sam isn't ready to be told yet, but many of the wartime improvements have been incorporated in the new transmitters, cameras and receivers.

"WGN-TV's average radiated power of 30 kilowatts should guarantee that viewers within a 45-mile radius of our antenna will receive sharper, better defined pictures than they have in the past.

"Some of our equipment, such as the program console for use by the director of a studio program, are not to be found in any other television stations in the country.

"Our newsreel photographers will work from three mobile field units. Two of them are fast station wagons on which movie cameras can be mounted. The third is a mobile studio built specially by WGN engineers because we couldn't find anything on the market that came up to our specifications. It's about the size of a passenger bus and with it we can go wherever news is happening and by means of a relay transmitter, get on the air immediately from on the spot."

An unusual feature of the Chicago Tribune's television section, as explained by Mr. Wolters, one of the best known and most competent radio editors in the country, will be publication on a five-way split-run basis so that news and advertising can be localized for five different sectors of Chicago and suburbs. Dealers will

be able to merchandise television equipment to Tribune readers in their own trade areas by investing in only a portion of the complete Tribune coverage.

Some 200 television manufacturers, salesmen, and distributors recently heard representatives of the Tribune's general advertising department forecast a \$30,000,000 television potential in Chicago and suburbs during 1948 and describe a merchandising program designed to help them share in that market.

The special television section of the Tribune will be designed to take the mystery out of television for the layman, according to Mr. Wolters.

"We hope to have the kind of a section that will interest school children and older students as well as regular adult readers", said Mr. Wolters, "with abundant information about this new science and art which may cause tremendous changes in their lives and habits within the foreseeable future. In effect, our coverage will show that television is here now, not around the corner; that this is television's first big year."

An important aspect of the section, Mr. Wolters' tentative assignment sheet shows, will be its analyses of the probable development of television beyond the entertainment field, to which the bulk of video programming so far has been devoted. Several articles by top Tribune staff writers will deal with the probable impact of television progress upon politics, medicine, education, religion, aviation, and even upon warfare.

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ASSOCIATED PRESS RADIO MEMBERS PRAISED FOR NEWSGATHERING

"Radio members quickly offered the news they gathered. One station gave the Association its first tip on the unexpected strike of a disastrous tornado in an isolated area. Many protected on such stories as hurricanes, fatal automobile accidents, prominent deaths and disasters."

Thus Kent Cooper, General Manager of the Associated Press, pinned a bouquet on the A.P.'s new radio members in his annual report.

"Many contributed human interest features which were boxed on front pages generally", Mr. Cooper continued. "In almost all cases the coverage was from the scene and was contributed prior to broadcast by the stations involved. The news obtained from these growing sources is benefiting the membership as a whole and it is encouraging to see member stations participate more and more actively. Of especial interest in that connection is the fact that 161 of the stations now receiving service are in localities in which there are no newspaper members."

Other references to radio in Mr. Cooper's report were:

"Historically, 1947 was a year that marked a new era in our basic field of operation. The scope and strength of the Association was enlarged by accepting into membership media of publication utilizing communications that were undreamed of in 1848, the year of the A.P.'s founding. Radio stations joined the mutual endeavor and ideals of news dissemination. Newspaper and radio members having television and facsimile stations were offered special services designed for this new form of publication."

* * * * *

The addition of 308 radio members and subscribers was accomplished despite the scarcity of teletype equipment and difficulties experienced by the leasing company in extending the nation-wide radio news wire to certain sections. The radio news wire, with its frequent news summaries, also was utilized extensively for special exhibition services requested by member newspapers.

"Radio wire additions extended the physical layout of the circuit to 79,000 miles. The leasing company reported it is the longest, single 24-hour circuit in operation. Extensive improvements were undertaken on the circuit during the year to eliminate wire difficulty.

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A radio-printer circuit was established to serve El Imparcial in Puerto Rico. Further surveys are being made looking toward extension of this improved form of news transmission to other points.

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"A group of 456 radio applicants was elected on October 3. Another large group of applicants awaited election at the close of the year. Thus another news medium joined formally in the membership principle of cooperative news gathering enterprise.

"As rapidly as a formula could be completed under which all member stations are assessed their proportionate share of costs, eligible stations were given details and invited to join. The response was excellent. Station after station grasped the significance of mutual and cooperative news effort and made application. Of more than average appeal to them was the principle of proportionate sharing of costs on an equitable basis, as against the older practice of buying news 'across the counter' at rates arbitrarily set by commercial agencies.

"Of equal appeal in many instances was the principle and opportunity of exchanging news with fellow members, and the corollary principle that the disseminators of news should share mutual responsibility and proprietary interest in that news."

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MAC ARTHUR OVERRULED IN ATTEMPT TO MUZZLE PRESS RADIO MEN

As had been expected, General Douglas MacArthur finally lost out in his skirmish over censorship with newspaper correspondents in Japan. In fact, according to a ruling made last Monday in Washington, no overseas Army commander hereafter will have the authority to take away the credentials of American press or radio correspondents or to censor them in any way.

A new policy directive placed correspondents in overseas Army areas directly under control of the Secretary of the Army and the Army chief of public information.

Newsmen in MacArthur's Far Eastern occupation area had complained that he was trying to "muzzle" all press and radio criticism of his command. The newsmen won out on their stand that MacArthur should not be permitted to take away their credentials. They were overruled, however, on their contention that, as civilian correspondents, they were not subject to military law. The new directive says they are.

But it said unfavorable criticism of Army policies or of an individual commander in the overseas area would not be considered ground for discrediting a correspondent. When an overseas headquarters thinks disciplinary action should be taken against a newsman, he must forward the facts to Washington.

"All cases involving revocation of credentials will be referred to the Secretary of the Army for decision", the directive said.

It also forbade overseas commanders to write directly to a correspondent's employer complaining about his activities, as some newsmen in Tokyo accused MacArthur of doing.

The directive reminded press and radio correspondents, however, that they are subject to military law while working in an Army area overseas. They are, it said, "under the same restrictions as military personnel as regards the settlement of accounts, compliance with standing orders and law, and observance of dignity and decorum."

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POLL NEWSPAPERS REGARDING PAID RADIO PROGRAMS

The research committee of Newspaper Advertising Executives Association of which John Lewis of the St. Paul Pioneer Press is Chairman, is conducting a survey to determine policies of newspapers concerning daily program listings of radio stations.

Questions asked include those dealing with rates and other policies established by papers who are now charging for radio program listings.

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RCA SUES DUMONT OVER TELEVISION PATENTS; DUMONT COUNTERS

The Radio Corporation on March 22nd filed a patent infringement suit in Southern District of California against Paramount Pictures, Inc., Allen B. Dumont Laboratories, Inc., J. T. Hill Sales Co., Television Productions, Inc., Penny-Owsley Music Co., Inc., of the above television productions is a subsidiary of Paramount Pictures. Hill Sales is a Dumont Distributor. Penny-Owsley is a retail dealer. The complaint charges infringement of twenty-five patents relating to television.

On the other hand, Dumont on March 26th filed a declaratory judgment suit against RCA in Delaware asking for judgment with respect to these 25 patents cited by RCA plus nine others.

This constitutes another suit for declaratory judgment against RCA on television patents, the first having been filed by Zenith Radio Corporation of Chicago.

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ST. LOUIS GLOBE-DEMOCRAT TV, FM, FAX STATION STARTS IN JULY

At the rate things are now proceeding, the St. Louis Globe-Democrat FM, and eventually facsimile and television station will make its FM bow sometime next July. The building in which the new unit will be housed will be just across the street from the newspaper plant.

KWGD (FM) will have radiated power of 218 kw on Channel 251 (98.1 mc), and has made application to the Federal Communications Commission for a television permit. In charge of the radio operations is E. Lansing Ray, President and publisher of the Globe-Democrat, with Charles W. Nax as General Manager and Wells Chapin Radio Engineer.

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NEWLY PATENTED COLOR TV SYSTEM ASSIGNED TO FARNSWORTH

The Patent Office granted the following radio patents last week:

A static eliminator for receiver sets (No. 2,438,272) by Darnell Asbery Dance of Salem, Ark.

A color television system (No. 2,438,269) by John A. Buckbee of Fort Wayne, Ind., assignor by Mesne Assignments to the Farnsworth Research Corporation; a television cabinet (No. 2,438,256) by John L. Stein of Muncie, Ind.; and television receiver circuits and apparatus (No. 2,438,359) by Richard G. Clapp of Haverford, Pa., assignor to the Philco Corporation of Philadelphia.

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NEWSPAPER, RADIO STATION, CLASH OVER PAID PROGRAM ADS

There was some excitement in Portsmouth, N. H., when the Portsmouth Herald and Station WHEB went to the mat publicly on the subject of whether or not broadcasting stations should pay newspapers for printing radio programs. It started with J. D. Hartford, publisher of the Herald, saying the elimination of free programs had not brought any telephone complaints and only one letter of protest.

To this Bert Georges, Manager of WHEB, retorted that he "wouldn't pay five cents" to advertise his station's listings in the Herald.

"Why should we pay for what is news to the reader?" he asked.

Mr. Georges telephoned the Herald's circulation department and ordered his subscription stopped.

Meanwhile, a WHEB newscaster was on the air three times a day with a script which satirized the Herald's action and openly deprecated its importance to the station.

The attitude of another New Hampshire station, WMUR, of Manchester, was expressed in a letter to the Herald, which said, in part:

"I think every newspaper must ask itself the question, 'Can I afford to be without this vital daily information in my newspaper?' The fact is, in our opinion, the radio station can very easily do without newspaper listings, but I rather question whether the newspaper can do without these listings and honestly be serving its readers."

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COLONIAL RADIO SHOWS PROFIT IN FIRST QUARTER FOR SYLVANIA

Two recently-acquired subsidiaries which operated at losses during 1947, will show profits during the first quarter of 1948, D. G. Mitchell, President of Sylvania Electric Products, Inc. told shareholders at the annual meeting of the company in Boston Tuesday. These wholly-owned subsidiaries are the Colonial Radio Corporation, manufacturers of radio sets, and Wabash Corp., manufacturers of photo-flash lamps.

"Indications are", said Mr. Mitchell, "that profits for the first quarter of this year for the company as a whole will be in excess of the first quarter of 1947, when consolidated net income was \$805,342 and earnings, after deducting preferred dividends, were equal to 70 cents a share on the 1,006,550 shares of common stock outstanding."

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LASKY DECLARES TELEVISION GREATEST MOTION PICTURE SALESMAN

Jesse L. Lasky, pioneer in the motion picture industry, last week declared that television can be the greatest salesman motion pictures ever had.

Mr. Lasky, in an interview on WCAU-TV, Philadelphia, told the television audience that the new medium is here and here to stay and that Hollywood and the other film capitals had better recognize it. He announced that he planned to launch his next film discovery on television, prior to any film appearance.

"You can't underestimate a product that goes right into the homes of the public you hope to reach", Mr. Lasky declared. "Instead of attacking television, Hollywood would do well to adapt it to various uses. If we acknowledge it as a competitor, we are not going to be able to serve the best interests of all concerned."

Mr. Lasky admitted that there are conflicting opinions on television among Hollywood's leading producers but said, in his opinion, that the majority are coming to believe the new medium can help them tremendously.

He disclosed that television's value came to him in New York when, after an appearance on a television show, a taxi driver asked him, "Say, aren't you Jesse Lasky? I saw you on television a little while ago." Lasky declared that all that day, wherever he went people remarked on having seen him. It was this, he said, that decided him to send the stars of his next production to every television station in the country for personal appearances even before trailers on the film are released.

"Actors can win untold new friends through television", Mr. Lasky said, "and the producer who fails to recognize this will be as backward as those who fought the first talking pictures."

The famous producer declared that trailers soon will be standard advertising on television screens. "Look how television has won new friends for all kinds of sports", Mr. Lasky pointed out. "It can and will do the same thing for movies and other forms of entertainment."

Mr. Lasky disclosed that he felt the day was not far distant when the major studios would be making film shorts for television use. "I don't see how anything can stop it. Television needs quality films and Hollywood is equipped to make them", said Mr. Lasky. "It won't be long before we are turning them out as a matter of course."

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A.T.& T., WESTERN UNION TO COMPETE SUPPLYING TELEVISION NETS

Western Union will compete with the American Telephone & Telegraph Company in supplying television network facilities. This was made known in a dispatch from New York by the Associated Press, which said: "Western Union moved into direct competition with the American Telephone and Telegraph Co. for television network business today (Tuesday) by filing a proposed rate schedule for a radio relay television link between New York and Philadelphia."

Rates to become effective May 1 were filed by the A. T. & T. with the Federal Communications Commission last week, it was announced by Bartlett T. Miller, Vice President in Charge of the Company's Long Lines Department. The establishment of the rates will place the Bell System's television cables on a commercial basis.

Television facilities are now being furnished by the A. T.&T. Co. without charge to broadcasters over a combined coaxial cable and radio relay network between Boston, New York, Philadelphia, Baltimore and Washington.

"Network transmission of television programs has passed the experimental stage", Mr. Miller said. "Although the provision of inter-city channels is a highly complex job, we have now had sufficient experience to place this service on a commercial basis."

Under the proposed rates, a television channel between two cities will cost the broadcaster \$35 a month per airline mile for eight consecutive hours a day, and \$2 a month per mile for each additional consecutive hour. For occasional or part-time service the rate will be \$1 per airline mile for the first hour of use and one quarter of that amount for each additional consecutive 15 minutes.

For the use of terminal equipment and its maintenance, the charge will be \$500 a month for connecting stations to the television network for eight consecutive hours daily. For stations requiring only occasional service, the charge will be \$200 a month plus \$10 an hour of use.

Rates now in effect for AM broadcasting will apply for the separate sound channel needed for the complete television program.

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Maurice B. Mitchell, General Manager of WTOP, has been elected to the Board of Trustees of the American Cancer Society, District of Columbia Division.

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MAYOR PROCLAIMS TELEVISION WEEK IN CHICAGO APRIL 5-12

The week of April 5 to 12 has been proclaimed "Television Week in Chicago" by Mayor Martin H. Kennelly. In his proclamation Mayor Kennelly urges citizens of Chicago "to avail themselves of the opportunities afforded during that period to become better acquainted with this latest contribution to man's progress."

Monday, April 5th, also marks the beginning of regular operations by WGN-TV, Chicago's newest television station. The latest member of the WGN, Inc. family, which includes WGN and FM station WGNB, represents a million dollar investment in equipment, staff and programs. (See earlier story on page 1 of this issue).

Mayor Kennelly, whose statement cited that "the promotion of this important new medium of communication and of Chicago as a television center has been stimulated by the establishment of two television stations in the city", will be joined by Governor Green of Illinois and Col. Robert R. McCormick, editor and publisher of The Tribune and President of WGN, Inc., in the dedicatory telecast Monday night, April 5, at 8:15 CST.

A two-week "Chicagoland Television Open House" promotion sponsored by manufacturers, distributors, retailers and The Chicago Tribune also has an April 5 starting date.

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PUBLISHER TO MAKE HIS OWN STATION PAY FOR RADIO PROGRAMS

Even the fact that he is one of the partners in the new station KDAN at Oroville, California, has not changed the attitude of Dan L. Beebe, publisher of the Oroville Mercury with regard to radio stations paying newspapers for having their programs printed.

The Mercury has never published radio programs free. KDAN will pay the full radio rate to publish its programs, Mr. Beebe declared. The Mercury will buy a daily 15-minute news broadcast at 7:30 A.M., and will have a half-hour program on Sundays.

"The newspaper will promote its circulation, job department and explain its business and news policies as part of its radio promotion program."

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EUROPE TO GET FIRST HIGH POWERED FM STATION - LONDON CHOSEN

The British Broadcasting Corporation has begun work on the construction of a frequency modulation transmitter station near Wrotham, Kent. This will be the first high-powered FM station to be erected in Europe.

An order has been placed with Marconi's Wireless Telegraph Co., Ltd. for a 25 kw FM transmitter for this station which, it is anticipated, will be the first of a number of FM transmitter stations to be erected throughout Britain. The new station will operate on a wavelength of about 3 metres.

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CBS AFFILIATES MEET IN N.Y.; COAST-TO-COAST TV NET TAKES SHAPE

As key executives of 100 executives of the Columbia Broadcasting System gathered in New York today (Wednesday, March 31) for the first nationwide network television meeting, CBS added the third station to its television network which it is expected will reach the Pacific. The newest station in the chain is WMAR-TV, owned by the Baltimore Sun of which E. K. Jett, formerly of the Federal Communications Commission is Vice-President.

WMAR-TV operates on Channel 2 and has a total personnel of approximately 50, including program officials, engineers and technicians. It is now on the television air seven days each week with from 35 to 40 hours of programming.

The other two stations in the CBS television net are WCBS-TV, New York, and WCAU-TV, Philadelphia. WCAU-TV originated the first symphony orchestra broadcast ever to be carried over television. It came 48 hours after Petrillo and the American Federation of Musicians and the major networks reached an agreement permitting broadcast of live music on television.

As a result, CBS-TV presented the Philadelphia Orchestra, conducted by Eugene Ormandy, in the first broadcast of Rachmaninoff's First Symphony in E Minor. WCAU-TV broadcast the program in Philadelphia and transmitted it over a double microwave relay link from the Academy of Music to the A. T. & T. coaxial cable, over which it was carried to New York for broadcast via WCBS-TV to its viewers in the metropolitan area.

The all-day television meeting of the Columbia Broadcasting System at the Waldorf was called "to enable broadcasters far removed from present key television centers to piece together all the scattered segments of television information into a comprehensible whole."

Frank Stanton, CBS President, will make the opening address. Lawrence W. Lowman, CBS Vice-President, will present the Columbia television network plans for programs which will originate in its new WCBS-TV New York studios. The plant, now under construction in the Grand Central Terminal Building in midtown New York, CBS says, will be the largest of its kind in the country.

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OVER THE HILLS
("Washington Post")

Mr. George Washington Hill, second of that name, has resigned from the American Tobacco Co. as its vice president in charge of advertising. This, it appears, is Mr. Hill's way of disavowing responsibility for the fact that only 102 billion Lucky Strike cigarettes were produced last year, as compared with 103 billion in the year preceding. In consequence of this decline, Lucky Strike now

leads its nearest competitor in the cigarette counters of the Nation by only a billion and a half. In other words, the Camels are coming, but Mr. Hill for one is not disposed to shout hurrah.***

Mr. Hill preferred to take some short and cryptic phrase and to bludgeon it into the public consciousness by incessant repetition over millions of radios and from thousands of billboards and hundreds of magazine covers. The most famous of these phrases was the invention of Mr. Hill's father: "It's toasted!" Nobody knew what it meant, as far as we know, and the American Tobacco Co. never bothered to explain. But the only Americans who escaped being reminded at every hour of their lives of the toasted tobacco used in the manufacture of Lucky Strikes were those born deaf, mute and blind, although we should not be surprised to hear that the elder Mr. Hill had it inscribed in Braille for their benefit.

Another masterpiece of Mr. Hill, major, was the apothegm that "Nature in the raw is seldom mild." The point was brought home pictorially by reference to the amorous techniques of pre-paleolithic man. Less ambiguous in character was the solemn announcement that "An ancient prejudice has been removed", with the implicit suggestion that women who continued to have inhibitions about smoking Lucky Strikes in public places belonged in the same reactionary category as those who in the early nineteenth century had considered travel by railway somehow sinful and those who in the sixteenth century considered it shocking and decadent to use forks instead of fingers. For women who remained impervious to this appeal to their better and more progressive natures, Mr. Hill had another bait. He exhorted them to, "Reach for a Lucky instead of a sweet!" insinuating that it was an infallible way of stifling a bodily craving deleterious to the bodily form.

In the opinion of many, Mr. Hill, Jr., who became Advertising Manager of the company in 1936, equaled, if he did not surpass, the genius of his father. Where the father had been at most ambiguous, the son managed to be completely unintelligible. It was he, for example, who invested the chant

E-e-e-e yulla, wulla, bulla, blub, blue, ble, yumma
wow, wee, yip yi, bulla, blab yow! Sol' American!

which served the company as a kind of audible trade mark. He was also the author of one of the more stirring battle cries of the recent struggle for freedom and human rights; viz, "Lucky Strike green has gone to war!" But evidently the young Mr. Hill was less successful than his father in dealing with the reactionaries and men of limited vision within his own organization. Or it may have been that his methods were too subtle to be appreciated and understood. It is even possible that he overestimated the intelligence of his fellow citizens. Anyway, he never attained his father's celebrity. He has never been made the hero of a best-selling novel and has never been impersonated in the movies by Mr. Sidney Greenstreet.

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BRUNET, RCA, SEES IMPROVED CUBA, MEXICO BUSINESS CONDITIONS

Opening of Cuba's \$3,000,000 "Radio City" in Havana will have a salutary effect on broadcasting throughout the Caribbean and Latin America, Meade Brunet, Vice President of the Radio Corporation of America, and Managing Director of the RCA International Division, declared last week. Back in New York from a field trip on which he observed business conditions at first hand in Mexico and Cuba, Mr. Brunet expressed optimism over the trade outlook in these countries.

"Business in Cuba is excellent", he said. "A progressive spirit prevails. I was particularly impressed with the new RCA-equipped radio and entertainment center built by Goar Mestre. It drew high praise from a group of Latin-American broadcasters who attended the opening. I believe it will have a healthy effect on broadcasting in that area, as well as in other Central and South American republics."

Mr. Brunet said that Mexico recently had passed through a period of business adjustment in which some phases of commerce suffered. But, in his opinion, all current signs point to an improvement.

"The market for modern conveniences, such as electrical appliances, radios and phonographs is constantly increasing. Demands for RCA Victor records have steadily mounted, necessitating the building of additional manufacturing facilities. A new RCA record plant, one of the most modern factories in Mexico, is nearing completion."

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NEW BRITISH TELEVISION STATION TO SERVE ENGLISH MIDLANDS

The British Broadcasting Corporation has acquired a site for a television station at Sutton Coldfield, near Birmingham, to serve the populous industrial centres of the English Midlands. Work on the construction of the station has already begun.

The power of the vision transmitter will be 35 kw and that of the sound transmitter 12 kw. This constitutes twice and four times the powers of the respective transmitters at the existing Alexandra Palace station, London. The range of the new station is expected to be about fifty miles, covering a population of some six million. The station will transmit the same programme as the radiated by the London Television Station at Alexandra Palace.

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 ::: SCISSORS AND PASTE :::
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Petrillo Throwing In The Towel Still Has 'Em Puzzled
 ("Variety")

Big question that has everybody in radio and television second-guessing is why James C. Petrillo decided on a policy of complete abdication to the networks in pacting a new three-year contract for his American Federation of Musicians.

Veteran broadcasters who have had long and varied experiences in dealing with the musicians' boss are of the opinion that Petrillo capitulated for a variety of reasons, but primarily these: The final realization that regardless of how much ranting he carried on about musician quotas on stations, it was basically a four-network deal that really mattered, for the "base bucks" accruing to musicians come from the webs. It was a case of bringing home to Petrillo the fact that 90% of all musician coin - or about \$25,000,000 a year - comes from work on the network with its lucrative commercial airings.

With the AFM elections coming up in June, there were obvious political overtones involved. A prolonged stalemate on negotiations would have jeopardized Petrillo's standing among the AFM membership, it's conceded, thus forcing the issue of whether it was worth trading an "empire" for television concessions.

The always-imminent danger of winding up behind the legal eight-ball because of the newly-promulgated Taft-Hartley law, plus the "close shave" experienced in the Lea Act challenge are also considered important factors in Petrillo's "I surrender" stance.

Finally, it was Petrillo's awareness that the network chieftains meant business; for when the web execs at last week's negotiations huddle arose and started to walk out in a body at AFM Boss Man's suggestion that they "fiddle along on tele" and only sign a one-year contract covering AM radio, Petrillo knew the jig was up and threw in the towel.

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What the networks got:

Extension for three years, retroactive to last Jan. 31, of present contracts between American Federation of Musicians locals in New York, Chicago and Los Angeles, and the stations owned by the nets at these points.

The right to use musicians on AM and FM, simultaneously and "interchangeably".

The right to use musicians on television and on simultaneous AM-tele (and FM) broadcasts; the right to air tele pickups of public events, such as parades, having live music; the right to make films for tele with music.

Guarantee that musicians "will continue to be available" for television during the three years.

Musicians' services for the next three years at no hike in pay or employment quotas.

Dismissal of the Petrillo demand that platter-turners be required to join the AFM.

What Petrillo got:

Prolongation of the status quo in musicians' pay scales and, most important, employment quotas at a time when many stations have

been trimming their music staffs and cutting them off entirely.

Assurance that musicians playing for AM-tele duplicated shows will get "reasonable" added fees.

Prospect that employment will be created for more musicians through the impetus thus given television programming.

Perhaps no great love from the rest of the labor front, but undoubtedly a lot more favor in the public's eyes, as attested widely in newspaper editorials during the past few days.

Fear Walkie-Talkie May Be Nation's Biggest Party Line
(Wayne Oliver, "Associated Press")

Folks who decide to buy the new midget civilian version of the walkie-talkie will find themselves on one big radio party line. The tiny two-way personal sets all will operate in the same band on the air - 460 to 470 megacycles. The first instrument approved by the Federal Communications Commission for commercial production is designed to operate exactly in the middle of the band.

Thus if you have one of the sets and want to talk to the wife at home, or vice versa, you may find somebody else is using the ether.

Al Gross of Citizens Radio Corporation of Cleveland, the firm that got the first FCC approval issued for the new personal radio, says the party line feature won't be much of a handicap for some time to come.

Gross points out that the number of sets in use will be limited for quite a while - although he and other manufacturers hope to remedy that situation. It's expected only a small proportion of people having sets will want to use them at the same time. And the sets will have a short wave range - only about two miles in the city - which will cut down on interference.

Later, if too much confusion develops as more sets come into use, the FCC can be asked for additional bands for the Citizens Radio Service - the official name for the walkie-talkie setup.

At first, says Gross, the sets probably will be bought mostly for commercial and industrial use. The manager of a plant spread over a wide area could get reports and give orders via walkie-talkie. So could a farmer during large scale harvesting operations. A doctor out on a golf course could keep in touch with his office.

Gross says the set his firm will produce will weigh about two and one-half pounds - including batteries. When not in use, it fits into a container about the size of a camera carrying case with shoulder strap.

The transmitter is in a small box six inches long, two and seven-eighths inches wide and one and one-half inches thick. It has a folding T-shaped antenna, and is equipped with a very light weight headset with a single earphone.

The cost: "A little under \$200 for a pair of sets ready to go."

Production is due to start in 60 to 90 days.

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